Recent developments in the department of Graphical and Digital Media

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- Entrepreneurship in the print and new media Industry

- Renewed bachelor program "Graphical Media Management"

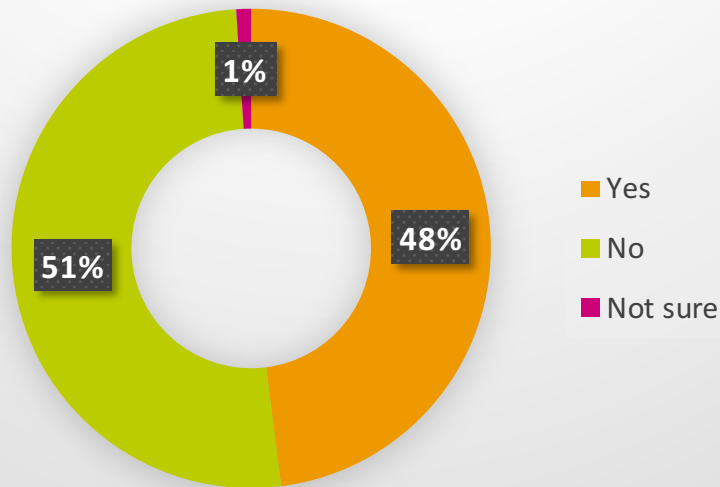- Vision Applied Scientific Research

  - Some research projects

ENTREPRENEURSHIP IN THE PRINT AND NEW MEDIA INDUSTRY
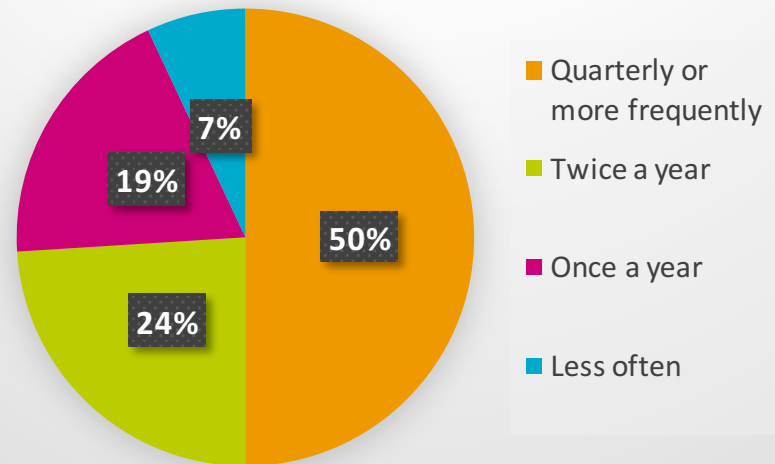
Challenging times

- Quickly following technological innovations

- Dropping volumes, turnover and margins

- Companies, mostly SMEs, are confronted with
  - Outdated or missing technical know-how
  - Lack of necessary skills related to marketing, sales and even management in general

Challenging times

**Do You have a marketing
or business development plan?**

- Yes
- No
- Not sure

48%
51%
1%

**How frequently is this
reviewed?**

- Quarterly or more frequently
- Twice a year
- Once a year
- Less often

50%
24%
19%
7%

Graphic Designer @work

Printer @work

Web Developer @work

How do we respond?

GRAPHICAL MEDIA MANAGEMENT

Graphical Media Management

- Renewed bachelor program 2015-2016
- Strongly influenced and complemented by expertise and vision provided by the field
- Entrepreneurship and ICT skills play a prominent role
- Analytical, technical and interpersonal skills and creativity prevail

Graphical Media Management

- Promoting this undergraduate degree is a challenge
  - How to attract the right profile? Engineering vs management
  - How to stand out from other design and development courses?

How do we respond?

APPLIED SCIENCE PROJECTS

Artevelde University College Vision

Our trademark is conducting high-quality research and development, focusing on innovation and practice professionalization.

Our University College's research and development policy is based on four thematic pillars:

- Communication, perception and conceptualization
- Entrepreneurship, organization an competences
- Training, education an youth cultures
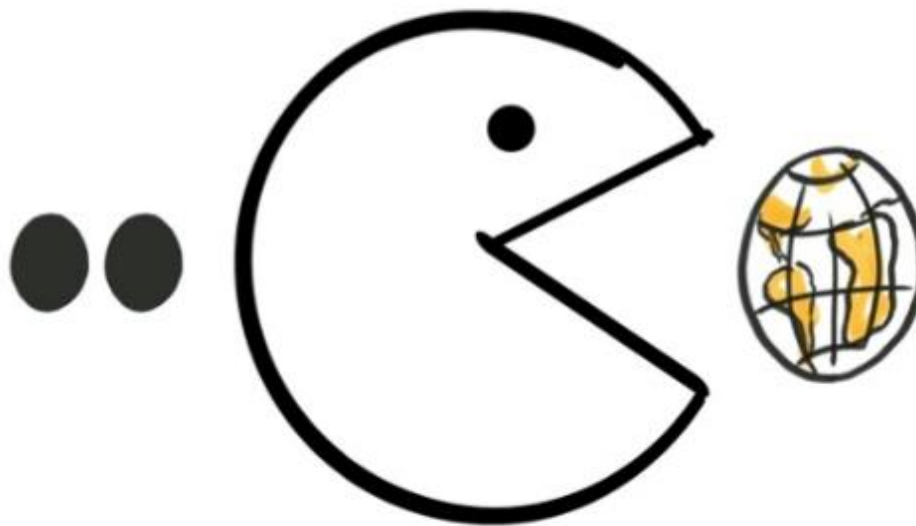- Care, well-being and self-reliance

Example 1: The Lean Files

- Commercial print (offset and digital) and lean manufacturing

- How can we improve the efficiency of prepress processes such as file reception, processing and quality assurance?

- Value Stream Mapping and field trials

- Multi stakeholder & co-creation with other departments such as OFM for project 'Lean six sigma'

Example 2: Scrum Talent Kit

- Web design & development for SME's

- How can we develop the career and talents of employees and managers using Scrum as project methodology?

- Design research

- Multi stakeholder & co-creation with other department Business Management (HR)

Software is eating up the world*

* Marc Andreessen
in Wall Sreet Journal

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Example 3: The Sharing Personality

- Sharing economy & new business models
- Gain understanding of the determining factors resulting in participation or drop out of sharing initiatives.
- Qualitative and quantitative research methods
- Multi stakeholder & co-creation with the Department of Business Management

Any Questions?
THANK YOU!