

Design Enterprise Challenge

Launch and Research Brief

31 January 2012



**CITY OF GLASGOW
COLLEGE**



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Programme

0930 hrs	Welcome and Housekeeping	Jim Lawson and Joe McAvoy NLC
0945 hrs	Introduction to The Challenge 2012	Eddie Carr CoGC
1000 hrs	Inspired by London 2012	Francesca Vacca
1015 hrs	Refreshment Break	
1040 hrs	The Role of Public Art	Johanna Flanagan
1110 hrs	Research Brief	Jon Stevenson
1140 hrs	Question and Answer Session	Design Enterprise Challenge Team
1200 hrs	Close	

Introduction

Delivering Creativity, Innovation and Opportunity Through Partnership

The Design Enterprise Challenge has been a valuable feature of North Lanarkshire's Enterprise and Art and Design programme for a number of years.

Teams of students from secondary schools all over North Lanarkshire are given the opportunity to experience a design and enterprise challenge within the City of Glasgow College.

The teams consist of both Art and Design and Business Education students working together to produce and promote a creative outcome.

Over the years teams have been tasked with diverse challenges, from designing packaging for the Coca Cola Company to creating promotional products for the 2011 International Children's Games.

As highlighted in Building The Curriculum 4, Curriculum for Excellence can best be delivered through partnership working. The Design Enterprise Challenge achieves this through the City of Glasgow College and North Lanarkshire sharing a common understanding around skills development and application. Together they plan and deliver experiences which meet the needs of individual young people, actively engaging them with opportunities for skills development in real life contexts.

The aim of this year's Challenge is to create and develop a conceptual piece of Public Art inspired by London 2012. This project demands that students work as part of a Creative Team in which artistic/business skills will be fundamental. It will test the team's range of existing expertise and further develop essential Skills for Life, Learning and Work.

Challenge Partners



North Lanarkshire Council's Learning and Leisure Services covers a diverse range of provision giving us opportunities to work better together. Our overarching strategy, Raising Achievement for All: Experiences to Last a Lifetime, commits us to developing better joint working across all strands of Learning and Leisure Services, harnessing all of our resources to make learning meaningful, connected, relevant and enjoyable, thus creating 'experiences to last a lifetime' for our learners.

www.northlanarkshire.gov.uk



The City of Glasgow College is Scotland's newest and largest college, home to around 40,000 students from 135 different countries. Supported by great facilities, The City of Glasgow College offers a wide choice of courses. The City of Glasgow College Art and Design department offer courses on Product Design, Graphic Design, Jewellery, and more. Many are at HNC and HND level and are available on a Full Time, Part Time, Evening, and Saturday basis.

www.cityofglasgowcollege.ac.uk



An Olympic and Paralympic first, the London 2012 Inspire programme enables non-commercial organisations across the UK to link their events and projects to the London 2012 Games in an official scope. More than 2000 projects and events have been awarded the coveted Inspire mark for their work in one of six areas: sustainability, education, volunteering, business, sport or culture.

www.london2012.com/inspire-programme

Guest speakers



Jon Stevenson - City of Glasgow College

Jon Stevenson has worked closely with North Lanarkshire Council on design education projects for a number of years. He studied design at Glasgow School of Art where he went on to gain his Master of Philosophy. He has held a number of national and international posts including education advisor to Summer Design Institute, Cooper-Hewitt National Design Museum in New York.



Francesca Vacca - London 2012 Inspire Programmer - Scotland

Francesca is the London 2012 Inspire Programmer for Scotland. As the main link between Scottish Inspire projects and the 2012 Games, Francesca's role is to maximise the opportunities that the Games will bring to Inspire projects and communities and help make the excitement and legacy of the Games a reality for young people all over Scotland.

Former Communications Manager with the Accountant in Bankruptcy, Francesca is a qualified PR professional with over 8 years experience in market research, communications and relationship management.



Johanna Flanagan - Public Artist

Johanna Flanagan is a Masters graduate of the prestigious Royal College of Art where she studied Knitwear and Knitted Textiles. She is well known in the fashion world as a specialist hand knitting designer exhibiting work in fashion shows in London, Milan and New York Fashion weeks. In recent years Johanna has also been running knitting events in Glasgow and working on international charity textile projects including Garter Stitch 100 and The Big Breast Awareness Yarn Bombing Project. While continuing to work as a costume designer and textile artist, Johanna has taught hundreds of students to sew, knit and crochet at her popular classes and workshops.

2012 Challenge Arrangements

This year's Challenge has **three** distinct parts:

The Research Task

On the 31st January participating teams will be given background information relating to this year's Challenge and set a **Research Task** to be completed **prior** to the Challenge Day at the City of Glasgow College. The City of Glasgow College staff will issue teams with clear guidance on the format that the Research should be presented in. **The Research Task is a fundamental aspect of the Design Enterprise Challenge and forms part of the assessment of the Challenge Award as a whole.**

The Challenge Day

The Challenge Day takes place in the **City of Glasgow College** on **Wednesday 14th March**. The Challenge Day brief will not be fully revealed until this time in order to ensure originality and a level playing field for all teams. On the morning of the 14th March The City of Glasgow College staff will reveal the Challenge Day brief and then teachers will have a short time to discuss the Challenge with their teams before leaving to participate in a tour of the College facilities. All of the resources the teams will require shall be provided by the City of Glasgow College.

In order to participate in The Challenge, Teams must bring along the following to the City of Glasgow College on 14th March:

- **Three completed A3 presentation boards and an A4 Sketchbook clearly displaying the team's Research as set on the Launch morning.** The research is fundamental to the Challenge as it will assist the team with their task. It will also be assessed by the Design Enterprise Challenge Judging team on The Challenge Day as part of the overall Award.

- **A form of digital media recording device (e.g. digital camera, Flip camera or ipod)** This must be **fully charged, or, if battery operated, have spare batteries.** Teams must also ensure they bring **leads to connect the media device to a laptop,** as part of The Challenge involves recording the team's progress throughout the Challenge Day.

The Exhibition Evening

The Exhibition Evening will take place on **Tuesday 27th March**. Further details of the Exhibition Evening shall not be revealed until the Challenge Day.

The Research Task

“Design creates culture. Culture shapes values. Values determine the future”

Robert L Peters Designer.

Research is an essential requirement of any brief; it is vital in the achievement of the task. It underpins the creative process informing and giving direction to the development of a solution.

The first part of The Challenge is to **research** the following:

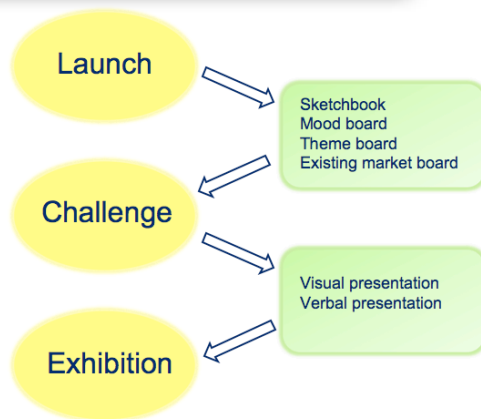
- Citius, Altius, Fortius
- Inspirational Public Art
- How Design has been used in the run up to London 2012

Teams will be given background information relating to each of these Challenge aspects on the morning of the launch. Following this, teams must take each aspect and research it in order to reach a shared understanding.

Teams will be required to visually present their research journey on three A3 presentation boards covering each aspect. Each team will be supplied with an A4 sketchbook; this will be used throughout the challenge as a record of the development of the Challenge. Teams may also use video clips and photographs in addition to the sketchbook to record their journey through each stage of The Challenge.

Design Enterprise Challenge

inspire create excite



Design Process

Initial research

Split into two distinct areas

Collect – gathering information and images that can inspire our design ideas

Collate – organising and presenting the best of that inspiration

Collect

In the Sketchbook provided produce a body of research based around these three areas;

Citius, Altius, Fortius

Inspirational Public Art

How Design has been used in the run up to London 2012

Sketchbooks



Collate

Produce three A3 image boards that visually represent the three areas

Citius, Altius, Fortius

Inspirational Public Art

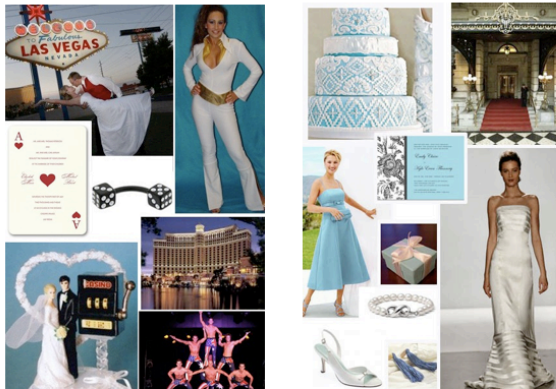
How Design has been used in the run up to London 2012

Citius, Altius, Fortius

This board will take the form of a Mood Board.

This is a board used to express visually the feelings or emotions which your design engenders in the viewer or user.

Mood Board



Inspirational Public Art

This board will take the form of a Theme Board.

This is a board that is used to identify design elements that could be incorporated into your design or could inspire a direction for your design to be taken in.

Theme Board



How Design has been used in the run up to London 2012

This board will take the form of a Existing Market Board.

This is a board that is used to explore Design solutions that have been produced and how they have been used.

Existing Market

