

BUILDING BRIDGES

FROM CREATIVITY AND COLLABORATION, TO INNOVATION AND COMMERCIALISATION

Libby Anson
Student Employability & Enterprise Manager

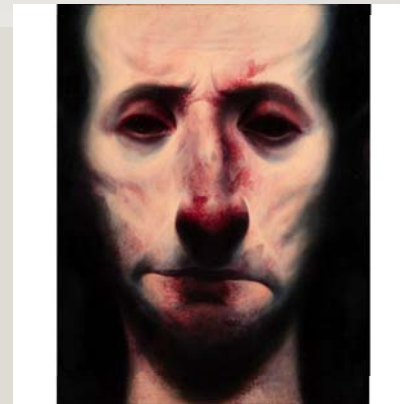
**THE GLASGOW
SCHOOL OF ART**

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scottish 
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GRADUATES



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In 1996 Hans-Ulrich Obrist dubbed Glasgow's booming art scene "the Glasgow miracle"

The GSA has produced five Turner Prize winners overall, and 25% of nominees since 2005.

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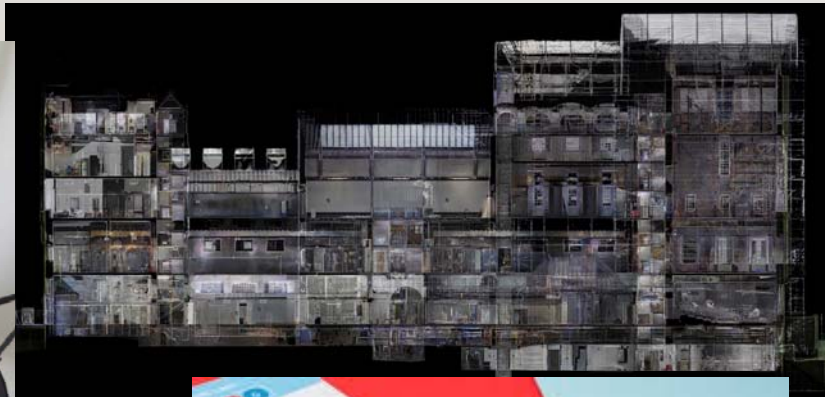
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Miracle or hard-work?

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INNOVATION



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1845



2014

2018

THE GLASGOW SCHOOL OF ART | Enterprise Framework 2018-2021

VISION: *Equipping students and graduates with an enhanced capacity to generate ideas and the personal and professional skills to make them happen*

The First Year Experience: **Encourage** self-reflection and collaborative learning, cross-discipline.

Level 2: **Develop** commercial awareness, technical, research, personal and professional skills.

Level 3: **Enable** independent learning, critical practice and project management.

Level 4: **Support** students to demonstrate business acumen, generate professional goals, plan and take action and develop an entrepreneurial mind-set.

Graduate: **Support** graduates to be employed or freelance and/or develop business innovation, self-efficacy and risk-taking.

Postgraduate/PhD: **Foster** 'mastersness', supporting students to develop autonomy, research and enquiry capabilities and application of theory to practice.

EXTRA CURRICULA

- Careers guidance one-to-ones
- Employment opportunities/freelance commissions
- Employability workshops (CV development; portfolio preparation; internship/residency/job/fellowship applications)
- Events
- Enterprise coaching (business start-up/freelance practice; funding/competition applications)

CURRICULUM

- On-going work with academic teams re common academic framework; ILOs; assessment and feedback processes
- Postgraduate electives in *Preparing to do Creative Business* and *Business Skills & Creative Entrepreneurship**

*Online version of this for the Innovation School at the Forres campus is in process....



- Careers advice and guidance
- Employability teaching
- Enterprise teaching and support
- Events
- Online and offline resources
- Projects with external partners
- Creative networks

Three weeks intensive:

First two weeks: MODUAL: KICKSTARTER

- 60 participants taught simultaneously – 30 in Glasgow (GSA & RCS); 30 in London (UAL)
- Kickstarter campaigns
- Classroom sessions via Fuse; group discussions via SLACK; mentoring; crits
- Live Launch night presentations in Ledger Recital Room, RCS

Final WEEK 3 – 23 students (22 GSA; 1 UAL)

WEEK 3 (progressive):

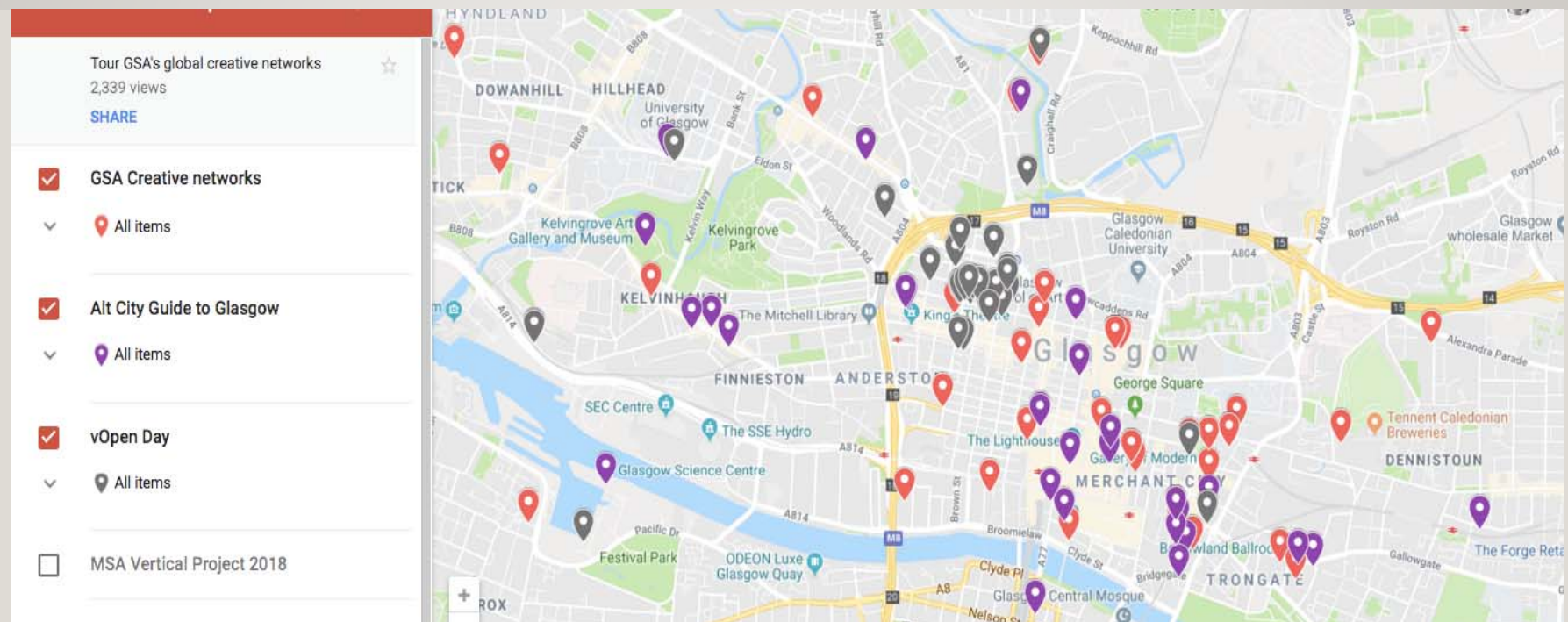
- The Business of You
- The Financial Truths of self-employment
- Taking a PEEC at Innovation
- Mapping Your Business Growth
- Planning to start-up
- IP Workshop
- Building Your Best Work Environment

Followed by:

- Follow-up support to Summer School participants
- Monthly group interventions over the year
- On-going coaching/mentoring support
- Incubation/working space in the city

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CREATIVE NETWORKS



COMMERCIAL - Virgin Money, Deutsche Bank, City Property.....

ORGANISATIONAL – Trusts, Charities, Funding Councils, City Council, Artists’ Studios, CIF....

INDUSTRY – Dyson, Jaguar-Land Rover, JCB, Apple, Hewlett-Packard, Tennent’s Lager....

EDUCATIONAL – HEIs (UK and globally), FEs, schools, SIE, Saltire Foundation.....

Live projects

Internships

Fellowships

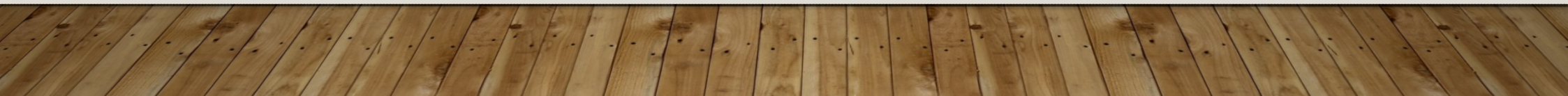
Collectives

Civic commissions

Voluntary positions

Residencies

Exhibitions



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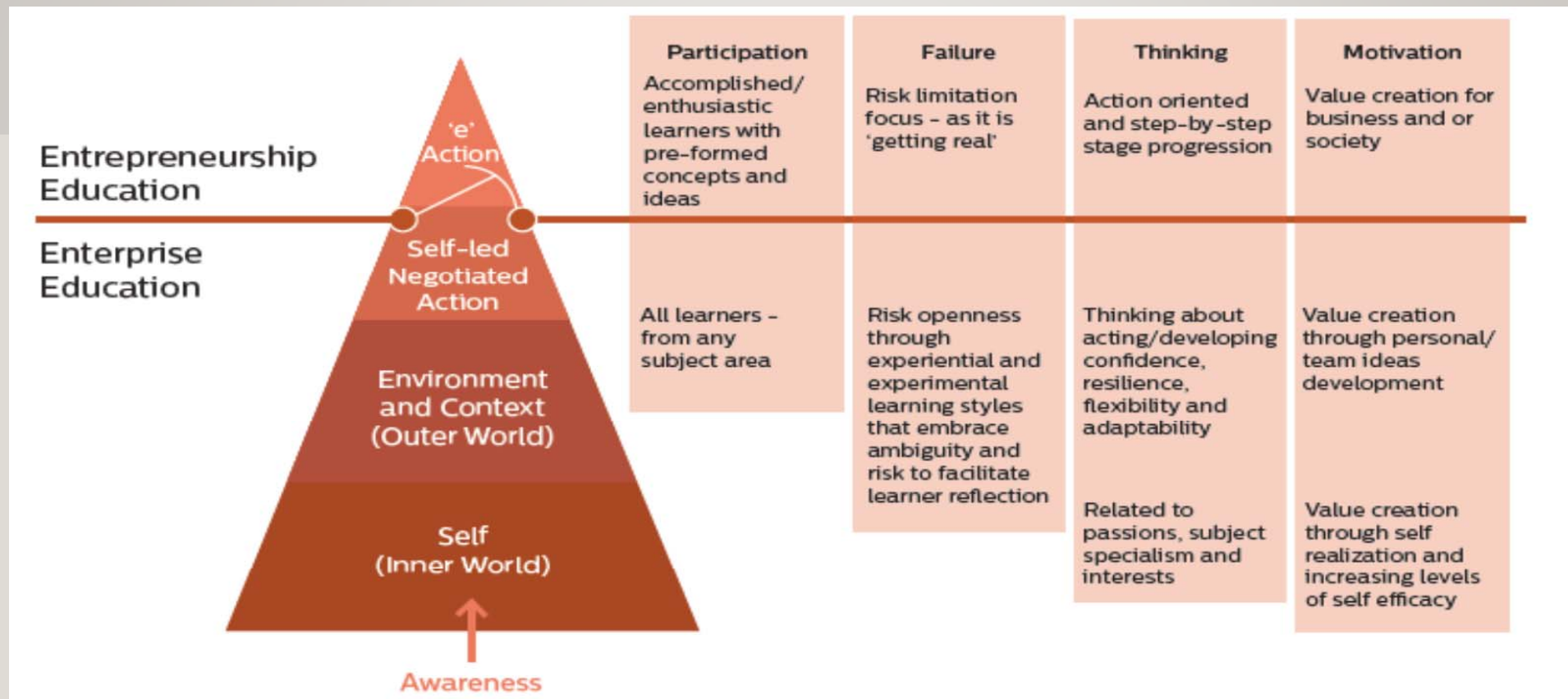
SIE gives students the opportunity
to develop innovation and enterprise skills
and the possibility of starting their own
business


Scottish Funding Council
Progressing further and higher education

SCOTLAND

IT'S TIME TO MAKE HISTORY

THE CONTEXT: A FRAMEWORK FOR DEVELOPING INNOVATION/ENTERPRISE SKILLS



Ref: Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers. QAA, Jan 2018

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Curricular Workshops	purpose and values; creativity, ideation, and innovation; crafting business ideas, business modelling and planning
Extra curricular	competitions – Fresh Ideas workshops – Future Ready business mentoring and advice awards - SISA

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- Initially about confidence and mindset – not the idea per se
- Early stage
- The activities have to align and complement each other
- Different approach for arts students?
- Only ever works with engaged staff and/or engaged students
- Not time limited – Groundbait!
- Allows student to flow from GSA to SIE and back
- Has to be fun – serious fun, but fun nonetheless
- And don't make them write business plans.....

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