

Work Based Learning

on the FdA courses at Camberwell

on the FdA courses at Camberwell we believe that Work Based Learning is about more than doing placements and live projects – it informs *everything we do...*

these people have contributed to the design of the course



Flash player.


Sennepe

Click here to launch the 300million main site

Bibliothèque
Corporate identity
Brand consultancy
Printed literature
Exhibitions
Interactive design

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INTRO



onedotzero_adventures in motion

Approach
Static
Moving
Sonic
Responsive
Clients

Moving Brands®

BEAR ADVERTISING
BRANDING
DESIGN

using their advice we created *a simulated design studio environment*.





we have *regular input*
from significant industry practitioners



live projects like this one with *Moving Brands*



and this one with *the Victoria & Albert Museum*



FRIDAY LATE PRESENTS

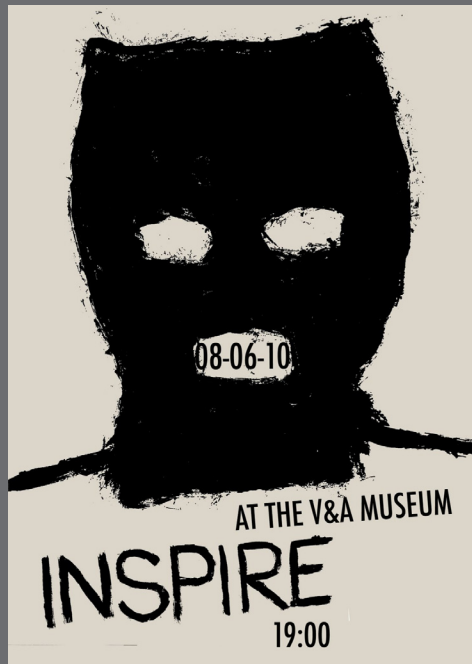
LUMIÈRE

• FRIDAY 26TH
FEBRUARY
2010
18:30-23:00
FREE ENTRY
V&A MUSEUM
RENAISSANCE ROOM
Music from FOUR, TET,
TRENEMOLLER, and
A MADE UP SOUND

FRIDAY LATE



BECK'S



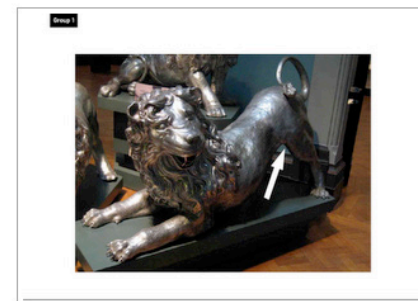
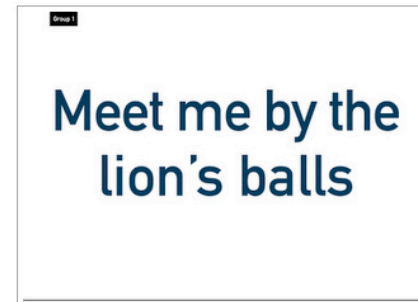
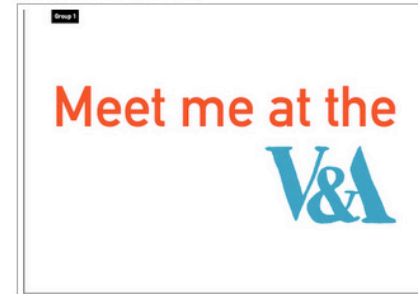
DIGITAL DAMES

THIS BLOG IS A RECORDING OF A LIVE PROJECT WE ARE WORKING ON WITH THE V&A AS PART OF OUR COURSE/S FDA DESIGN PRACTICE AND ILLUSTRATION AT UAL CAMBERWELL. OUR BRIEF IS TO CREATE A MARKETING CAMPAIGN TO ATTRACT 16-24 YEAR OLDS TO THE MUSEUM.

FRIDAY, 12 FEBRUARY 2010

IT'S OVER. THE END.

presentation snapshots...



BLOG ARCHIVE

▼ 2010 (83)

▼ February (23)

IT'S OVER. THE END.

Countdown to V-day

Presentation stuff...

Morning...

Flyers...

website example (less an 'at')

In response to cards..

FRONT AND BACK OF FLYER... (start point)

Potentially how business cards could look... need ...

Bus Posters... finished!

Poster, retouched

Yas' bus poster

Bus Poster: Hackney - South Kensington....

arrows anyone?

660 X 203mm BUS POSTER composition starting points...

Cards

Yas' cards

The Cards - **updated** another one added!

crazy curators!

anyone for a bit of burlesque-ing?!...

Presentation Background.

Meeting 2nd February

Where to now...

► January (60)

‘I was extremely impressed with both the standard of the presentations and the quality of the ideas presented by the students. They clearly showed that they understood the communication challenge, the target audience and the V&A’s objectives. Their work was not just a demonstration of their considerable design talent but also of the detailed research and development behind their concepts.’

Karen Leathan - Senior Marketing Manager at the V&A

if we need to promote the course
– we give the students a budget *and get them to do it!*



But April's menus are a riddle,
As stored crops run out in the middle;
More salads must your table dress

Work Based Learning 01:
*a report about an issue related to the creative
industries that features interviews with 4 practitioners*

Pages 8-11:

Hudson-Powell

Pages 12-15:

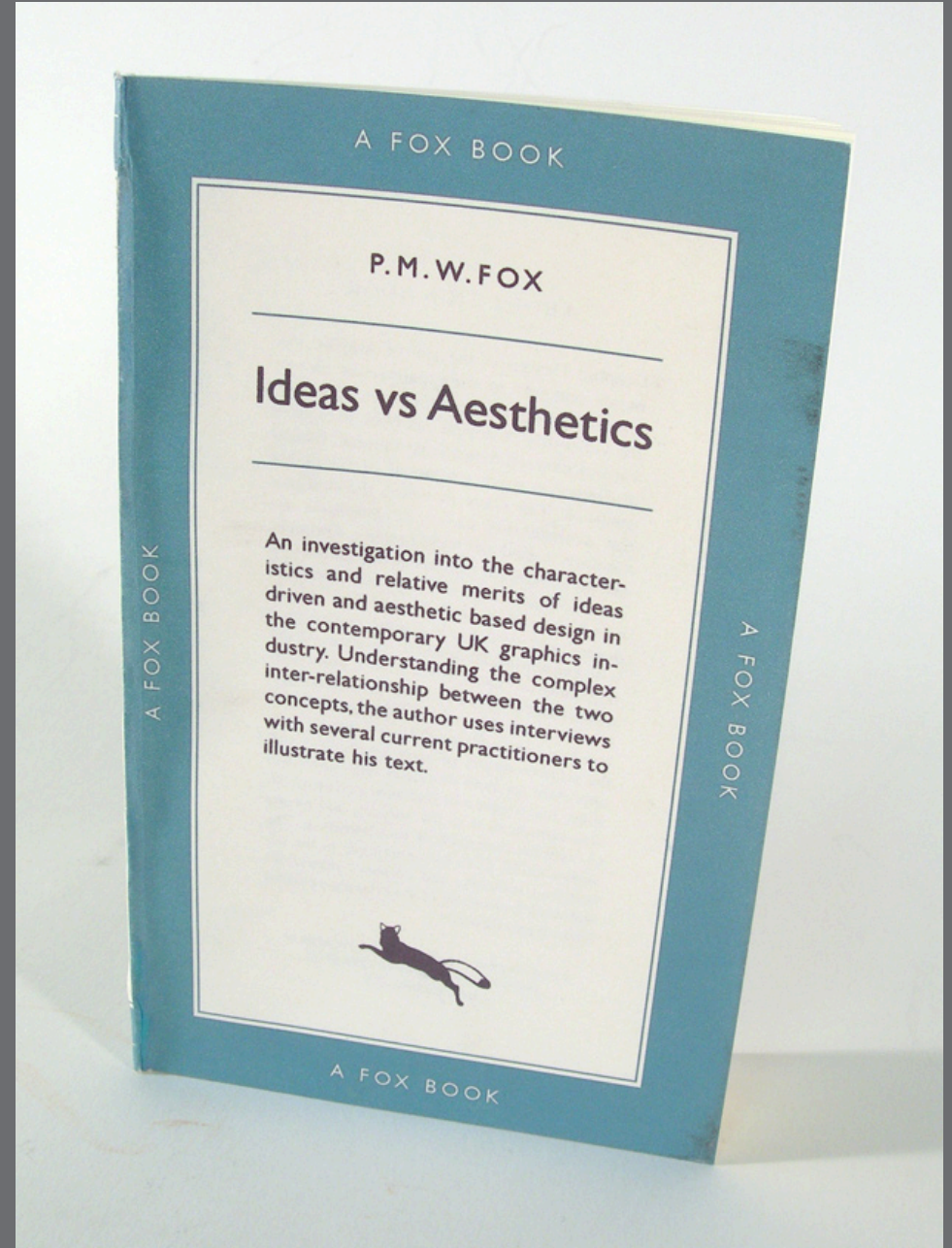
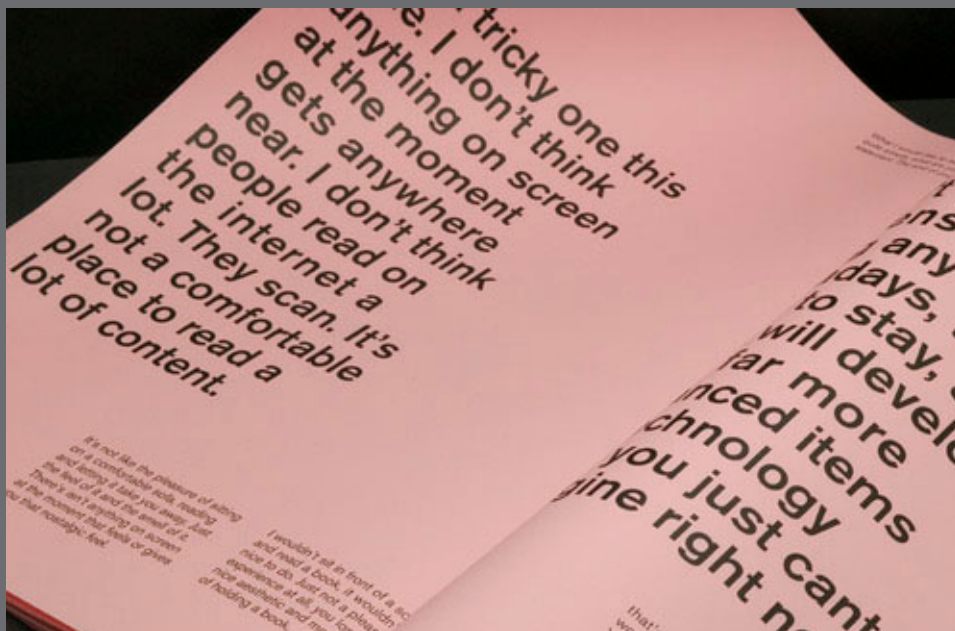
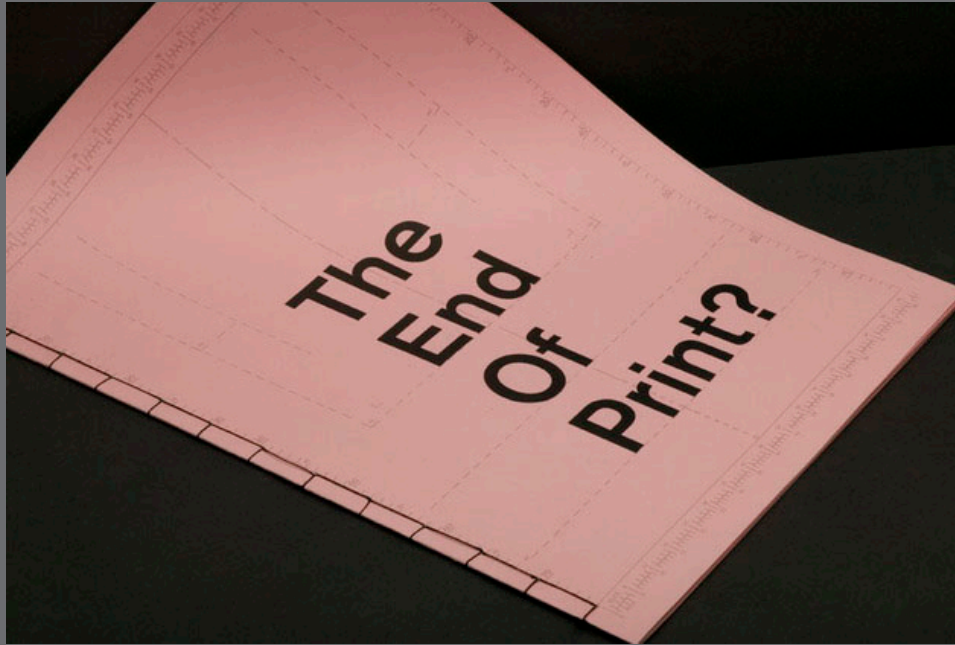
Ken Garland

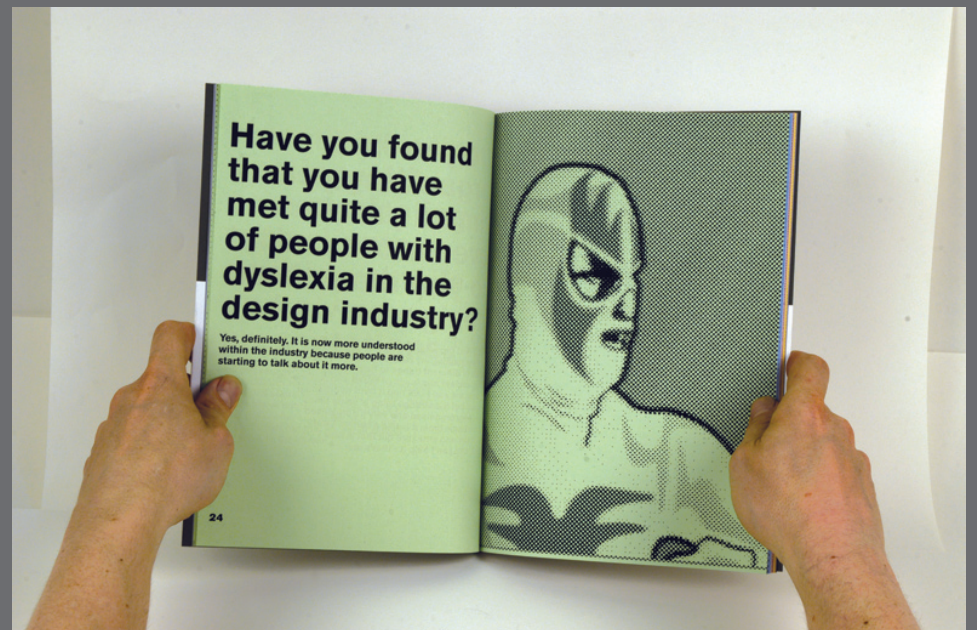
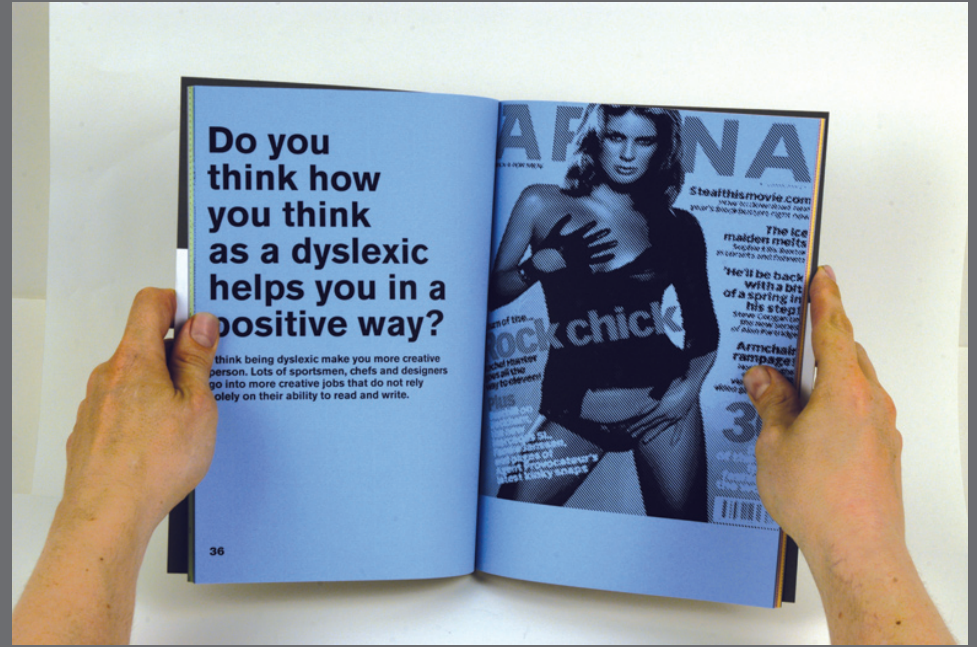
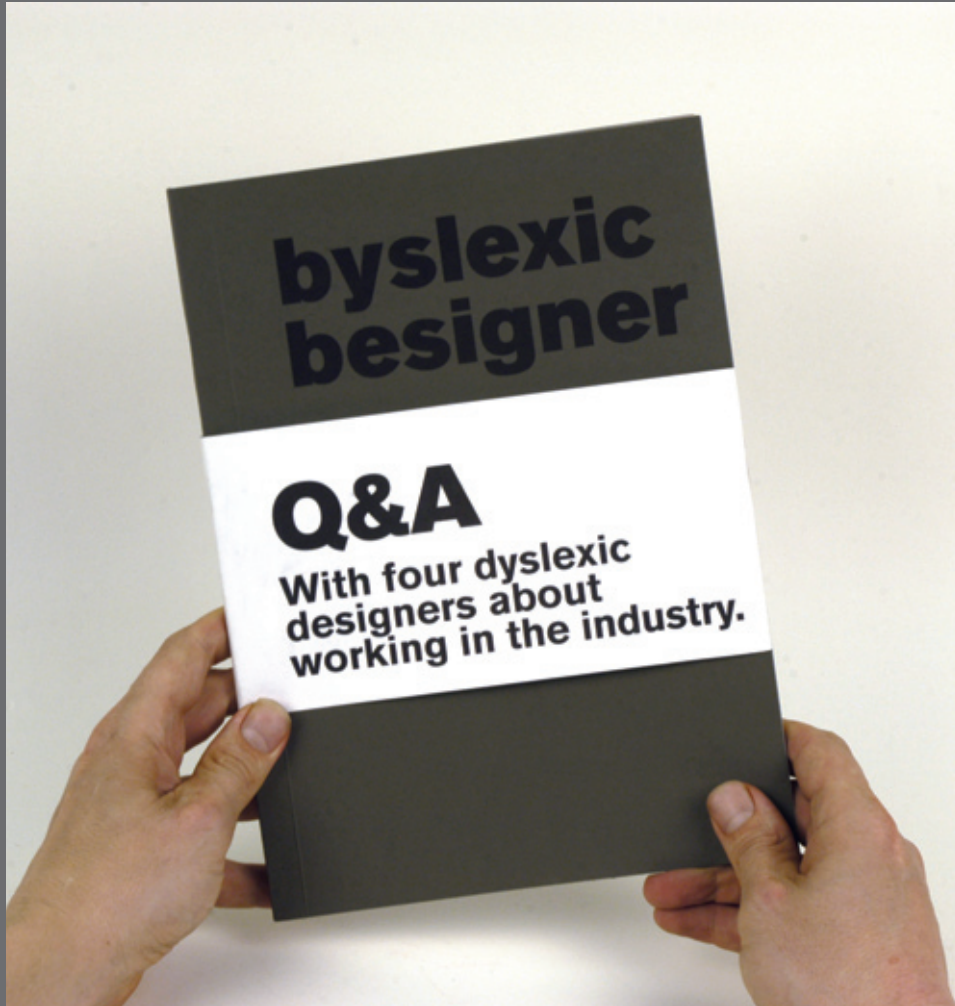
Pages 16-19:

Bear

Pages 20-23:

Fivefootsix





this is supported by
a programme of practitioner workshops:

thursday 18/02/10

Speaker 01: Quayola: <http://www.quayola.com/>
motion/ interaction/ sound/

thursday 25/02/10

Speaker 02: Miles Donovan (Peepshow)
<http://www.peepshow.org.uk/>
<http://www.milesdonovan.co.uk/>
illustration/ animation/

thursday 04/03/10

Speaker 03: Matt Rice. Director Sennep
<http://www.sennep.com/>
interaction/ web design/ animation/

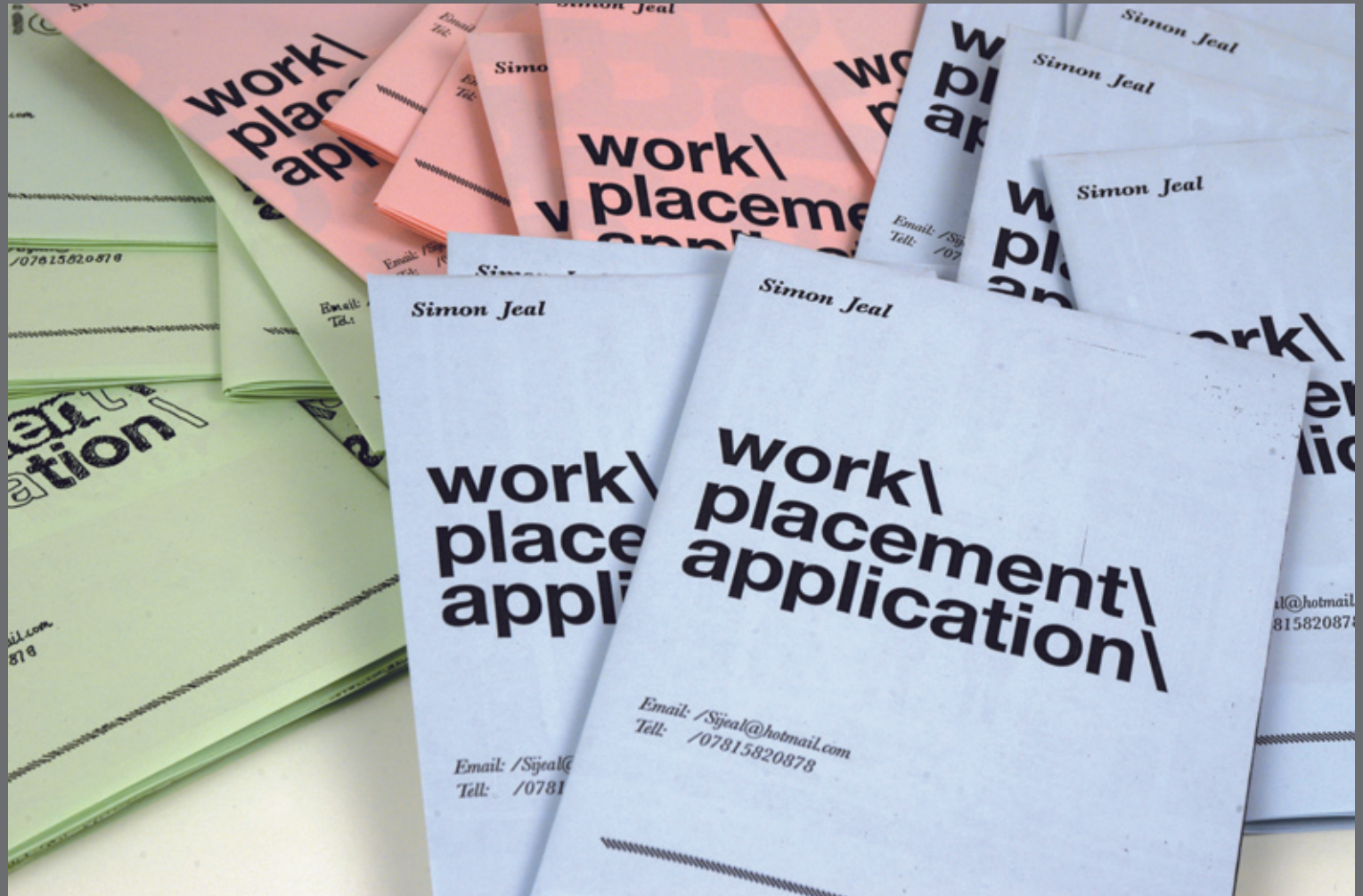
thursday 11/03/10

Speaker 04: Matt Wade. Partner Kin
<http://www.kin-design.com/>
interaction/ environment/ multidisciplinary/

thursday 18/03/10

Speaker 05: Jon Jeffery. Bibliothèque
<http://www.bibliothequedesign.com/>
print/ typography/ information/ exhibition/ brand design/

having established some contacts students then embark on –
Work Based Learning 02: a work placement or live project

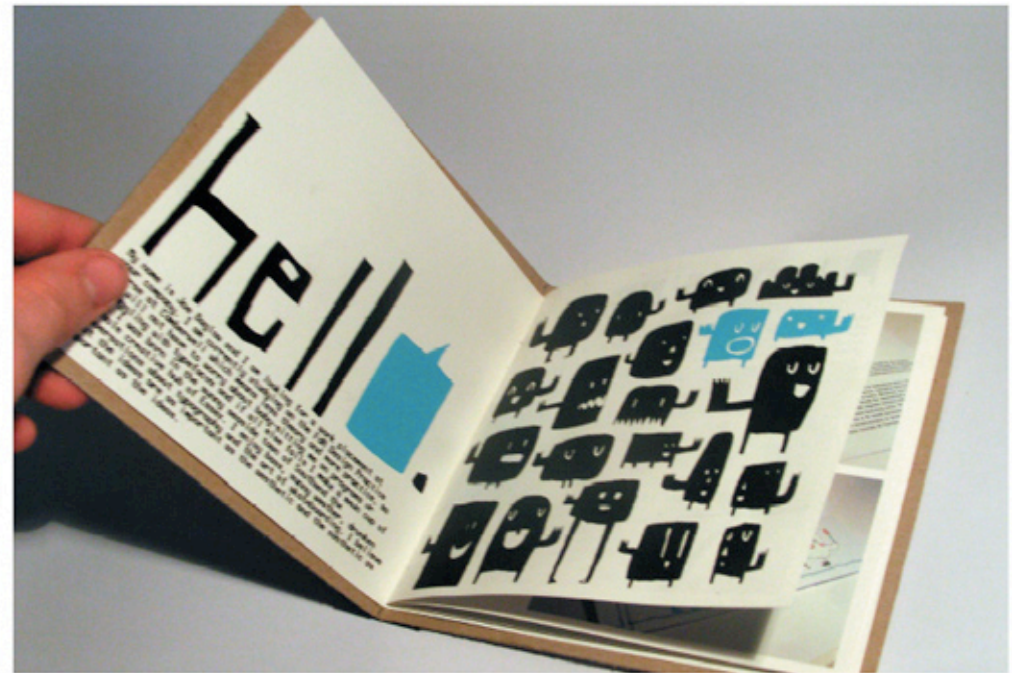


to organise this we help them prepare some 'Credentials'

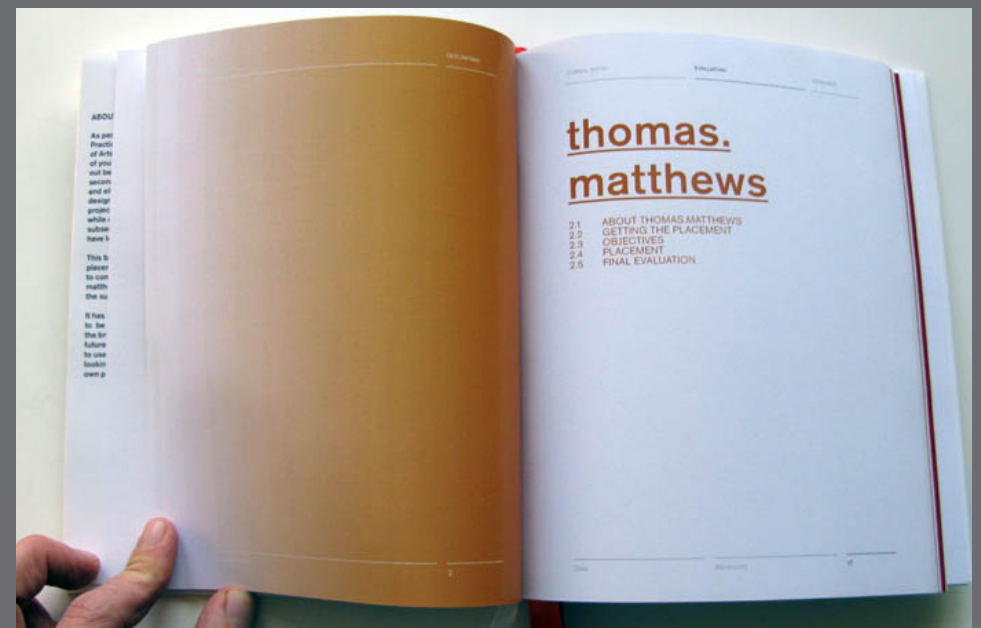
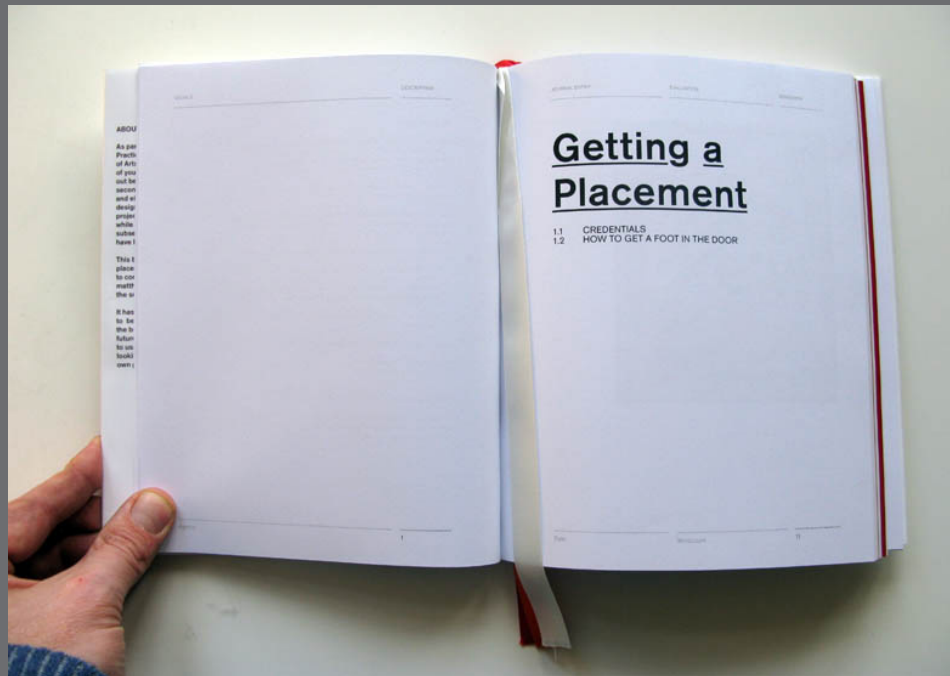
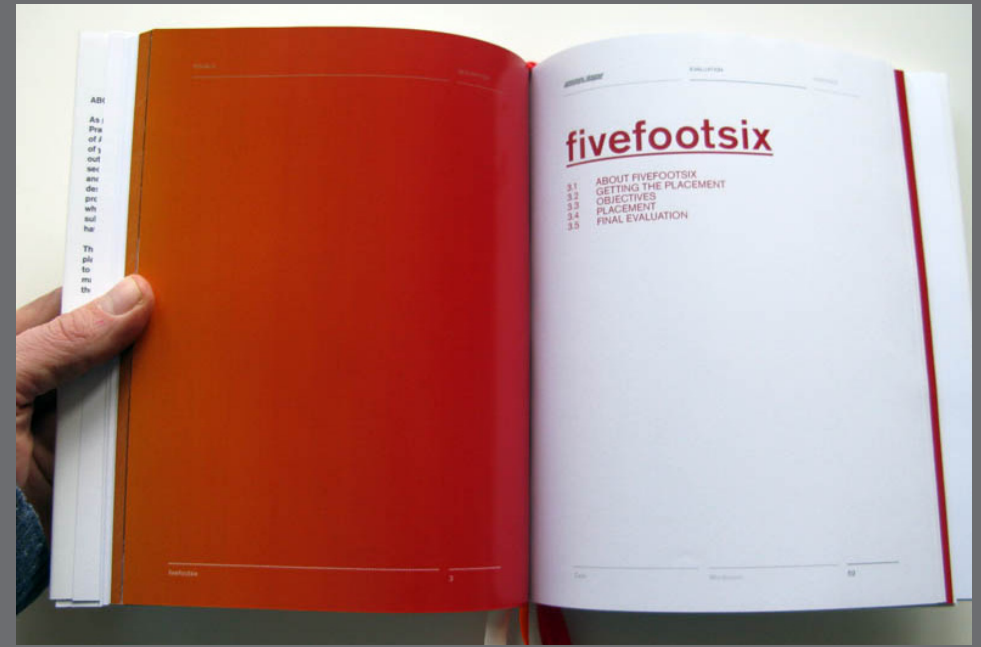


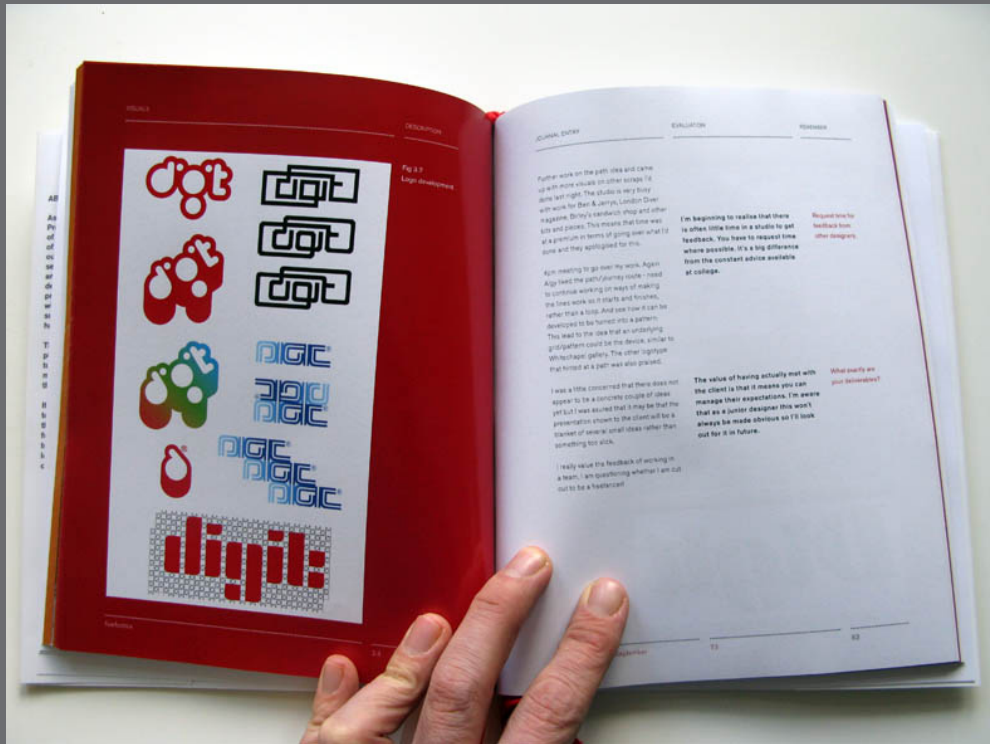
Job needs a Joe //

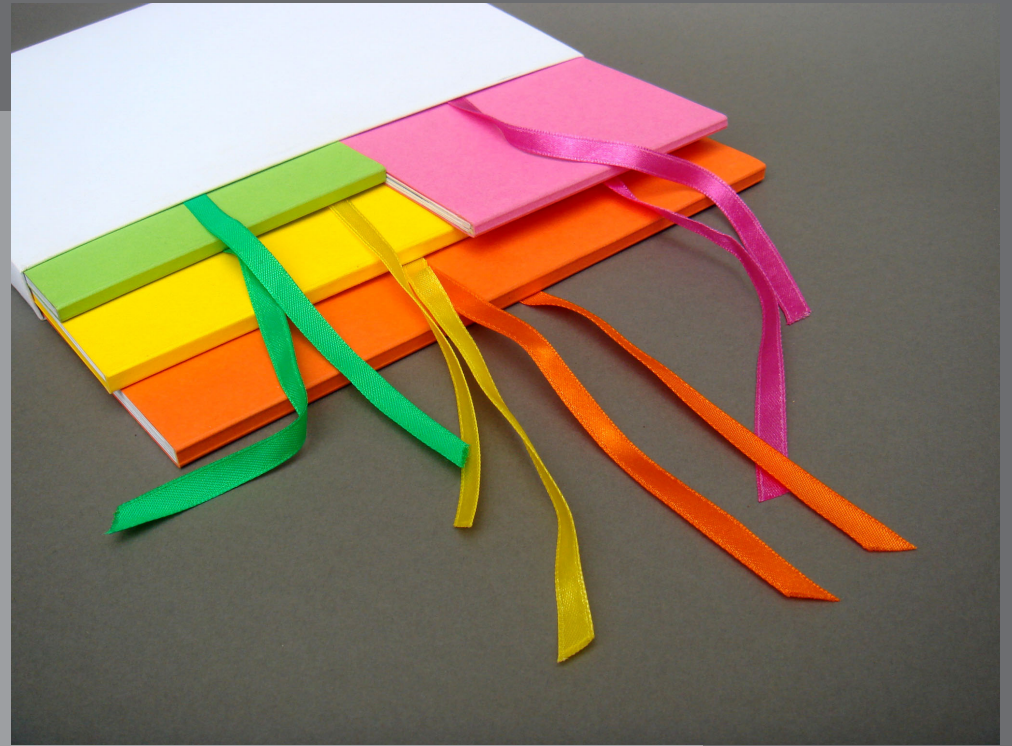
I thought it was quite funny how so many people write the statement "name needs a job," on mailouts for work placements. This statement to me sounds quite negative so instead wanted to make it a positive with "job needs a Joe."
The mailout was presented as a book with a limited edition badge as something to keep and remember me by.



they record and evaluate
their experiences in *a journal*

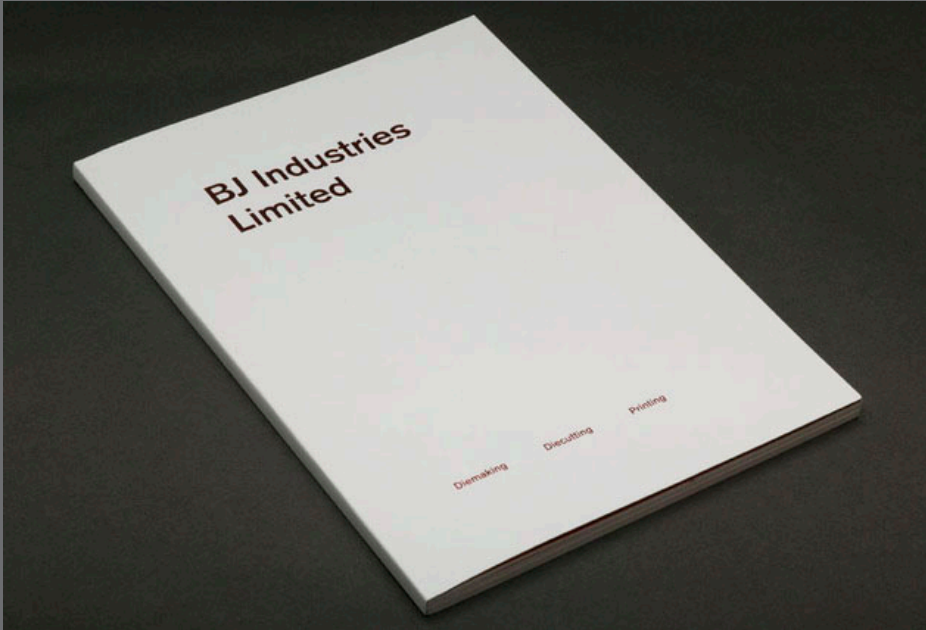






some projects students have worked on during Work Based Learning 02...







point of purchase stickers for *American Express*



ILLUSTRATION BY
LOCAL STUDENT
DANIEL TURLEY

**AMERICAN
EXPRESS**

**Cards
Welcome**



ILLUSTRATION BY
LOCAL STUDENT
DANIEL TURLEY

**AMERICAN
EXPRESS**

**Cards
Welcome**

cascade with *onedotzero*



all this means that by the end of Level Two students are already *active outside of the course*

