



CIGN
CREATIVE INDUSTRIES GLOBAL NETWORK

Presentation på GrafKom

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Tommy Nyström

Universitetsadjunkt i grafisk kommunikation

- **Linköpings universitet**
- **Ansvarig för kandidatprogrammet
Grafisk design och kommunikation**

Grafisk design och kommunikation (GDK)

- **Praktikgrundad design av kommunikation med akademisk höjd**

- **Tre spår:**
 - Kreatör
 - Management
 - Produktion

Creative Industries Global Network



Partner Institutions

Artevelde University College Ghent, Belgium



Linköping University, Sweden



Ryerson University, Canada



Stuttgart Media University, Germany



University of the West of Scotland, UK



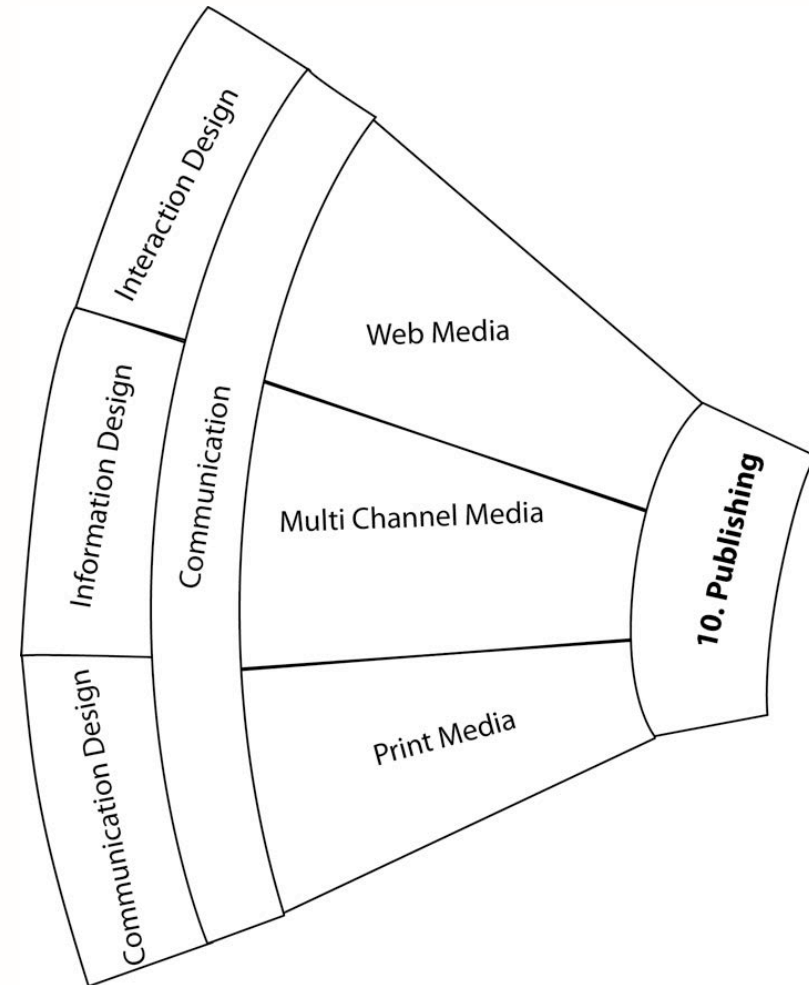
What is CIGN

- **Transnational network within the Cross Media Design and Production sector**
- **Main areas of activity:**
 - Identification of sectoral gaps and new competences needed
 - Development of new curricula, learning methodologies (blended learning materials)

The Cross Media Design and Production sector

Department for Culture, Media and Sport (DCMS) definition recognises twelve creative sectors, namely:

1. advertising
2. architecture
3. arts and antique markets
4. crafts
5. **design** (see also **communication design**)
6. designer fashion
7. film, video and photography
8. software, computer games and electronic publishing
9. music and the visual and performing arts
10. **publishing**
11. television
12. radio



Expected outcome

■ The CIGN Project will produce...

- on-line and on-site theory and practice based course modules addressing the skills-sets for cross-media design and production sector
- intensive programs for teaching staff

■ The CIGN will enable...

- a sustainable network for professionalization and capacity building
- a continuing working relationship between education, industry and social partners

Project phases

1. **Forska/undersöka**
2. **Identifiera kursbehov**
3. **Utveckla kurser**
4. **Test av kurser**
5. **Implementering**
6. **Utvärdering**

Två workshops

- **E-learning workshop, Stuttgart**
- **Sharing best practises, Ghent**

Resultat av steg 1: undersökning

- **Research of policy documents on EU and national level**
 - Report 1A describes recent evolution of EU-policy in identifying skills gaps in cross-media design and production in the creative industries
 - Report 1B describes how national skills gaps are identified in the creative industries in the participating countries
 - The above research will inform future module development

Resultat av steg 2: Identifiera kursbehov

- **Self Developmental Learning**
 - Developing personal autonomy. Awareness of new learning opportunities
- **Narrative Construction**
 - Storytelling/lateral/linear opportunities across/in different media types
- **Media Literacy (copyright, IPR, graphic of new media in professional contexts)**
 - Production of Cross Media artifact. A combination of Practice and Theory, applying International intellectual property, privacy and copyright laws within the content of the product.
- **Multi Platform Creative Production**
 - Individual project work across a variety of media types

Resultat av steg 2: Identifiera kursbehov

- **Environmental/Sustainability Design**
 - To develop an understanding of above concepts within cross media Design products
- **Entrepreneurship**
 - Legal context of establishing a business
 - Developing an entrepreneurial attitude
 - Marketing
- **Cultural Context including Heritage**
 - National/International/Intercultural contexts. Internationalisation of the curriculum.
- **Market awareness in a developing Cross Media Context**
 - Client sensitivity and service production.

Resultat av steg 2: Identifiera kursbehov

- **Critical Thinking: Research and Knowledge Transfer**
 - Understanding research methodologies and theoretical underpinning when applied to practice. Self-critical evaluation. Higher Order Thinking Skills (HOTS)
- **International/Collaborative Cross Media Production Project (ICMPP)**
 - Team/Group/Project Management.
 - Production of a cross media product in International/Cross Cultural context

Steg 3, där vi är nu

Topic	Responsible
Market awareness in International Cross Media Production	LiU
International/Collaborative Cross Media Production Project	LiU
Entrepreneurship	AHS
Environmental/Sustainability Design (Packaging)	AHS
Multi-platform Creative production	HdM
Media Literacy (Media Technology/IPR/...)	HdM
Critical Thinking: Research and knowledge transfer	UWS
Narrative Construction	UWS

Steg 4: härnäst

- **Under våren kommer vi att testa ett antal kursmoduler i Stuttgart och i Skottland**

The Project

CIGN (Creative Industries Global Network) is a pan-European network for curricular development for the Creative Industries. It aims to identify sectorial skill-gaps, develop curricula to address these, and enable opportunities for future employment.

Contact

Project Coordinator
[Tommie Nyström](#)
Linköping University
SE-60176 Norrköping

Announcement

On October 19th to 21st 2015 the CIGN programme will organize some benchmarking workshops that will take place in Ghent, Belgium. We aim at detecting and sharing best practices in a number of fields like

- Entrepreneurship
- Educational Research
- Integration and assessment of external projects
- Students' participation in quality enhancement
- Screening the international dimension of bachelor programmes

More information can be found in the [preliminary programme](#).

If you intend to participate, register (for free) before 12/9/15 by completing the [registration form](#) and by sending it to linda.bogaert@arteveldehs.be. When using Adobe Acrobat the form could be filled in and send electronically.

www.cign-education.eu

Frågor