arteveldehogeschool

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

External Projects

2014-2015

External projects — semester 5, 6

1. Real clients, real projects
2. Team work between students in their final year
    1. CMO-students (cross media designers – 6 credits)
    2. MMP-students (multimedia developers – 11 credits)
3. Social service as an educational institution
4. Revenue stream
5. Timeline & organisation

External Projects

1. REAL CLIENTS, REAL PROJECTS

All kinds of projects

1. Branding
2. Photography
3. Illustration
4. Printed works (design & layout by our students, printed externally)
   1. Books
   2. Calendars
   3. Posters
   4. Invitations
   5. Tickets
   6. …

All kinds of projects

5. Websites
6. Web applications
7. Mobile applications
8. Newsletters
9. Corporate movies
10. Instructional movies
11. 3D visualisations
12. 3D prints
13. Audio & voice-overs
14. …

All kinds of clients

1. Private companies
2. Non profits
3. Persons with an idea
4. Students & programmes within Arteveldehogeschool
5. Students from programmes outside of Arteveldehogschool
6. Arteveldehogeschool Central Services

External projects

2. TEAM WORK

Teams are multi disciplinary

1. Teams are assembled depending on the project. Every students has specific talents.

2. Students can choose their own project

   1. Increase in involvement

   2. Taking ownership of their work

3. Every team has a team leader. Students can volunteer for this position

   1. Develop professional skills

External projects

3. SOCIAL SERVICE AS AN EDUCATIONAL INSTITUTION

Social service

1. To be relevant in society

2. To be relevant to corporations

3. Preparing students for real jobs

External projects

4. REVENUE STREAM

Revenue stream

1. Most of the clients have to pay
   1. **Full fee**
      Those who can afford it

   2. **Partly sponsored**
      Those who can't afford it & can use the support of Arteveldehogeschool as a social service

   3. **Fully sponsored projects**
      Internal clients within Arteveldehogeschool

Revenue stream

1. What to do with all that money?
    1. Pay for guest tutors
    2. Pay for (expensive) teaching materials

External projects

5. TIMELINE & ORGANISATION

Timeline

1. Prior the start of the academic year (jan – aug)
   1. Intake meetings with possible clients
   2. Negotiations
   3. Offers are made and sent out
   4. Provisional contracts for clients who confirm an offer
2. September: short list of selected projects is presented to the students
3. September: students can choose 3 preferred projects
4. October: teams are selected and placed on a project
5. October: kick off meeting with clients

Timeline

6. November: first internal presentation

7. December: second internal presentation

8. February: third internal presentation

9. March: final presentation

10. August: re-sit examination if necessary

Organisation

1. Coordinators
   - Intake meetings
   - Contracts
   - Administration
   - Organisation
   - Team assembly
   - Trouble-shooting

   Frank Haerick, Jonas Pottie, Hans Temmerman

Organisation

1. Mentors (11)
   - Every project has 1 mentor: colleague
   - Tutors are chosen for their expertise in a certain domain – in line with the focus of a project
   - Art direction, concept, management

Frank Haerick, Hans Temmerman, Philippe De Pauw – Waterschoot, Olivier Parent, Jonas Pottie, Barend Weyens, Kristof Toppets, Michaël Wysmans, Jan Scheirlinckx, Joris Verniest, Dany Dhondt

Organisation

1. Team leader
    1. Communication with clients
    2. Planning
    3. Team management
    4. Project work
2. Team members
    1. Project work

Classses

1. Open classroom
2. 3 hours a week on thursday afternoon
3. Teams can sit together
4. Teams can have meetings with clients
5. Lots of feedback

Project management tools

1. DIGOP (Digitaal Opvolginssysteem)
   1. Digital Tracking system
   2. Contains all contact data
   3. Contains briefing
   4. Contains deliverables
   5. Contains contact-moments
   6. Contains links to reports

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    6. Contains links to reports
    7. Developed with of Google Drive

Demo

1. Preferences form

   https://docs.google.com/forms/d/1hOhbVneCBN-rzyv4FJSjJgP3Xpjc1KhEtQO-A1hA6BI/viewform#start=openform

2. Team assembly

   https://docs.google.com/spreadsheets/d/1GszN2j5jmgD9VQ7_xc9YDX61_ew0eR26ESDuErlx6ro/edit#gid=2016453916

3. DIGOP

   https://docs.google.com/spreadsheets/d/1GszN2j5jmgD9VQ7_xc9YDX61_ew0eR26ESDuErlx6ro/edit#gid=2016453916

Any questions?
Shoot!