

CENTRE FOR CREATIVE INDUSTRIES

Official Bologna Seminar
6 – 7 November 2008
Abbaye de Neumünster, Luxembourg

CENTRE FOR CREATIVE INDUSTRIES

Bruce Wood

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Scotland

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Higher Education Perspective

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- Creative Industries in the UK
- Entrepreneurship
- The role of Education
- Glasgow Caledonian University
- Summary

CENTRE FOR CREATIVE INDUSTRIES

- Creative Industries in the UK

“Our vision is that the UK becomes the world’s creative hub” (DCMS)

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- Creative Industries in the UK

“We define the creative industries as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.” (DCMS)

Advertising

Art and antiques markets

Crafts

Designer fashion

Music

Publishing

Television & Radio

Architecture

Computer & Video games

Design

Film and video

Performing arts

Software

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- Creative Industries in the UK
- Fastest growing sector growing at an average of 6% per annum
- Account for a twelfth of the economy (more than in any other country)
- Contribute 7.9% towards UK GDP
- Employ almost 2 million people
- Exports totalled 13 billion in 2004

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- Creative Industries in the UK

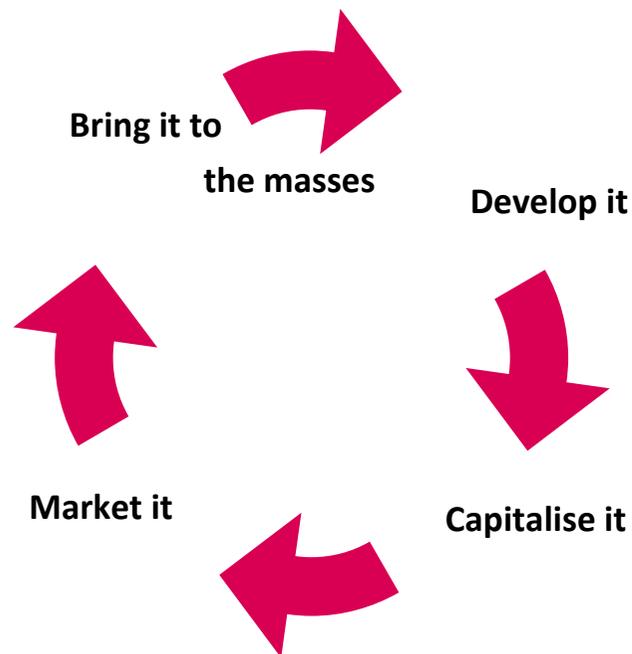
“In the cultural and creative sectors, people are three times as likely as the working population in general to become self-employed, most often as solo businesses without employees” (Baines & Robson)

“The UK design sector is made up of 12,450 design consultancies and 47,400 self employed freelancers. Of the design consultancies, 59% employ less than five people.” (The Design Council – The business of design)

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- Entrepreneur

“How can we become creative entrepreneurs, not just creative inventors (James Purnell)



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- Entrepreneur

Entrepreneurship is the process of identifying and developing a market opportunity resulting in value, created and sustained through the motivation, drive and ability to innovate

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- The role of Education

“Creativity at the heart of education”

“The creative sector is one of the most highly educated with around 43% having degrees or higher level qualifications compared with 16% of the workforce as a whole” (DCMS)

“Creative graduates are more entrepreneurial than their peers with over a third of all self employed first degree graduates coming from these disciplines, the highest figure across all subject categories” (DCMS)

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- The role of Education

“93% of designers think that business skills are either essential or useful in the design curriculum whilst only 54% of design colleges agreed” (Design Council)

“Today you have to be a salesman as much as a creative, talking marketing and design using the same business justifications. If you do not communicate business language you do not communicate at all.” (Clive Goodwin)

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- The role of Education

Sir George Cox highlights the need to give every student likely to work in, or with business, a wider understanding of business practice and recommended that Universities go further and introduce Masters programmes that bring together different elements of creativity, technology and business (Cox Review 2006)

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- Glasgow Caledonian University

Sector	Direct Interest	Indirect Interest	School(s) Engagement
Advertising	•		CBS
Architecture		•	BNE
Art		•	SEC
Antiques			
Crafts		•	SEC
Design	•		SEC
Designer Fashion	•		CBS/SEC
Film	•		CBS/SEC
Computer & Video Games	•		SEC
Music	•		SEC
Performing Arts		•	SEC
Publishing	•		CBS
Software	•		SEC
Television	•		CBS/SEC
Radio	•		CBS/SEC

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MA Design Practice & Management

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 GLASGOW
CALEDONIAN
UNIVERSITY

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Aim

Provide creative students with the skills, knowledge and support to develop their ideas into commercially viable propositions

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Methodology

Creative entrepreneurs learn best by 'doing' and reflecting on 'doing'

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Objectives

- Exploit creativity
- Manage innovation
- Assess commercial credibility
- Implementation

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Inspire entrepreneurial understanding

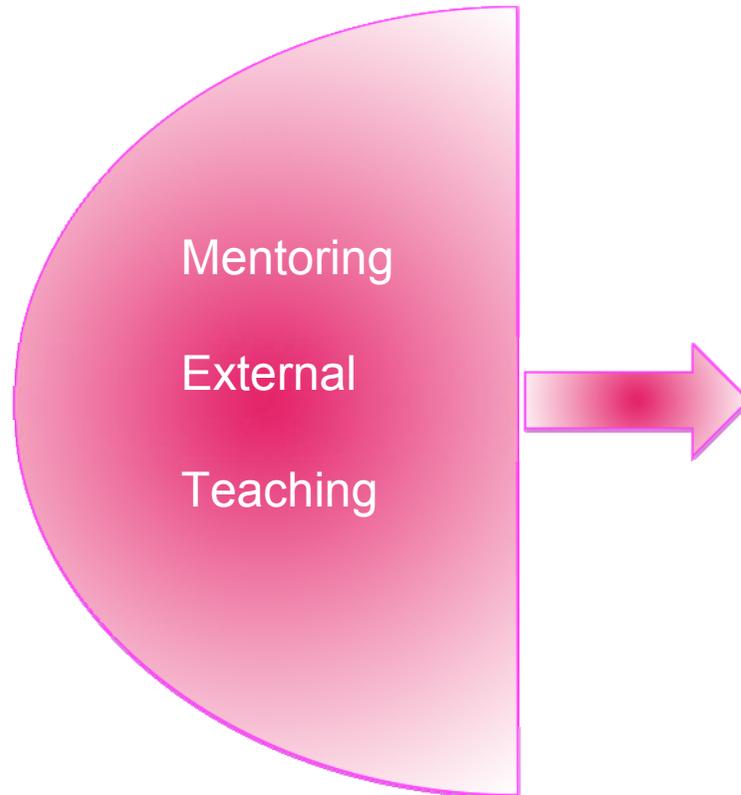
Encourage entrepreneurial behaviour

Transfer entrepreneurial knowledge

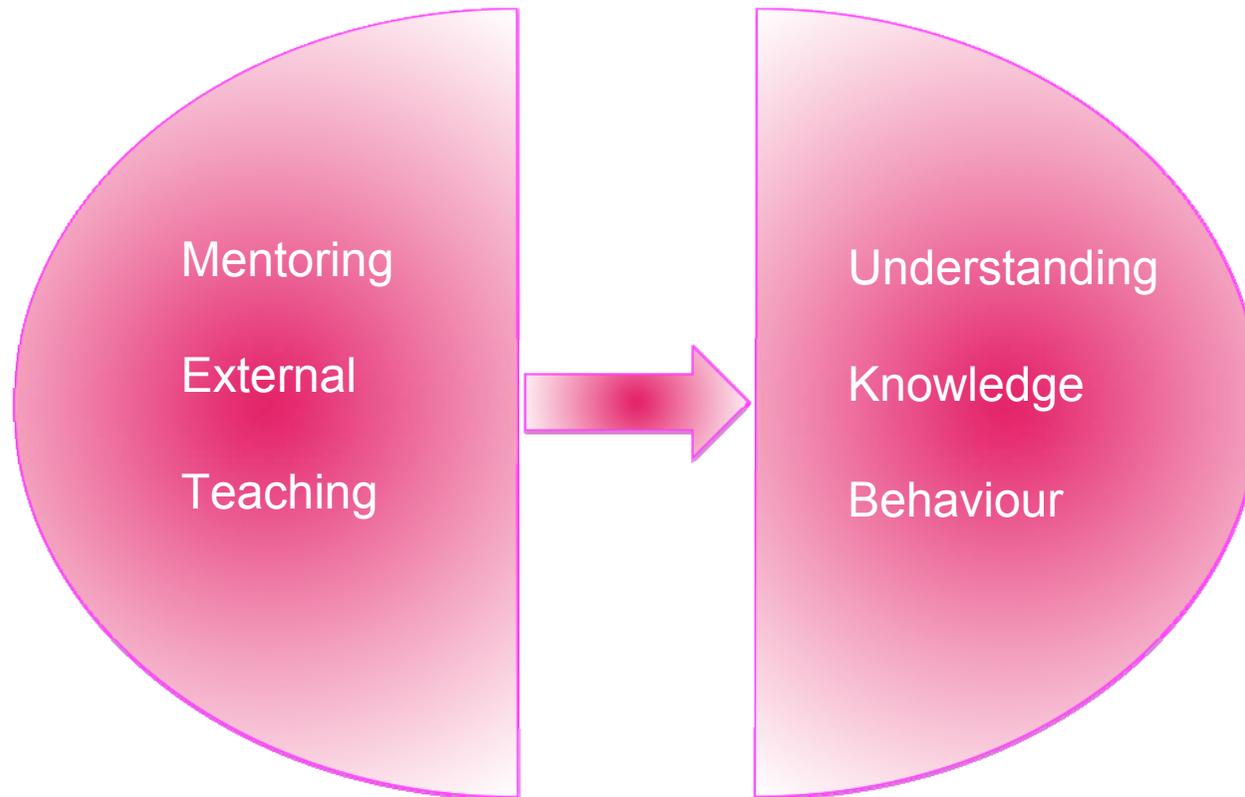
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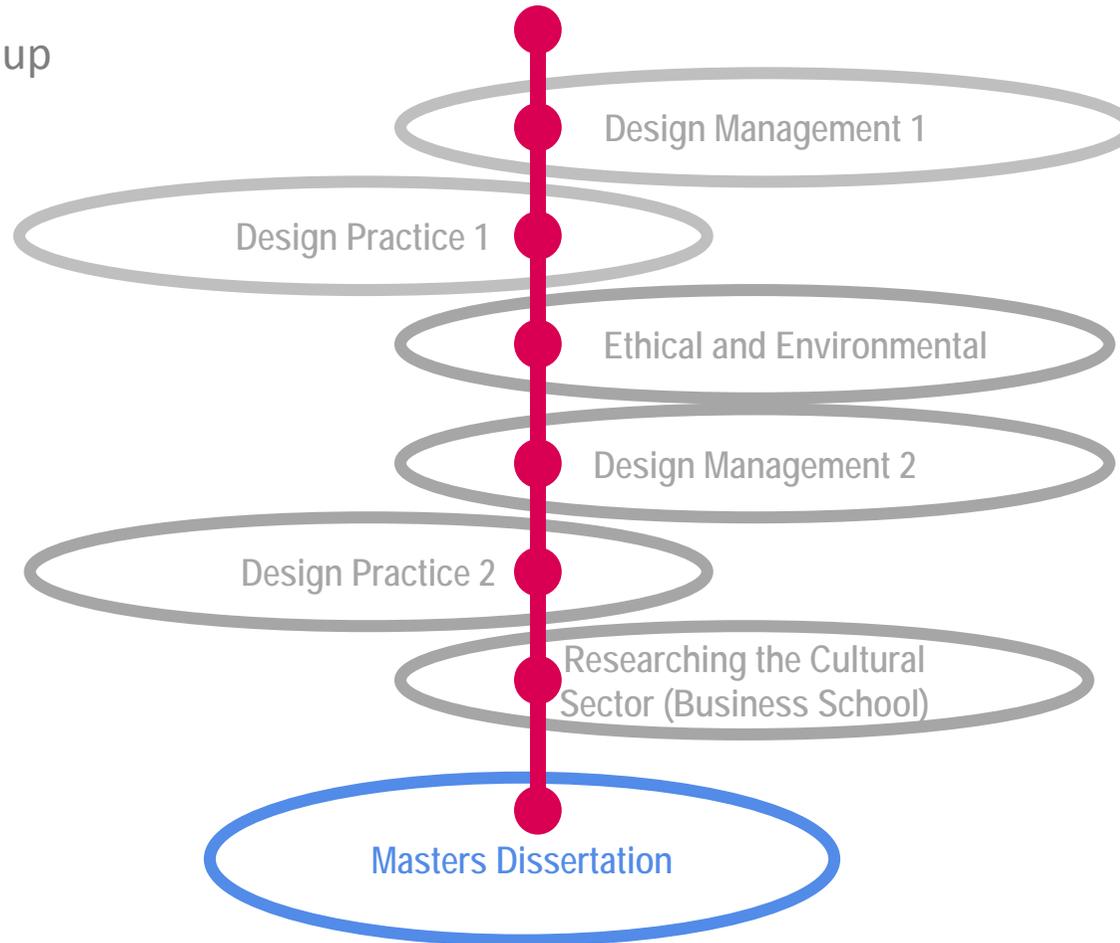
- 60 Employees
- Turnover £6m
- Based in Glasgow
- Most of their business not in Scotland
- Specialise in : Graphic Design, on-line Design,
Media, Advertising, Architecture,
Interior Design

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GCU



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Caledonian Creates

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_ Impact 2008 _ Creative Conference 17th June 10am - 5pm

**Glasgow Caledonian University
Cowcaddens Road, Glasgow**

There is no charge for this event however places are limited and will be allocated on a first come first serve basis. To register for the conference please email: creates@gcal.ac.uk

Guest Speakers
Belinda Dickson OBE
Ian Livingstone OBE
Peter Tennent
Dr. Frank O'Connor
Tony Coffield
Professor Guy Julier

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