 Linköping University
INSTITUTE OF TECHNOLOGY

Tomas Törnqvist

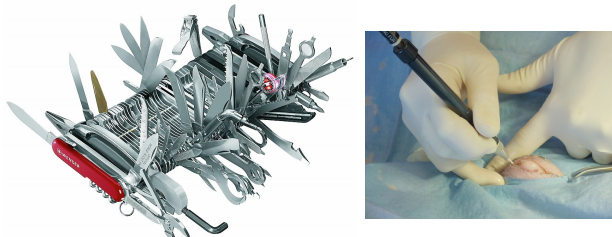
- Lecturer in graphic design, Linköping university, Sweden
- Entrepreneur, innovation/design of products for the impaired (3 p)
- Graphic specialist, Nokia Usability Design Center (100' p)
- Graphic and UX designer, usability consultancy company (40 p)
- Self-employed, graphic design and TV production (1 p)
- TV-producer, local TV and commissioned productions (15 p)
- Art director + video producer, ad agency (6 p)
- Art teacher, primary and secondary school. Number of "clients": X
- Art school, free-lance commercial artist, etc...
- *It's not me, it's the example: changing titles, changing employers, changing areas, changing skills, changing colleagues, changing business climate... Still working with graphic design and communication*

Concerns

- Emerging technologies change the *creative industries*
- Market conditions change the creative industries
- The creative industries change work force requirements
- How is this reflected in our education?

Increasing technical complexity in communication?


- Easier to use, more expectations in results. CGI, 3D, apps...
- Consequences in the labour market? Who are the creatives?
- General or special skills or...



The labour market


'The creative industries regularly generate job descriptions that previously did not exist – terms like "app developer" or "community manager" crop up suddenly and become ubiquitous.'

Davies/Sigthorsson *Introducing the Creative Industries* (2013)



Educational challenges

What industries? } Time horizon? } Perspectives?
Key skills? }



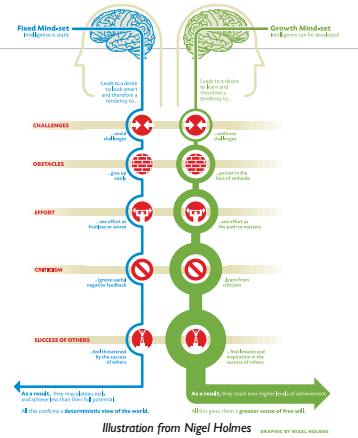
T-competence

- Broad overview – identify **context**
- Shaft – understand **context**
- Sharp point – ability to produce and deliver according to **contextual** requirements
- Improves with **awareness** and experience gained from working with real solutions for real clients
- *Our graphic design students meet real clients and industry already in their first year*
- *Our media technology engineering students from the fourth year*



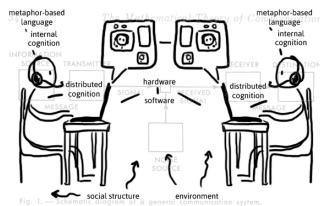
Open minded attitudes

- Relevance
- Reality check
- Continuous learning
- **Communication!**



Inter-disciplinary co-operation

- Vocabulary
- References
- Models
- Goals...



New Factory (inspired by Finland's Demola)

- First pilot course in the spring 2013
- Real assignments from real companies
 - Concept studies, demonstrators, etc. Not cheap labour!
- Students from different disciplines
 - 3rd year graphic design students
 - 4th and 5th year media technology engineering students
- Main purpose: identify problems in multi-disciplinary student run projects with real business partners



"This is how it's done"

Så går det till



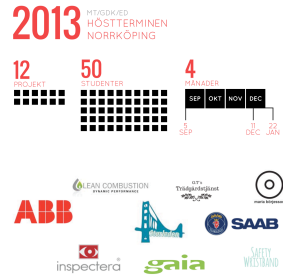
New Factory (inspired by Finland's Demola)

- 2 pilot projects in Norrköping
- Norrköping's Visualization Center: concept study using visitor stats
- One-person enterprise: demonstrator of an app monitoring the price of fuel consumption
- Outcome
 - All partners were satisfied
 - Key problems and opportunities identified
 - Good media coverage increased interest
 - 1 student got employed
 - 2 students started a company



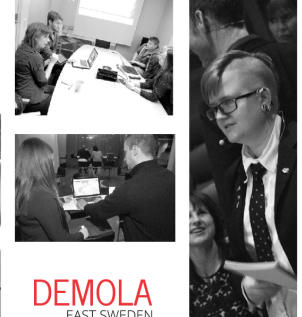
Demola East Sweden (former New Factory)

- Second course, autumn 2013
- More companies
- More varied commissions
- More students
- More disciplines involved
- More successful
 - Three solutions were bought back
 - Two new enterprises started
 - One student got a thesis project
 - One student got employed



Demola East Sweden (former New Factory)

CO-CREATION PLATFORM FOR TALENTED STUDENTS, COMPANIES AND UNIVERSITIES



DEMOLA
EAST SWEDEN

eastsweden.demola.net

Demola East Sweden today

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ABOUT STUDENTS PARTNERS PROJECTS NEWS CONTACT US

NEWS

SH1 KÖPING 5-7!

29.04.2014 - 16:56 / Marcus Andre
EAST SWEDEN HACK PRE-HACK INVITATION
Välkommen på Pre-Hack med oss på inspiration!
READ MORE >

09.04.2014 - 17:29 / Madeline Kuschky
THEY WANT TO LINK FAMILIES FROM DIFFERENT CULTURES
Inspiration på temat för studentgruppen i Demola som är samverkan för att lösa ett utmanande problem som inte har lösning än!
READ MORE >

26.03.2014 - 10:58 / Madeline Kuschky
HOW TO JOIN DEMOLA, AUTUMN SEMESTER 2014
How do you join Demola?
You should be in the end of your program studies (some local differences may occur depending on which faculty you are studying under).
Please contact us if you are unsure about being authorized for this course.
READ MORE >

10.03.2014 - 14:41 / Amanda Sundberg
TENT-P-IN CREATIVE
On the 9th March 08:00-16:00, during the exams period.

Demola East Sweden today

- One university
- Two cities, Linköping and Norrköping
- Free-standing, activities run by the local science parks
- LiU students from third year and up may apply for projects
- Project work organized and assessed by the Demola staff
- Students write a personal reflection report, assessed by the university
- If the two above are OK, students from participating study programmes get credits included in their academic degree, others as a separate course.

DEMOLA
EAST SWEDEN

The Demola network

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ABOUT STUDENTS PARTNERS NEWS CONTACT US

WE ARE DEMOLA

Demola is about projects that have real-world impact. If you don't believe it, take a look at our previous projects. Project ideas and needs come from the project partners, companies and organizations or international Demola Network partners.

You, as a university student, work in a team to create innovative solutions for real-world needs. It could mean new product or service concepts or even something that is totally new. The creative floor is yours.

SOME STATS ABOUT US

2000 STUDENTS
350 PROJECTS
7 DEMOLA CENTERS

DEMOLA AS A NETWORK

Demola is not only about your region, it's a Europe-wide network. In 2008, Demola launched in Tampere, Finland and has now grown into a network with 7 Demola centers and several affiliate locations.

DEMOLA TAMPERE (founded by TAMPERE)
DEMOLA HELSINKI (founded by HELSINKI)
DEMOLA BUDAPEST (founded by BUDAPEST)
DEMOLA VIENNA (founded by VIENNA)
DEMOLA LISBON (founded by LISBON)
DEMOLA MADRID (founded by MADRID)
DEMOLA BARCELONA (founded by BARCELONA)

The Demola network: www.demola.net

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JOIN THE DEMOLA MOVEMENT

Demola offers new ways and practices for collaboration between students, universities and business partners. Demola is a win-win-win situation for all. For companies or other organizations, Demola offers an access point to young talents with an overall winning way to collaborate under meaningful projects.

DEMOLA FOR COMPANIES

As a Demola partner you can provide the talented student teams real life problems and new opportunities. Setting up a Demola case doesn't include any starting fees. Only results matter. If the project results meet the desired objectives, you can license shared rights or purchase all rights back to your business. This open innovation model is designed and approved together with project partners meaning the needs of the local policies of global enterprises.

DEMOLA FOR UNIVERSITIES

For universities, Demola offers a valuable project flow and a way to build sustainable company relationships. These relationships are university-business collaboration at its best. Add a Demola to your course calendar and witness the Demola effect. Let's take the first steps. Contact us.

WANT TO OPERATE UNDER DEMOLA CONCEPT?

It's all about ideas and knowledge. But making things happen takes more: direction, networks and resources. That's where Demola comes in. The Demola network is growing rapidly and automatically looking for new operators and locations globally.

Want to join the Demola Network and adopt the practices of the award winning innovation platform?

Contact us to hear more about the network opportunities >