

Comments from the School of Art, Design and Printing at Dublin Institute of Technology on the Green Paper 'Unlocking the potential of cultural and creative industries'; Brussels COM (2010) 183, April 2010

1 We welcome the publication of the Green Paper and its acknowledgement of the contribution creative and cultural industries can make to the Europe 2020 Strategy.

2 We welcome the link the Green Paper establishes between education, training and CCI'S as we believe art and design schools can play a major role in helping to deliver this policy. The School of Art, Design and Printing is due to commence a new BA in Creative and Cultural Industries in September 2010.

3 In relation to 3.1, while more spaces for experimentation, innovation and entrepreneurship are very important the solution is not simply to increase access to ICT. Although crucially important, from an educational point of view, information technology remains a means to an end. Original creative content, ways of thinking and generating ideas comes first and this remains the case even in strongly information technology driven fields such as games development and design. The kinds of spaces that need to be developed are those that encourage disciplines such as computer science, art and design, anthropology, psychology and business to explore jointly new opportunities provided by ICT.

Being good at Photoshop or Illustrator does not mean you are also a good designer, the right combination of skills is essential.

4 In relation to 3.2, we believe that fostering art and design/business partnerships works best at postgraduate level as students have achieved a sufficient level of real world experience. For example, in the MA in Professional Design Practice offered by DIT, our designers have been able to respond to the opportunity to work with business professionals and Dublin City Council in a major branding project for the city of Dublin. As this stage of their development design students are able to exploit these opportunities for start ups and entrepreneurship.

In relation to peer coaching we see DIT as having a role in facilitating a programme through our Continuing Professional Development Office whereby local professionals could receive coaching from their international peers and also training in coaching.

6 In relation to 4.1, the School of Art, Design and Printing runs a fully accredited BA in Visual Art on Sherkin Island off the Co Cork coastline in partnership with the Sherkin Island Development Society (SIDS) and the West Cork Arts Centre. This approach has proven to be extremely successful in kick starting regional and local development in this area. We believe this partnership model can be applied generally and is uniquely suited to regional and local development. See <http://bit.ly/a89T39>

7 In relation to 4.2, the School believes that the establishment of formal links between art and design schools and cultural institutions in addition to the existing school to school links is essential to exploiting the value of cultural diversity.

The Virtual Dublin project in Second Life (supporting culture, enterprise and education) www.dublinvl.com in which the School of Art, Design and Printing has a presence is one example of promoting virtual mobility.

8 In relation to 5, we believe that the development of a formal system for creative partnerships between CCI's and educational institutions/ business/administrations is essential .The existing approach of workplacement is too piecemeal and underestimates the real difficulty of matching business and educational needs and objectives .The Creative Partnership Approach built around specific projects with definite outcomes is much more productive for both .While some European art and design schools such as Utrecht School of The Arts have such a programme in place much more research is needed before this approach can be rolled out across art and design schools throughout Europe.

Kieran Corcoran and John O'Connor