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CIGN Creative Industries Global Network



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Linköping University
INSTITUTE OF TECHNOLOGY



UWS UNIVERSITY OF THE
WEST of SCOTLAND

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CIGN = Creative Industries Global Network

- **This project aims at bringing the worlds of education, employment and training together;**
- **Further professionalization of staff of HEIs;**
- **And a more effective use of information technologies by HEIs**

CIGN pools the expertise of 5 HEIs from 5 different countries

- Linköping University (**Sweden**)
- Ryerson University (**Canada**)
- Stuttgart Media University(**Germany**)
- University College Artevelde (**Belgium**)
- University of the West of Scotland (**UK**)

Context: change is here to stay

1. (Print)media production industry

- Communication technology is fastly evolving, technological knowledge is evolving quickly;
- New applications, consumer trends, business models... generate new services, new products, new demands;

Context: change is here to stay

1. (Print)media production industry

As a result:

- the denomination 'print media' is outdated and the term crossmedia design and production is more representative;
- technological changes bring about new functional profiles;
- which require new competence portfolios;
- LLL must include online training.

Context: change is here to stay

2. Tertiary education is also subject to change and external pressure

- New competence portfolios require other training content e.g. a shift from technical to generic and transversal competences;
- A demand for a better match between skill demands (industry) and skills supply/qualifications (universities);
- A demand for greater involvement of all stakeholders away from the academic ivory tower;

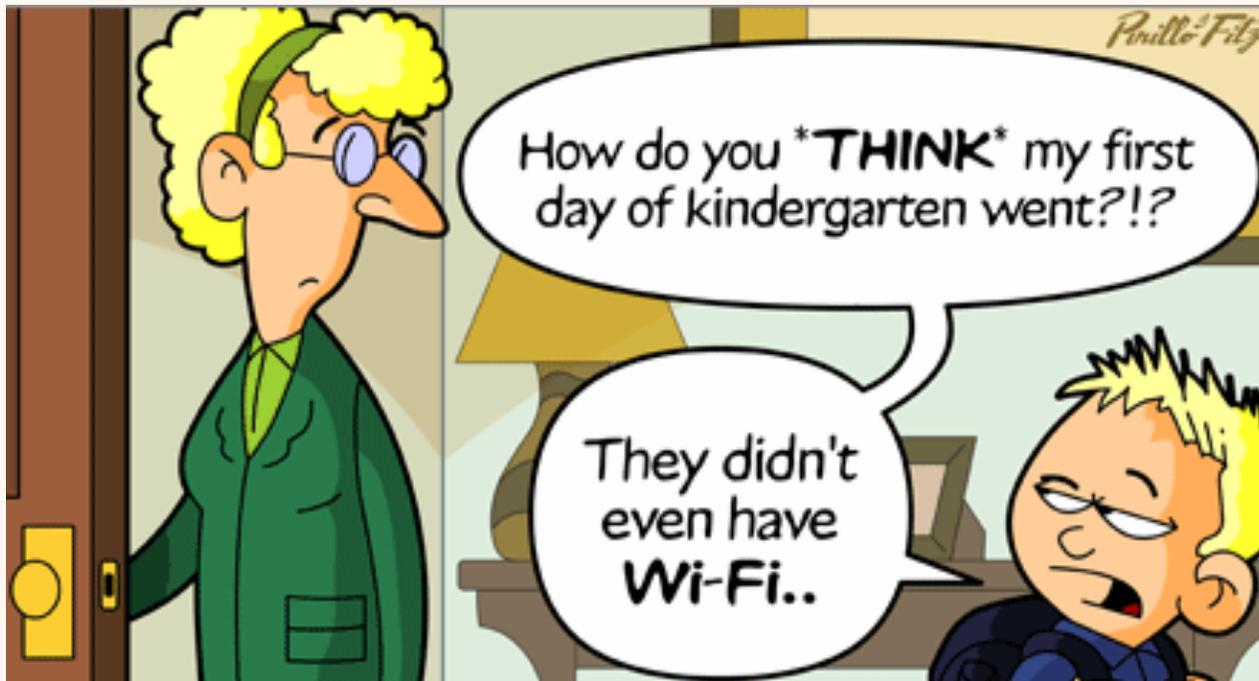
Context: change is here to stay

2. Tertiary education is also subject to change and external pressure

- Adoption of new assessment methods and implementation of quality enhancement;
- Integration of new methodological & pedagogical approaches e.g. interactive online tools require time and skills.

In short

HEIs in crossmedia experiences increased pressure to perform.



A context of increased pressure

- **for individual staff**
 - to upgrade skills and become future proof. Today, teachers are no longer only the specialists in any given field, they also should take up the roles of coach, assessor and manager of online and offline content;
 - Increased administrative workload;

A context of increased pressure

- **for HEIs**

- to invest in high tech infrastructure and related staff training;
- to attract enough quality students for the programmes they offer (more and more in/output financing systems);
- to develop good working relations with all stakeholders;
- to establish international networks for mobility, projects (e.g. joint masters, IP's, etc.) and research.

A context of increased pressure & challenges

- **for both**
 - Internal and external research shows increased stress levels & work loads;
 - Requires efficient use of available resources and expertise

How will CIGN help the project partners?

- Benchmarking!
- Benchmarking is not ranking!
- Benchmarking refers to a cooperative effort to identify best practices (e.g. evaluation of internships, language teaching) and to create a conducive environment for peer learning.

How can benchmarking help us?

- This process of comparison focuses on 'how to improve' and intends to trigger and support implementation of good working practices.
- Benchmarking will help us to detect and share the best practices inside and outside the country.

How can CIGN help us?

the areas and objectives:

1. Identification of sectoral gaps and new competences needed;
2. Development of new curricula, learning methodologies and quality enhancement programmes;
3. Develop online and blended learning crossmedia design and production materials.

1. Identification of sectoral gaps and new competences:

- transnational network to identify sectorial skills gaps
- Develop training modules to address these
- Create opportunities for further collaboration with the creative industry

AIM: To better match the skills demand with skills qualifications

2. Development of new curricula and methodologies

- the exchange of best practices re
 - Course development
 - Competence assessment
 - Quality enhancement
- by setting up jointly developed courses

AIM: to enhance the quality of training, improve trans-national recognition of qualifications, and provide opportunities for mobility and skills training of professional staff.

3. Develop online and blended learning crossmedia design and production materials

to stimulate ways of learning and teaching through ICT
and digital content

AIM: to allow education for cross-media design and
production across borders and languages

Where are we now?

- In the start-up phase;
- During our first managerial meeting we agreed on the responsibilities, the timeframe and the deliverables;
- As dissemination is an important aspect of the project, we will continue to update you on any progress made;
- Need more info?

<http://cign-education.eu/>

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