

School of Communication Arts 2.0



School of Communication Arts (SCA2) offers a one-year education experience for students aged 18 and up. Its goal is to get students into jobs in the competitive advertising industry. Rather than an accredited Masters, SCA2 offers a curriculum designed and supported by leading advertising agencies.

At SCA2, instead of a fixed syllabus and qualification criteria, the curriculum and graduation requirements are constantly being updated and evolved on a Wiki, to which anyone practising in the advertising industry can contribute. When a new unit is submitted to the Awarding body, contributors are encouraged to state what they hope their learning outcomes will be, and how they will demonstrate them. The SCA2 body fills in the gaps, and decides which units are sufficiently developed to go live.

Students choose units to move along one of three overarching pathways: Copywriter, Art Director and Ideapreneur. Most units involve students working on live briefs, and contributing towards their portfolio. Learning is supported by over 500 mentors – industry professionals who have signed-up to spend time at the school, to providing inspiration, direction and feedback. At the end of the year, students can pursue one of the many placements on offer at top agencies, or apply for up to £10,000 in funding from an investment fund to start their own company.

Room 13 International



Room 13 began in 1994, at Caol Primary School in Fort William, Scotland. It started with one local Artist-in-Residence and a school studio. When the term of the Artist-in-Residence came to an end, the students wanted to continue. By raising funds working as young photographers, they were able to keep him on, and then continued to manage and fund their studio ever since. The average age of the management team of this original Room 13 was ten years old. Students at the school have maintained a self-sufficient business for the last 20 years.

Over this time, Room 13 has grown and gone on to establish a network of creative studios and a thriving community of young artists and entrepreneurs. There are now almost 50 Room 13 studios, based in schools and community settings around the world.

Every Room 13 studio is a space for young artists to work alongside a professional adult Artist in Residence. The spaces prioritise open exchange of ideas, skills and experience across the ages, with children allowed to take the lead, and to be as creative and free-thinking with their ideas as possible. Additionally, Room 13 aims to provide an open and non-hierarchical space where many groups can develop both a craft and entrepreneurial skills. Alongside schools students and artists, recent school leavers, educators, and corporate professionals are among the wider public who contribute to and benefit from working at the studios.

Each studio has a management team of students who work together to order art materials, manage the studio space, deal with correspondence, bills and media requests, and make decisions about the studio and its development.

EPICS (Engineering Projects in Community Service)



Purdue University is a well-regarded research university based in Indiana, USA. Since 1995, their School of Engineering have been operating a program that brings together students from across the departments of the university, to work together on genuine problems in their community. EPICS students earn academic credit for their participation in design teams that solve technology-based problems for local non profits. The EPICS program allows projects to have a length, technical depth, and disciplinary breadth that means they can be of significant benefit to the community.

Each EPICS team is matched with a local non profit who has signed up to receive support with technology. This organisation, referred to as the 'project partner', works closely with the EPICS team to identify the nature and extent of their problem and to come up with a solution. The end result is the delivery and support of a system that is used by the project partner to improve the services they provide to the community.

EPICS was initiated in the School of Electrical and Computer Engineering in Autumn 1995, with 40 students participating on five project teams. The program has grown steadily in both size and breadth, and now involves over 500 undergraduates each year from over 30 departments. Dedicated co-ordination efforts across the university are a testament to the value of the work to all who are involved.

Makerversity

‘Makerversity’ is a co-working and learning space, offering somewhere affordable and accessible for individuals and organizations who in some way combine experimentation, production, learning, employability and enterprise.



Makerversity is housed in Somerset House, a 16th century Tudor palace in London, which since 1997 has acted as a home for cultural and civic initiatives. The Somerset House Trust was established with an endowment from the Safra Foundation, a philanthropic organisation with a cultural and civic mission. They support the space to be used by various arts organisations and social enterprises. The Maker space was created to contribute to an institutional mission of building a workforce for the 21st Century. To gain a space, applicants must show how they qualify as ‘makers’ - whether what they make is digital, physical, or edible...

The organisations housed in the space commit to running workshops and open sessions that help young people and other attendees develop new making skills or improve existing ones. Each workshop, course or open session focusses on particular skills or crafts. Each of the inhabiting organisation also offers young people the opportunity to apply to them for work experience, and learn about more of what they do on a daily basis.

Makerversity invites young people and other users to submit ideas about what they would like to learn or teach, and continuously develops its program on the back of this exchange.