Who are we

head in the clouds
Propositional

feet on the ground
Practical
Roadmap:

Understand

Analyse

Prototype

Share
Roadmap:

- Understand: Context
- Analyse: Activities
- Prototype: New Tools
- Share: Our Findings

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Work Package 5
To understand the overall context of the project its aims & ambitions. The nature of and the connections between working partners.

Show & Tell.
Developing mutual connections.
Understanding common empathy’s.
Scoping commonalities and differences.
Mapping: Who, What, : How, Where, Why...

Who do we work with, what companies, individuals or organisations?
What is the ambition and purpose of the projects and tasks?

What are the drivers that underpin these relationships and how are they nurtured.

Royal Opera House: Film Animations
Heals & Sons Limited: Furniture Manufacture.
Analyse

Mapping: Tools

Amnesty International
BUBU (book binders)
Royal Opera House
Freud Museum
Jack Wills
WI Women’s Institute
Brooks Brothers
New Balance
Continental Tyres
Habitat
Heals
Acoya Wood
Dixons retail
NHS
H&M
Penguin Random House
The Science Museum
Channel 4/ random acts
Dazed & confused
Tate Britain
Ted Baker
Transport for London
European Space Agency
Audi Design Foundation
Dyson
Design Council
Camira Fabrics
Marks & Spencer
Greengaged
Banana Republic
SEAT
Amnesty International
Vevo
John Lewis
Maybrey Reliance
Browns Fashion
Design Museum London

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Work Package 5
Impact: Academy and Industry

What are the benefits to our students and their practice. How do these relationships support the development of the disciplines.

What are the advantages for the academic staff and the Academy.

What are the benefits for industry staff and the greater industry brands.

How do the projects influence and benefit commerce & industry.
Scaffold

Enabling structures and a roadmap that supports “how to” engage with industry. Analogue & digital in format, it would share experience, support and communicate “best practice”
Prototype

Provisional Design Elements:

**Lasso:**

A tool that enables online collaboration between multiple organisations and partners. It has the ability to leverage and place together diverse skills and expertise of industry and academic partners.
Provisional Design Elements:

Gateway:

Provides a focused point of entry for industry, enabled through effective communication of real scenarios with evidenced projects and outcomes. Predicated on quality PR material and a professional online presence.

Quality examples
Strategic content & contexts
Clear engagement method
Evolving concortia network
Provisional Design Elements:

Broadcast:

Multiple communication channels that connect to individuals, groups and multinational businesses across cultural, commercial and creative industries. Adverts, case studies, workshops, talks, printed media, social and online networks.
Participatory Workshop
Knowledge transfer
Guidelines & Templates
Liaison with Implementors
Future Participation
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Thank you