

Tommie Nyström

- **Lecturer in Graphic Communication**
- **Vice Chair of the Study Board for Computer Science and Media Technology**
- **Chair of the Operational board for the study programme Graphic Design & Communication**

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International Cross Media projects with students from four universities and from different disciplines



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Background

- **IMIS (International Masters In Sound)**
 - Application to EU

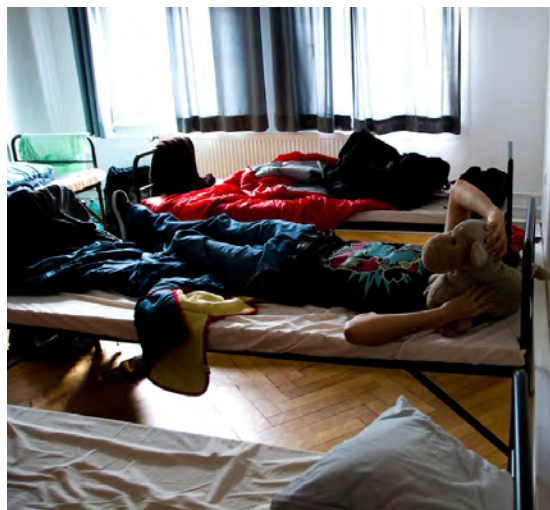
- **New approach**
- Cross Media Design and Production
- InterCultural DesignCamp



ICDC

Münsingen, Germany, 2009

- Start
- Accomodation
- A catalyst



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Dumfries, Scotland, 2010

- **Pre-camp**
- **Accomodation**
- **Artevelde part of the camp**
- **Notification about suces in funding for 2011**



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New concept

- **Funding**
- **Over-all aim**



INTERCULTURAL DESIGNCAMP



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UWS UNIVERSITY OF THE
WEST of SCOTLAND

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New concept

- **Change of focus**
- **Duration**
- **Number of students**
- **Guest lecturers**
- **Study visits**
- **Pre-phase**
 - Assignment 1: Preparatory research about the hosting country
 - Assignment 2: Presentations of home institutions
 - Assignment 3: Personal communication profile
 - Group shaping process
- **On camp-phase**
 - Week 1 of camp schedule
 - Bonding
- **The task**
- Lectures
- Student presentation 1: Ideas
- Study visits
- Group work
- Student presentation 2: Problems and possible solutions
- Week 2 of camp schedule
- Group work
- Study visits
- Student presentation 3: Creative concepts
- Media production
- Final presentation of artefacts
- **Post-phase**
 - Students gain more ECTS by taking additional courses

New concept

- **Briefs**
 - Ecological issues & sustainable futures
 - National/regional identity
 - Tourism and regional development
 - Cultural expressions
- **Student & staff CV**
 - Communicated via VLE moodle
 - Describing the expertise of every student & staff member
- **Mentoring**
 - One mentor per group
- Provides on-going feedback to individual student and project group
- Feed backs staff response
- **Group presentations**
 - Results of staff debate is condensed and reported by group mentor
- **ICDC feedback strategies**
 - Preparation and pitching ideas to staff and external partners
 - Interaction with local and regional agencies

Grebbestad, Sweden, 2011

- **Requirements for choosing location**
 - Educational environment
 - adequate facilities for 30 students and 10 teachers
- **Fitting the briefs**
 - Culture
 - History
 - Turism
 - Industry in transformation



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Kemmel, Belgium, 2012

- Location
- Accomodation
- History



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Pforzheim, Germany, 2013

- Location
- Accomodation



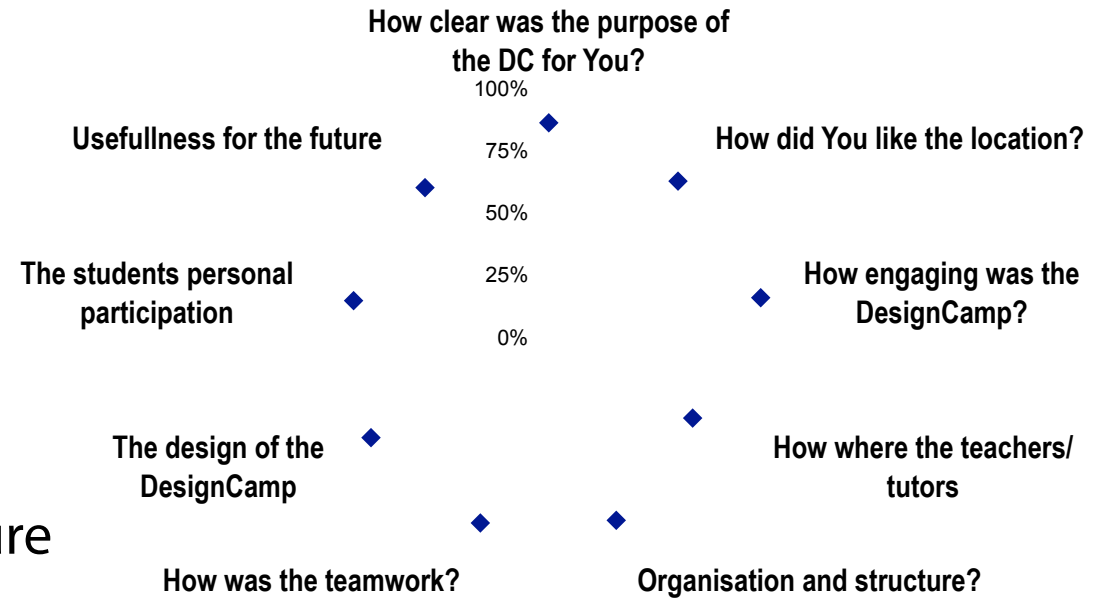
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Evaluation from students

- Questionnaire
- 18 questions / 6 categories
 - Purpose
 - Location
 - Engagement
 - Teachers/mentors
 - Organisation and structure
 - Team work



Formative Assessment

- **3 group presentations**
 - Presentation 1: Ideas
 - Presentation 2: Problem(s) and Possible Solutions
 - Presentation 3: Concept
- **evaluation form assures comparability**
- **short debate of staff members after every group presentation**
 - Presentations worth 20% of the final mark

Summative Assessment

- **Evaluation of individual and collaborative role and responsibility**
 - To be handed in by each student
 - Sketchbook / diary / blog / ...
 - Template provided by staff team
- **Exhibition and final presentation**
 - Presentation of group outcomes
 - Planning and setting up a booth
 - Exhibition of final prototypes
 - **Self-evaluation worth 30% of the final mark**
 - **Exhibition and final presentation worth 50% of the final mark**

Dissemination

- **Internal dissemination**
 - Presentations to students and staff at each institution
 - Posters
- **External dissemination**
 - www.designcamp.eu
 - Newspaper articles
 - Article in brochure from DAAD (Deutscher Akademischer Austausch Dienst)
 - Conference presentations



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Projekttitel	➤ InterCultural DesignCamp
Projektpartner	➤ Linköping University in Kooperation mit Stuttgart Media University, University of the West of Scotland, Artevelde University College Ghent
Projektzeitraum	➤ 2011/12, 2012/13, 2013/14
Projektorte	➤ Grebbestad (2011), Kimmel (2012), Pforzheim (2013)
Web	➤ www.designcamp.eu
Koordinator	➤ Tommie Nyström

How an Intensive Programme can pave the way for cooperation between higher education institutions

The Inter-Cultural Design Camp (ICDC) is an innovative collaboration between four European higher education institutions from Belgium, Germany, Scotland and Sweden. All partner universities are specialised in multiple aspects of media design and production. The ICDC project brings together the various areas of expertise to allow participants to familiarise themselves with the vast range of disciplines and work processes involved in media production. »It is amazing and gratifying at the same time, to see how a project started as a one-week summer school can lead to a close cooperation of universities spread all-over Western Europe.« The initiator and project leader Tommie Nyström from Linköping University is still taken aback by the success of the ICDC.

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Outcomes in terms of artefacts

- Advertising and marketing campaigns
- Tourist based web and mobile applications
- Graphic Design and Communication projects
- Film-making and photography products
- Art and concept installations

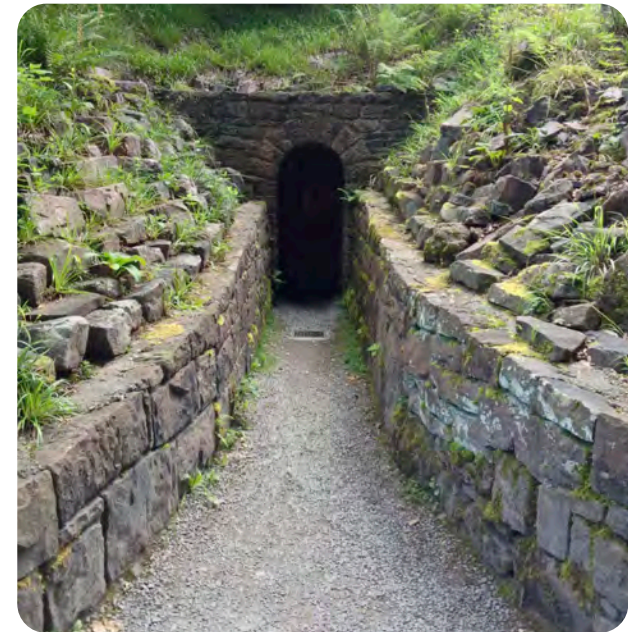


Outcomes

- **Student Exchange**
- **Staff Exchange**
- **Exchange of knowledge**
- **Enhanced knowledge of partner countries cultural climate**
- **Enhanced knowledge about partner Institutions**



Swedish student in discussion with Belgian teacher and student



The entrance to a former mine in the Black forest

Conclusions

- **Cooperation can not be a top-down initiative**
 - It is about developing something of mutual benefit, and willingness to work hard for an idea based on trust between individuals, especially the national coordinators.
- **There has to be physical meetings, supplemented with videoconferences and e-mail communication.**
- **A dedication for international communication from all participants (staff and students) is needed**
- **The location of the design camp must include good communication (both physical and internet)**
- **The location should also be secluded to strengthen bonding and also to avoid too much distraction**
- **Set up of a clear but flexible schedule for the time of the camp is needed**
- **Time for group work must be sufficient**
- **Common meals with staff and students is an important factor for success (National dinners too)**
- **Suitable dates for the camp that works for partner institutions (both students and staff)**
- **Use e-learning platform for communication with students for preparatory phase and follow-up**

Continuation

- **ERASMUS+**
 - Strategic Partnerships for higher education
- **The focus and structure of the three-year Creative Industries Global Network, (CIGN) project is as follows:**
 - To develop a lasting and sustainable International network between key Higher Education Institutions, employer organisations and Sector Skills Alliance Partners, (SSA's) to identify future skills gaps in the area of 'Cross Media Design and Production'.
 - In consultation with key stakeholders develop innovative modular content, training activities and workshops and provide opportunities for dissemination of this research through existing and developing media technology platforms.
- **LIU as the coordinator and Tommie Nyström as the project manager**

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**Thank you
for listening!**

Any Questions?