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The Future Isn't What It Used To Be

Emerging trends and their implications for Higher Education

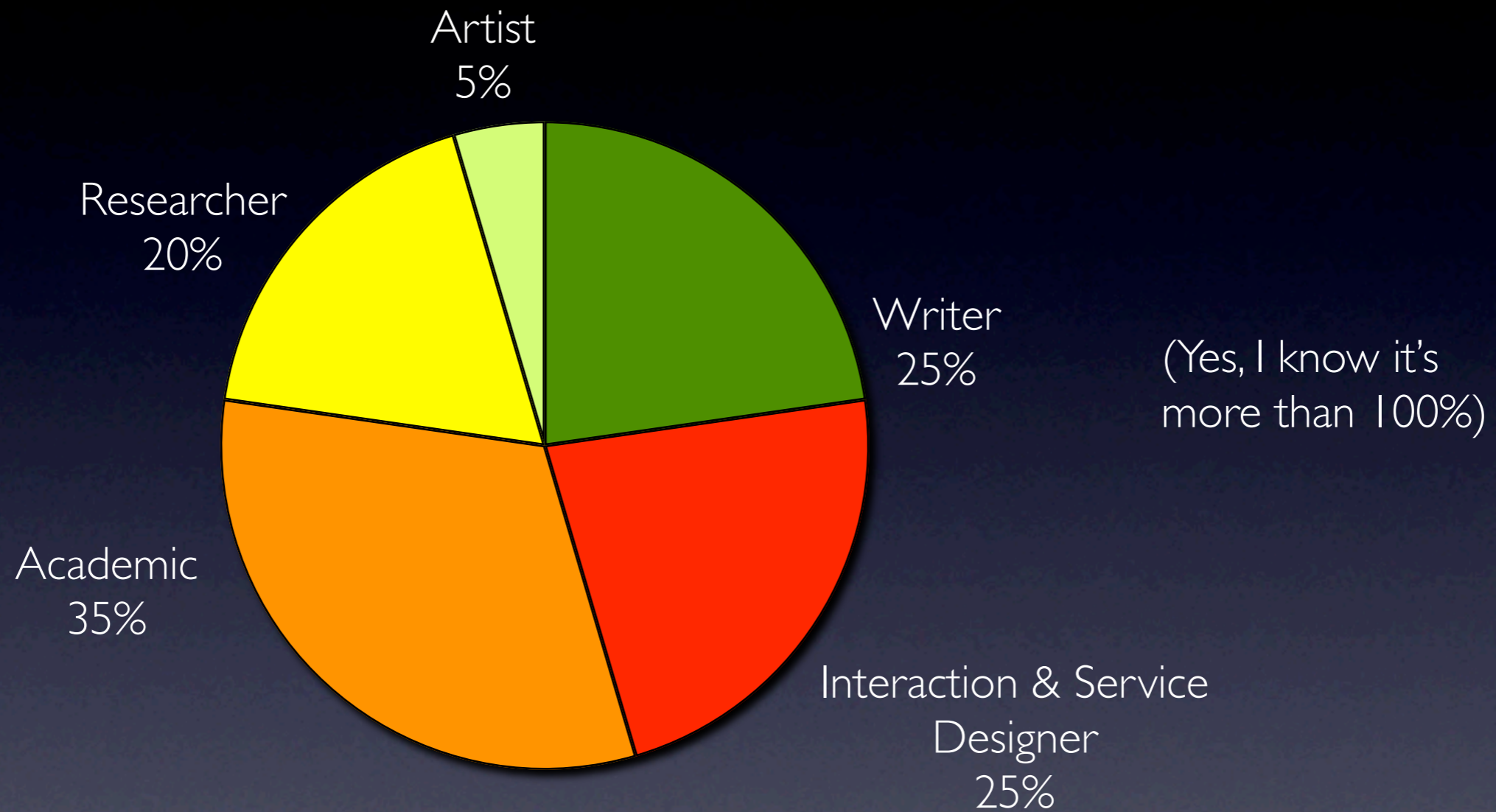
ANDY POLAINE

Omniium Research Group
College of Fine Arts, UNSW

Northumbria University Associate Deans Day

Who am I?

(This is the only pie chart, I promise)





Design, Form and Chaos (1987)

“... design is a personal activity that springs from the creative impulse of an individual.”



Design, Form and Chaos (1987)

“... design is a personal activity that springs from the creative impulse of an individual.”

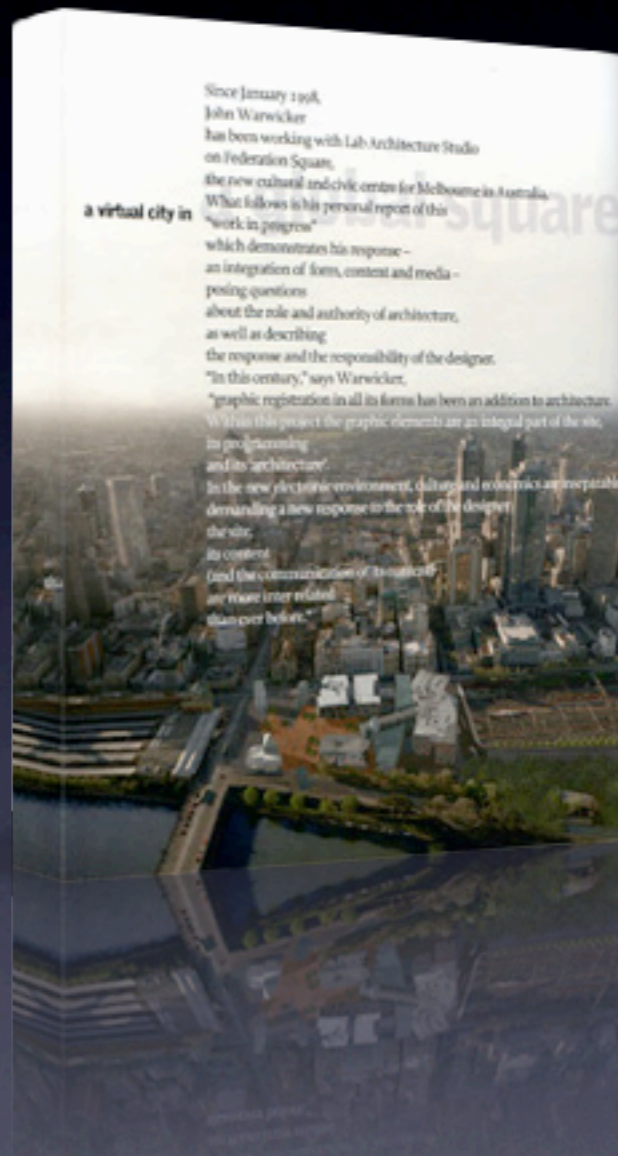
“... group design can actually hinder the creative process by depriving the designer of the distinct pleasure of personal accomplishment and self-realisation.”

- Paul Rand



A Virtual City in a Global Square (1999)

“ Politics, economies and society have changed ... we are now in a new period of connectivity, relativity and pluralism ... there is a changed sense of the individual, with increased ease in interaction, and the value of individuality is now seen within a collaborative context”

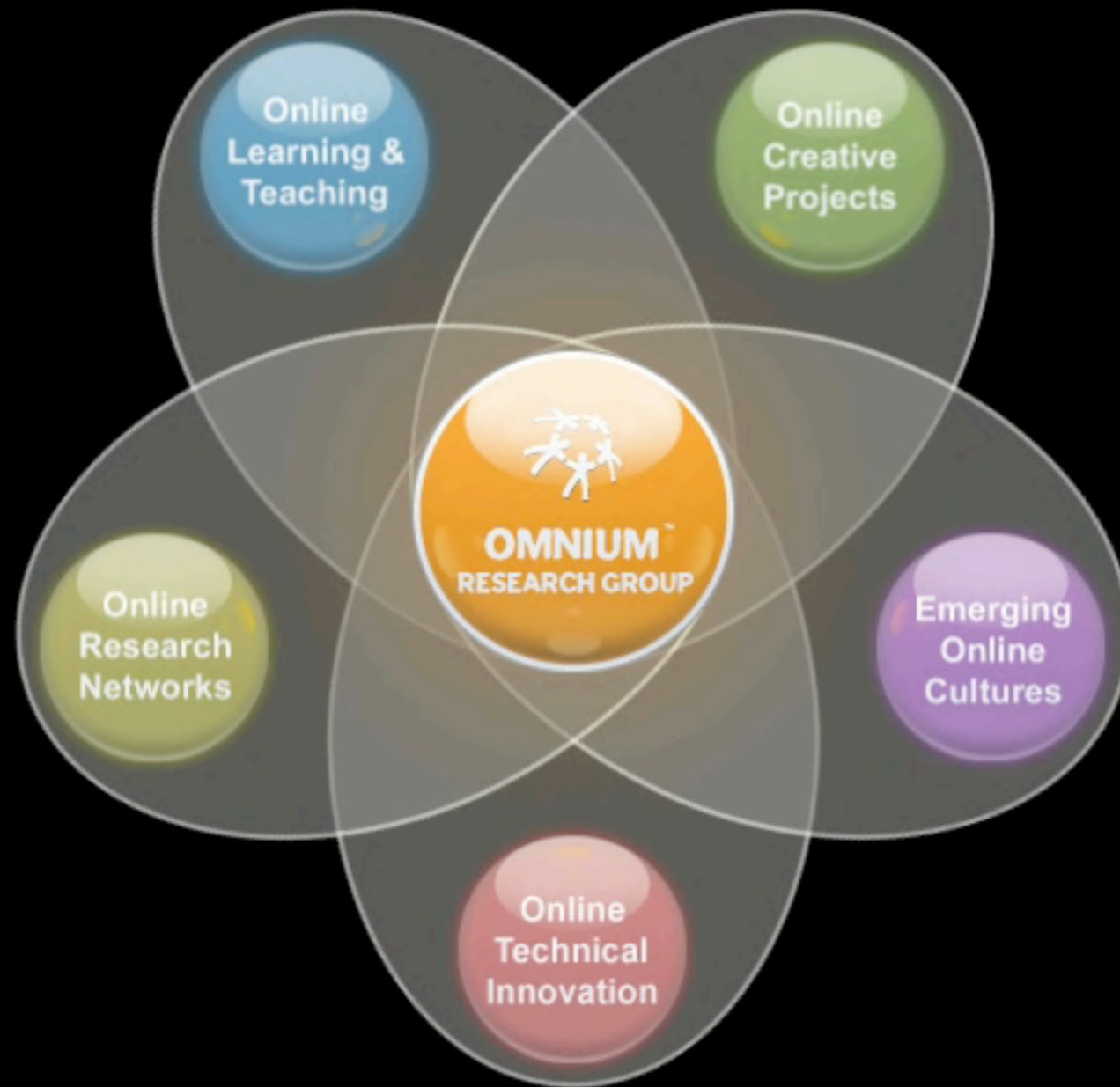


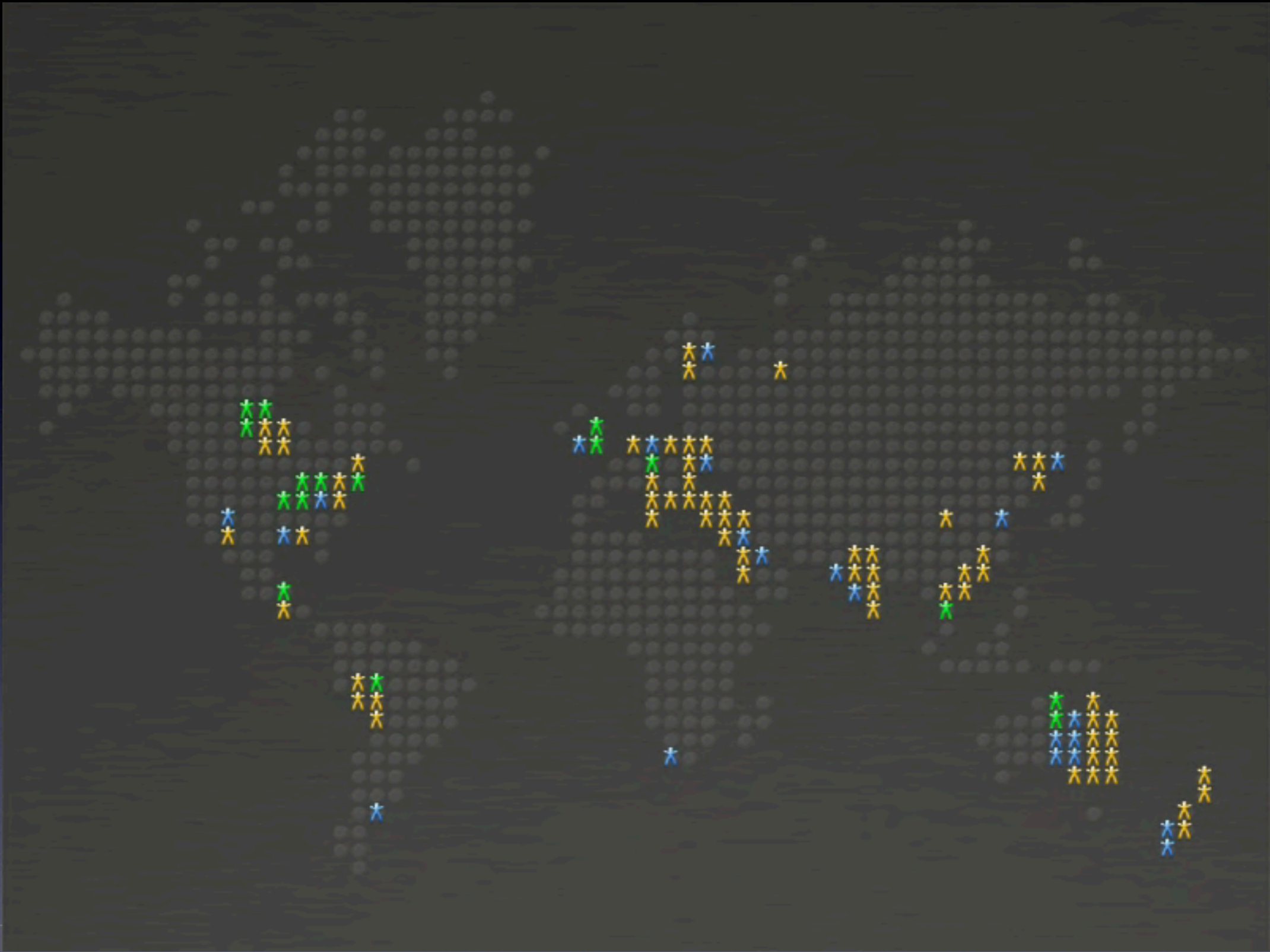
A Virtual City in a Global Square (1999)

“ Politics, economies and society have changed ... we are now in a new period of connectivity, relativity and pluralism ... there is a changed sense of the individual, with increased ease in interaction, and the value of individuality is now seen within a collaborative context”

“... New technology is not about replacement but addition: hence the increasing complexity.”

- John Warwicker







2002

Graphics & Contemporary Society

Grapbicz & Couremporiel zocierl

1999

Virtual Design Studio [VDS] '99

2008

Creative Places 2008

2007

Creative Places 2007

2005

Creative Places 2005

2003

Visualising the Science of Genomics










 1999



Virtual Design Studio [VDS] '99

 2002



Graphics & Contemporary Society

 2003



Visualising the Science of Genomics

 2005



Creative Waves 2005

 2007




Creative Waves 2007

 2008



Creative Waves 2008



 **OMNIUM[®] OUTREACH PROJECTS**



OMNIUM[®] OUTREACH PROJECTS



Project Timor Leste



Project Sri Lanka



Project Phillipines



[re]frame

REFRAMING TRADITIONAL FILIPINO EMBROIDERY

The [re]frame concept focuses on the detailed and intricate nature of existing traditional Filipino embroidery techniques, by framing off small sections of work and placing them in an entirely new and contemporary context - in this instance, that of a major installation titled: [re]frame: manila for the foyer of DLS-CSB's School of Design and Art in Malate.

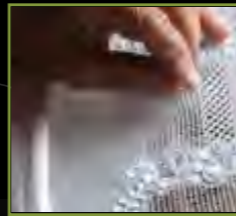
[re]frame *manila*

[re]frame - *manila* is a non-profit design project aimed at assisting a women's embroidery association located in and around the town of Lumban, in the province of Laguna. The installation intends to help open up new commercial opportunities for local artisans, while still staying true to their Filipino traditions, culture and heritage.

[re]frame *utures*

The installation aims to be the first in a series of what will hopefully become future commissions for other contexts. These may include commercial locations such as: hotels; cafes and bars; corporate buildings and offices; museums/galleries, etc., as well as additional education institutions and faculties.

www.omnium.net.au/oop



[re]frame *manila*

Designed to nurture and support traditional techniques of Filipino embroiderers, while at the same time bringing their practice into modern and sustainable contexts.

produced as a community outreach collaboration between:

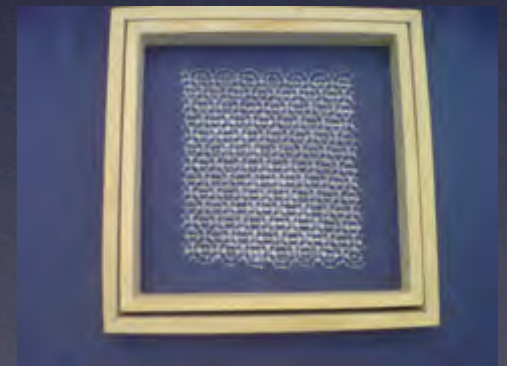
- De La Salle - College of Saint-Benilde (Manila, Philippines)
- Pinagkaisang Magbuburda ng Lumban (Lumban, Philippines)
- The Omnium Research Group, UNSW (Sydney, Australia)



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INTERNATIONAL ONLINE STUDENT DESIGN PROJECTS



0:THREE > 0:FOUR > 0:FIVE
an intergrated graphic and photomedia project



creative waves[©] 2005
INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



<http://creativewaves.omnium.net.au/030405/outline/>



Pharmacy and graphic design students working together to raise public awareness of critical health issues in Kenya, Africa



creative waves[©] 2007
INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



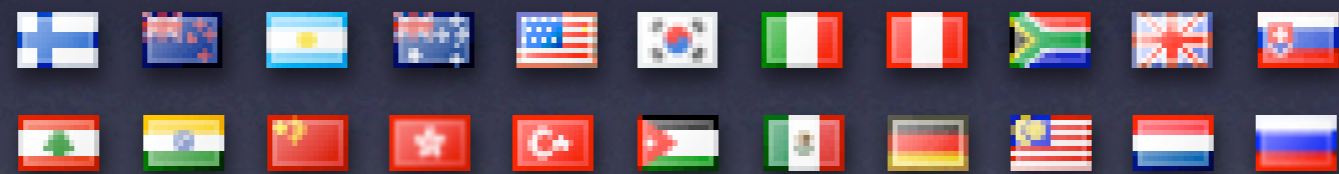
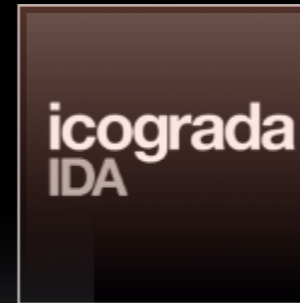
<http://creativewaves.omnium.net.au/vip/>



Omniium Research Group



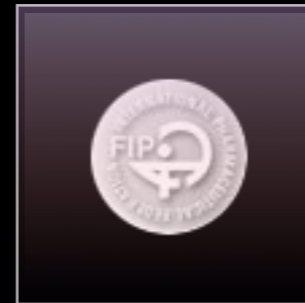
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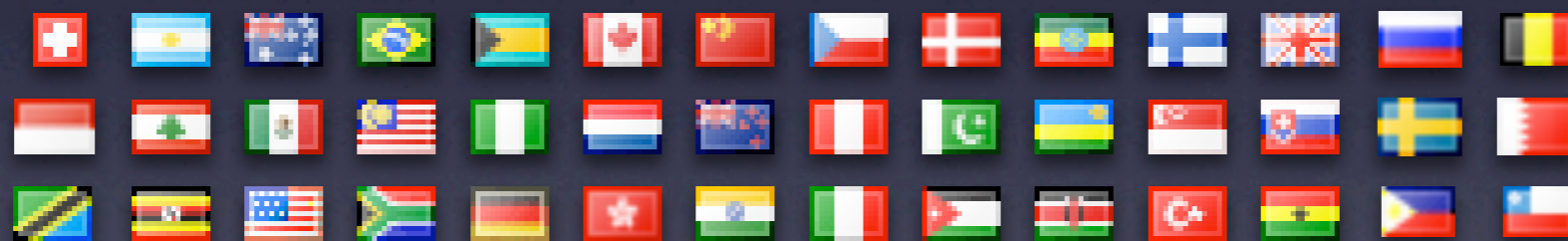
107 Participants
22 Countries

61 Students
35 Colleges

22 Teachers/Mentors
21 Special Guests



creative waves[©] 2007
INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



200+ Participants
30+ Countries

120+ Students
60+ Colleges

80+ Teachers/Mentors
20+ Special Guests



设计吧
COLLABOR8



Australian and Chinese design students working together online to establish new ways of producing sustainable graphic design across cultural boundaries.



OMNIUM *presents*

creative waves 2008

INTERNATIONAL ONLINE STUDENT DESIGN PROJECTS





Australian and Chinese design students working together online to establish new ways of producing sustainable graphic design across cultural boundaries



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Mentors 导师

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Briefs 简报

Discussion 讨论区

Resources 资源区

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设计吧 COLLABOR8



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INTERNATIONAL ONLINE STUDENT DESIGN PROJECTS



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Wed 14 May 2008 - 22:47 EST

Ian McArthur - Project Director 项目指导



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It is an inspiring lecture Andy. I think it really offers us something to think about in terms of not only our own behaviours but also how we might consider the implications of our designs in shaping attitudes and behaviours.

I also liked the part of the lecture where you spoke about the potential of the web to inspire small behaviour changes on mass which in fact has a big impact. It's something worth thinking about and in terms of C8 can offer some directions for focus.

If we look at the iPod which you mentioned - for me one of the interesting things about the iPod is it's interface with iTunes and the web-based content it provides. I think we will see this more in the future and it will change product design irrevocably.

I'm also interested in products and services that tap into notions of consumer driven design - by which I mean the consumer has a role in shaping the product itself. here's some info on what i'm referring to...Generation C!

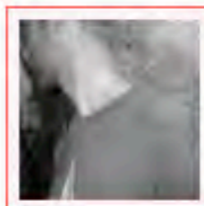


Tue 13 May 2008 - 12:13 EST

Scott Brown - Student 学生



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Well done Andy, I thought that was a fantastic lecture.

As inspiring as that was to listen to as a design student, I think there is some value in other people hearing it as well - how do you feel about me pointing people in the direction of the MP3 on your site? I think whilst you're absolutely correct in suggesting designers have the ability to express the entire process to consumers, it is important that consumers themselves start to think about questions like "where did this come from?" and "where will it go?". Once the larger community agitates for change in an area like this, more companies may be forced to re-examine their entire process.



Tue 13 May 2008 - 10:17 EST

Anita French - Student 学生



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Students 学生

	Scott Brown			• Lotus	Australia	Bachelor of Digital Media
	Steffi Lo				Australia	Bachelor of Design
	Wangzi			• Lotus	China	
	Xiaoyun Lee			• Lotus	China	sharon's blog
	Yao Wei			• Waratah	China	BA
	Yoonha Kang			• Hibiscus	Australia	Bachelor of Arts (Major in Graphic Design)
	Yu Ye			• Wattle	China	click here
	Zhiqing Yu			• Hibiscus	China	fresh
	Zhou Wu				China	



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4. BRIEF 5 - Identifying

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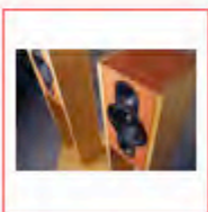
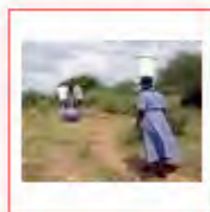
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3. BRIEF 4 - Gathering

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2. Response to Brief 3 - Redesign this Chair

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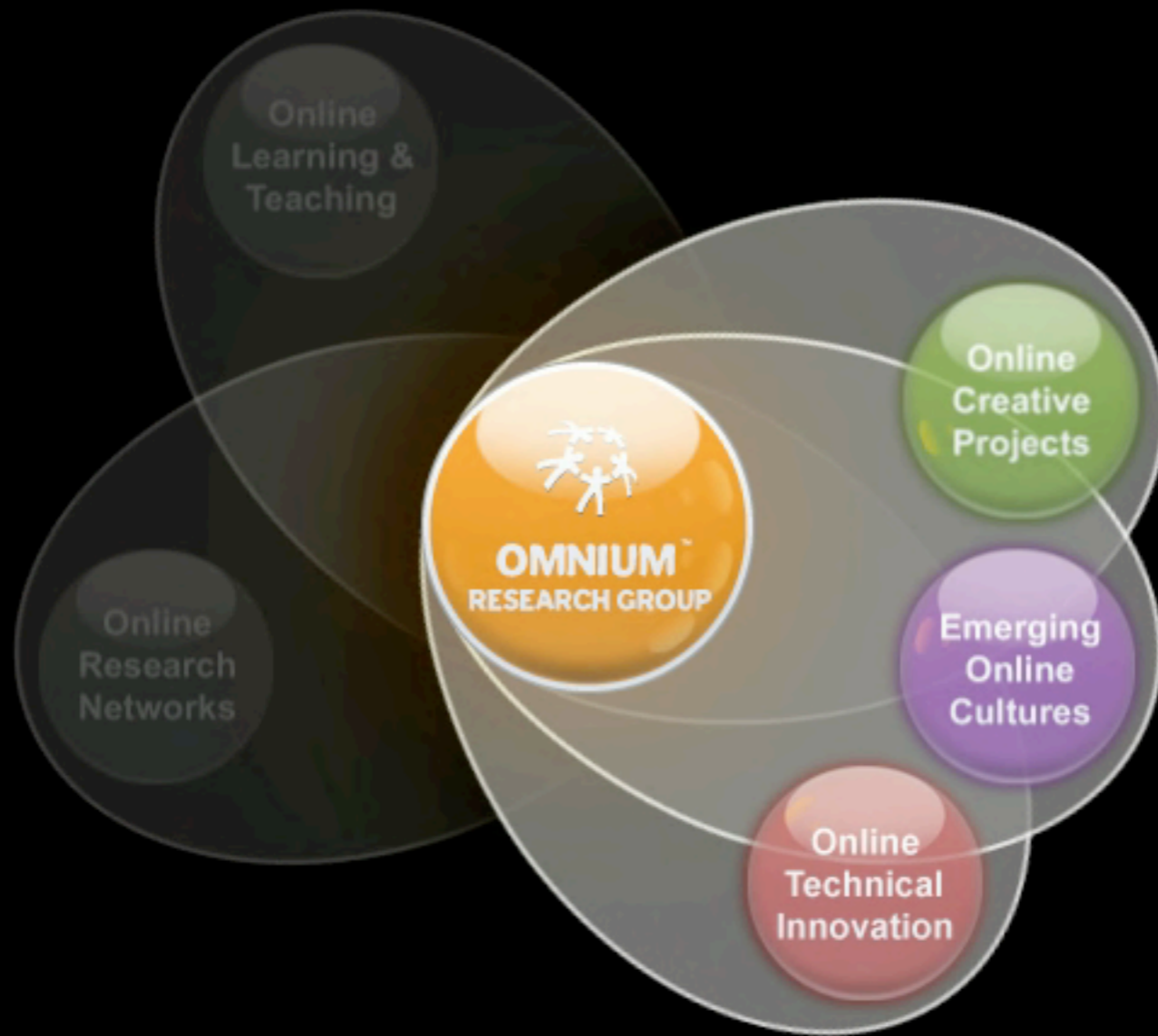
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Slime Moulds and Suburbs



(Web 2.0)

Changing Culture = Changing Educational Needs

- Collaboration and Open Source Projects
- Pro-Am revolution
- The Long Tail
- Social Networks and Communities
- Organisational Change
- Collective Action and Sustainability
- Open, public conversations online
- Creative Economy & Lifelong Learning

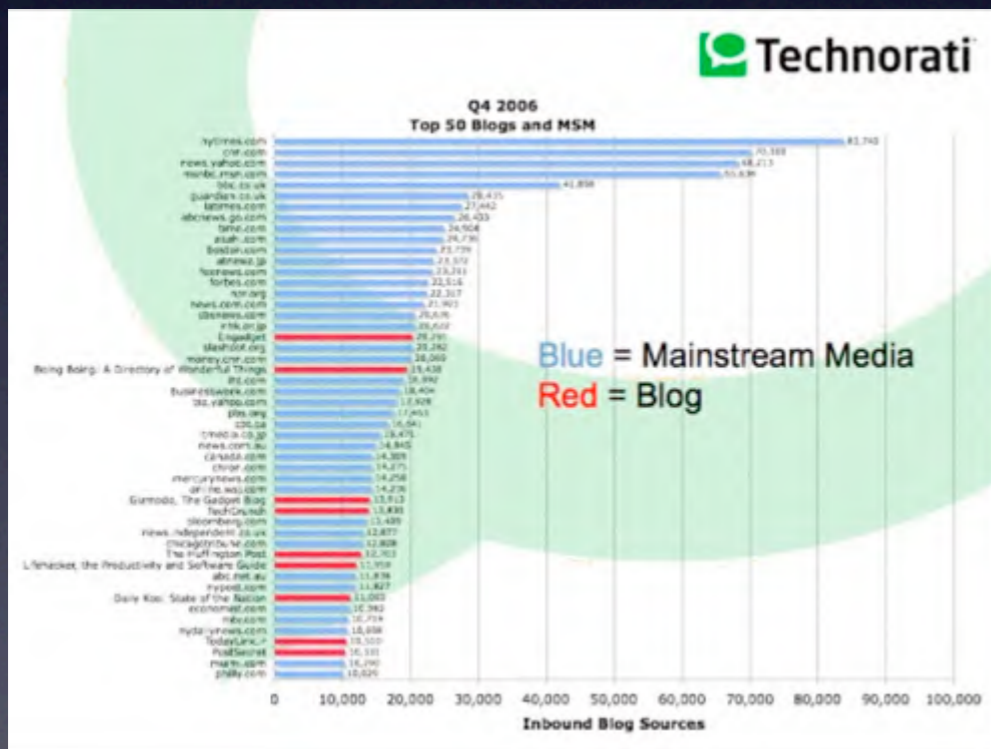
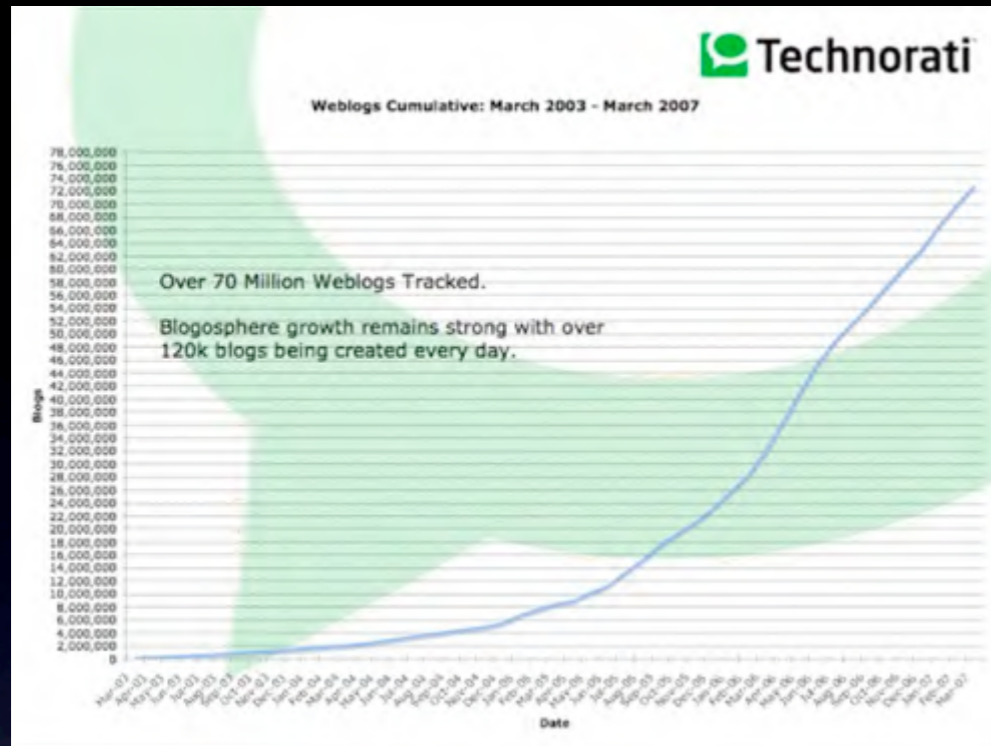
The Network Society

There are 72+ million blogs in the world.

The Blogosphere is 100 times bigger than just three years ago.

YouTube serves over 100 million videos per day.

Wikipedia is more popular than many major news sources.



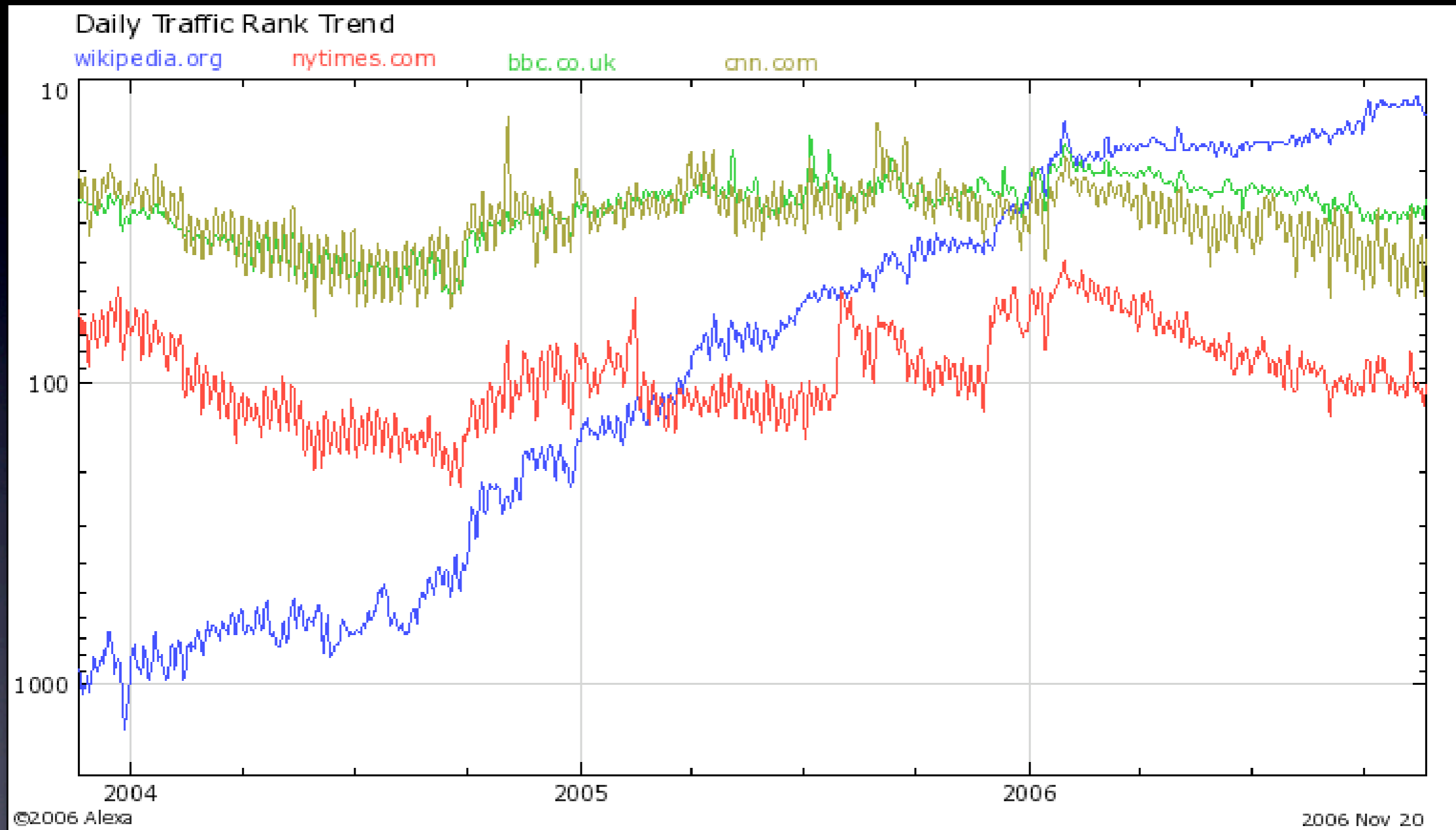
Online changes affect the physical world:

The Jubilee Debt campaign helped force US\$36 billion of debt to be cancelled.

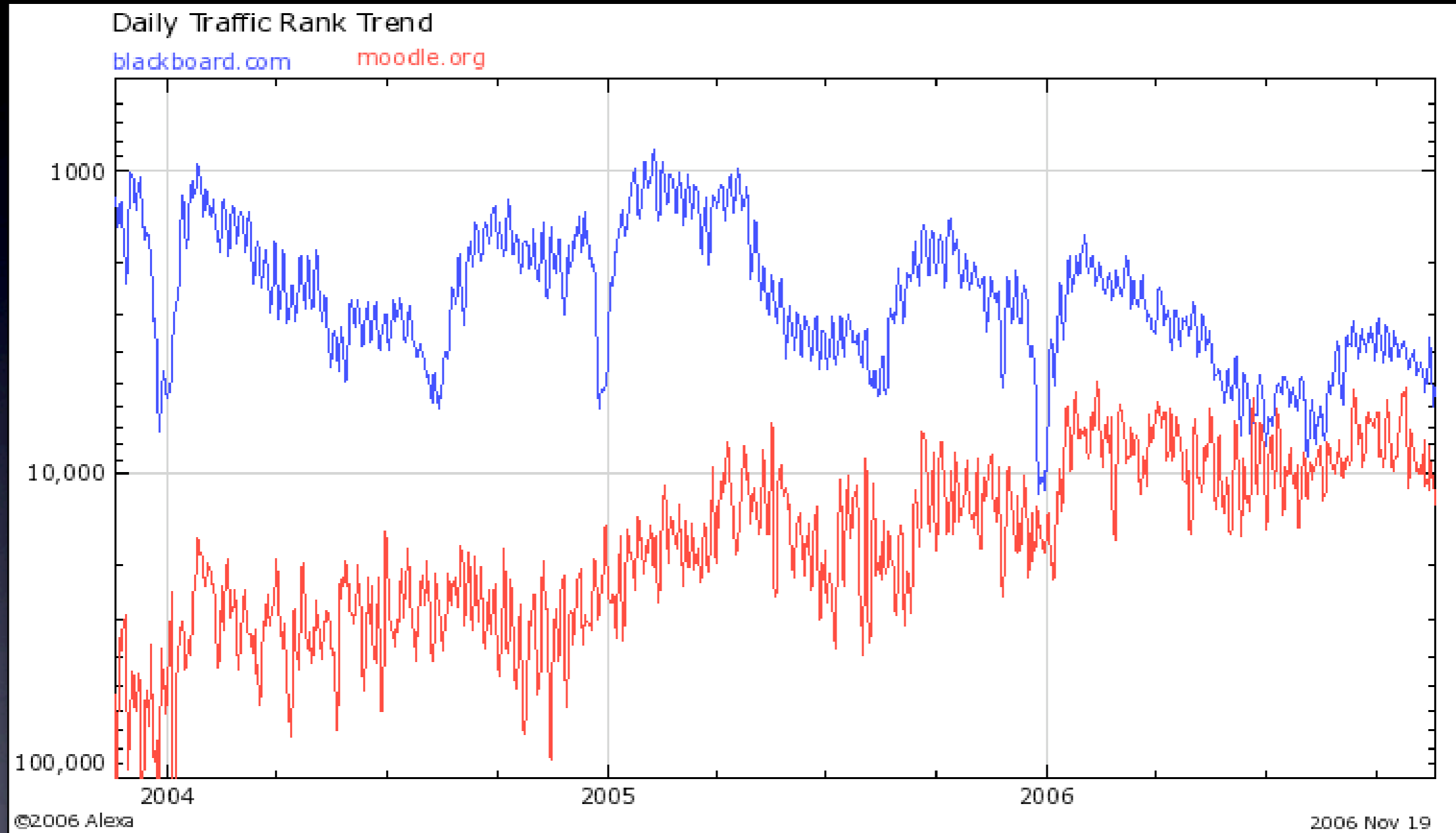
Think of eBay, Amazon.com, politics, banking, commerce, etc.

Many 'real things' have changed as a result of online 'network thinking'.

The Rise of Wikipedia



Open Source eLearning Software



Organisational Change

What employers want from graduates is mostly not what we're teaching them.

A survey of FTSE200 company HR directors showed desired skills were:

- *Communications/communicating ideas*
- *Problem-solving*
- *Team-working*
- *Creativity and Innovation*

(Gillinson, & O'Leary, 2006, p. 38)

A **disconnect** exists between young people and the organisational cultures they encounter in the workplace ...



Working Progress
How to reconnect young people
and organisations

Sarah Gillinson
Duncan O'Leary

Organisational Change

A **disconnect** exists between young people and the organisational cultures they encounter in the workplace ...



Working Progress
How to reconnect young people
and organisations

Sarah Gillinson
Duncan O'Leary

“If innovation flourishes within and across teams, then we need to be able to work within them.

If the formalities of hierarchy are being overlaid with social networks inside organisations, then we need to negotiate our way through them.”

(Gillinson, & O'Leary, 2006, p. 40)

Process vs Knowledge

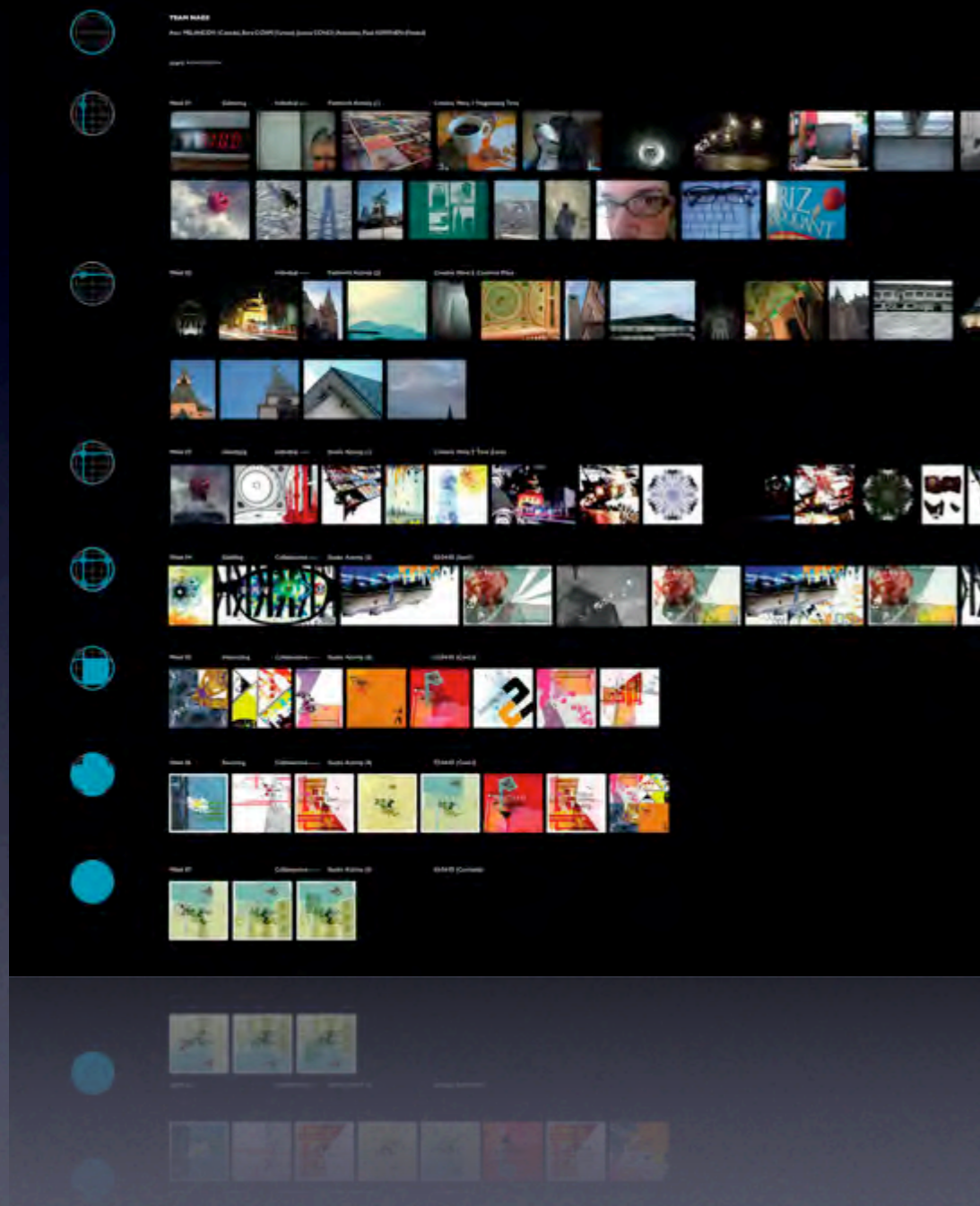
The way in which students learn is often more important than *what* they learn.

Knowledge and information are now easy to come by - knowing what to do with them, how to communicate and how to connect the pieces is the hard part.

Social networking and online creative collaboration teach precisely these skills:

- Communications/communicating ideas
- Problem-solving
- Team-working
- Creativity and Innovation

They also teach *good citizenship* - the whole is greater than the sum of the parts - an essential skill for the future.



Public Funding is the Fossil Fuel of Education



Cradle to Cradle (2002)

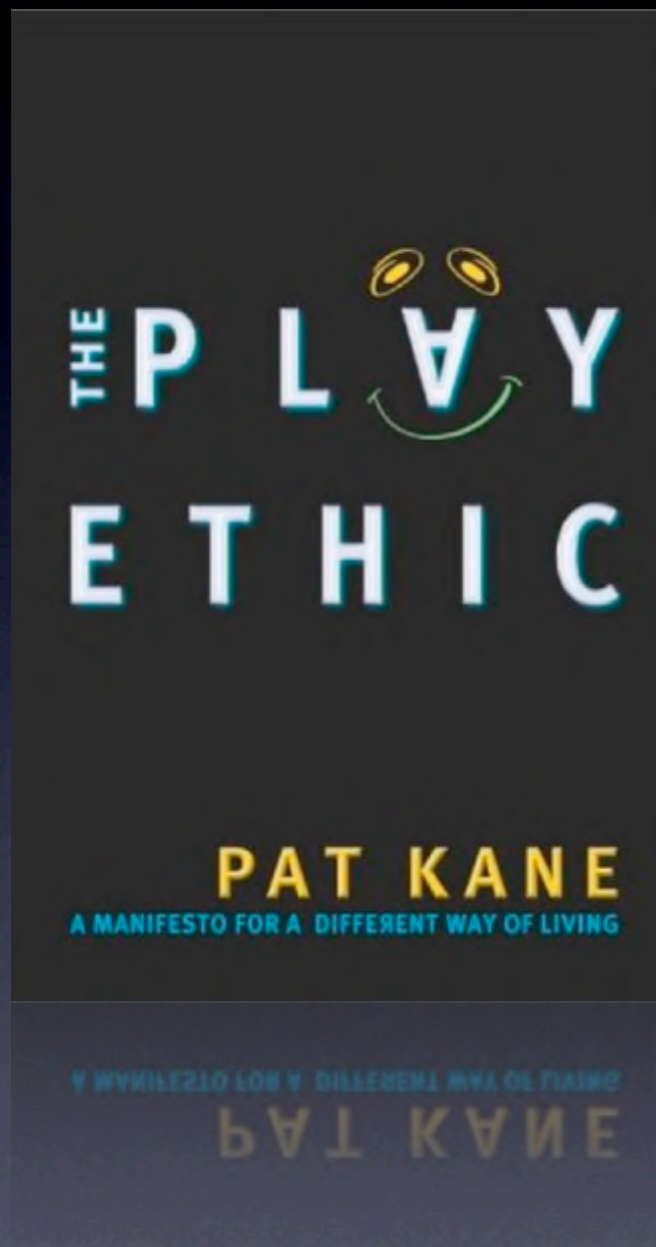
Efficiency soon hits walls. We need effectiveness instead.

“The marvellous thing about effective systems is that one wants more of them, not less.”

“What would have happened, we sometimes wonder, if the Industrial Revolution had taken place in societies that emphasize the community over the individual, and where people believed not in a cradle-to-grave life cycle but in reincarnation?”

- William McDonough & Michael Braungart

Public Funding is the Fossil Fuel of Education



The Play Ethic (2004)

“For the culture of industrialism, in which an individual’s submission to routine is what is most valued, a network society is something of a disaster. The industrial mindset is too brittle to cope with the way that networks operate.”

- Pat Kane

Private institutions seem well-placed for the future



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Raffles University

Raffles University is central to the very successful development of high quality relevant education through the **Raffles Education Corporation (REC)**. REC has many years of experience of offering strong academic and professional programmes within **Raffles Design Institute, Raffles College of Design and Commerce, Raffles Education Corp College, Raffles School of Psychology** and **Raffles School of InfoComm**.

Raffles University extends this by offering a range of undergraduate and postgraduate programmes, initially in **Design** and **Business**. The University's programmes will be delivered through REC's already extensive network of Colleges in South East Asia, China, India and Australasia.

The University operates as a self-accredited institution. Its quality assurance systems and academic standards are attested by a rigorous internal QA system, drawing upon external expertise from a number of established international universities. REC already has many years of experience of working with university partners in the UK and Australia and of operating successfully within different quality assurance systems in those countries. Oversight of the University's standards is undertaken through an Academic Advisory Council which includes experienced senior academics from the UK, Australia, the US, China, Hong Kong, and Singapore.

Raffles University works in partnership with a number of well known international universities within a major international education network that offers its students a wide range of opportunities to study either locally or through a combination of local and international study. This network supports the University's commitment and determination to offer first class professionally relevant education programmes that equip its students to compete successfully within a global economy.

At the heart of all the University's is a philosophy of offering curricula and student experiences that encourage the development of creativity and

News

- [New Programmes](#)
- [Articulations/ Progression Arrangement](#)

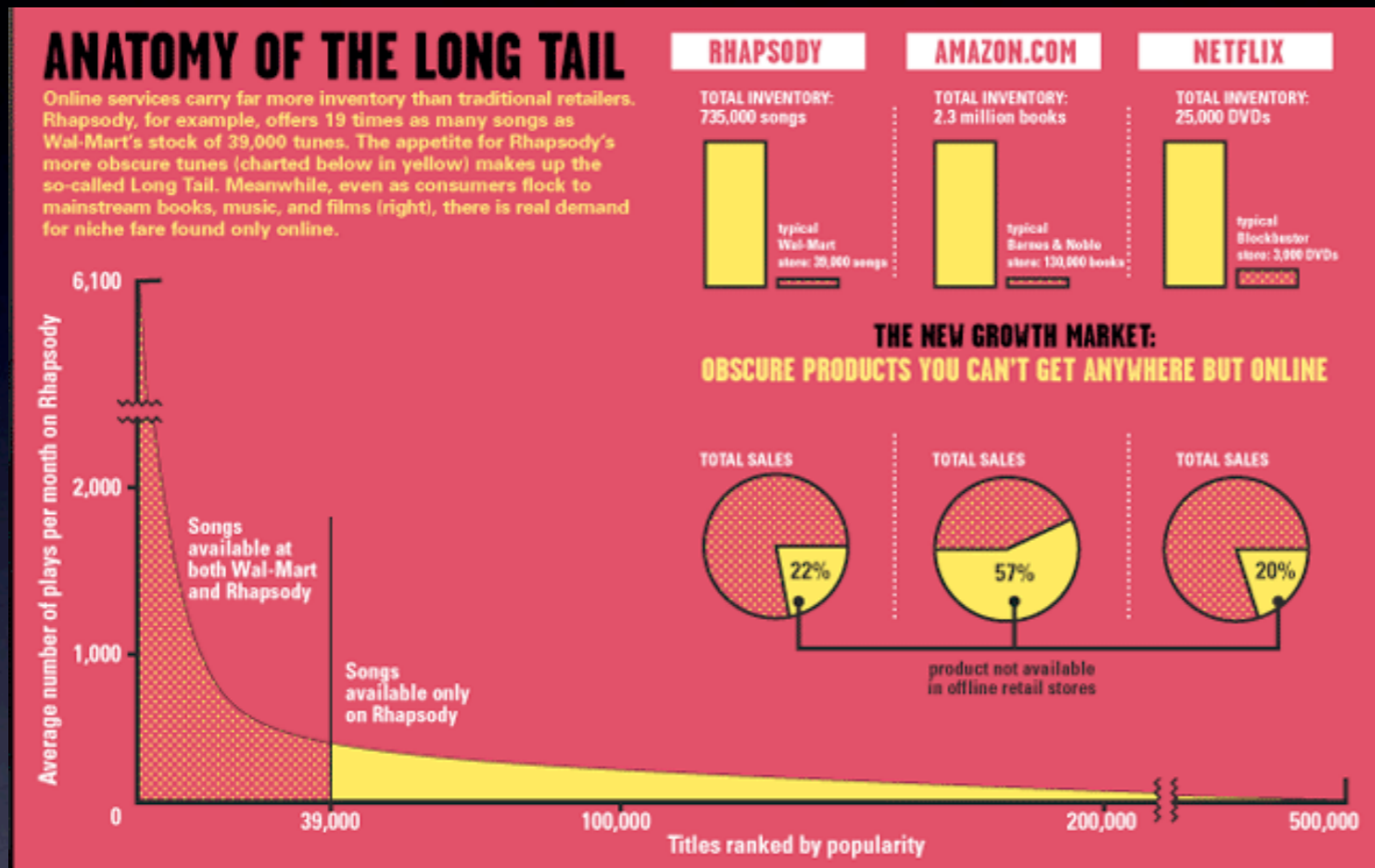
Empowering
Tomorrow's
Creative Professionals
for the Global Economy

Even those you might not have expected



<http://www.flickr.com/photos/cwalker71>

The Long Tail of Education



Rationalised education programmes in HE institutions end up losing diversity and become Top 20 hit-parades that everyone else offers too (MBA anyone?).

There's a limit to that top-down market.

Online is one way to extend the long tail of education – it is all about niche, not mainstream.

Converging Trends

Shortage of funding - the fossil fuels aren't coming back. Can't keep doing more with less.

Increased dependence on international (and local) student funding.

Students as customers - institutions are shops The more 'customers' the worse the 'product' (see telcos and ISPs for examples of this)

Decreased perception of worth of the *process* of education - false focus on 'credentialing' and quick hit of skills instead.

Top 20 'efficiency' versus the **Online Long Tail**

Rate of change inside and outside institutions

The Challenges for HE

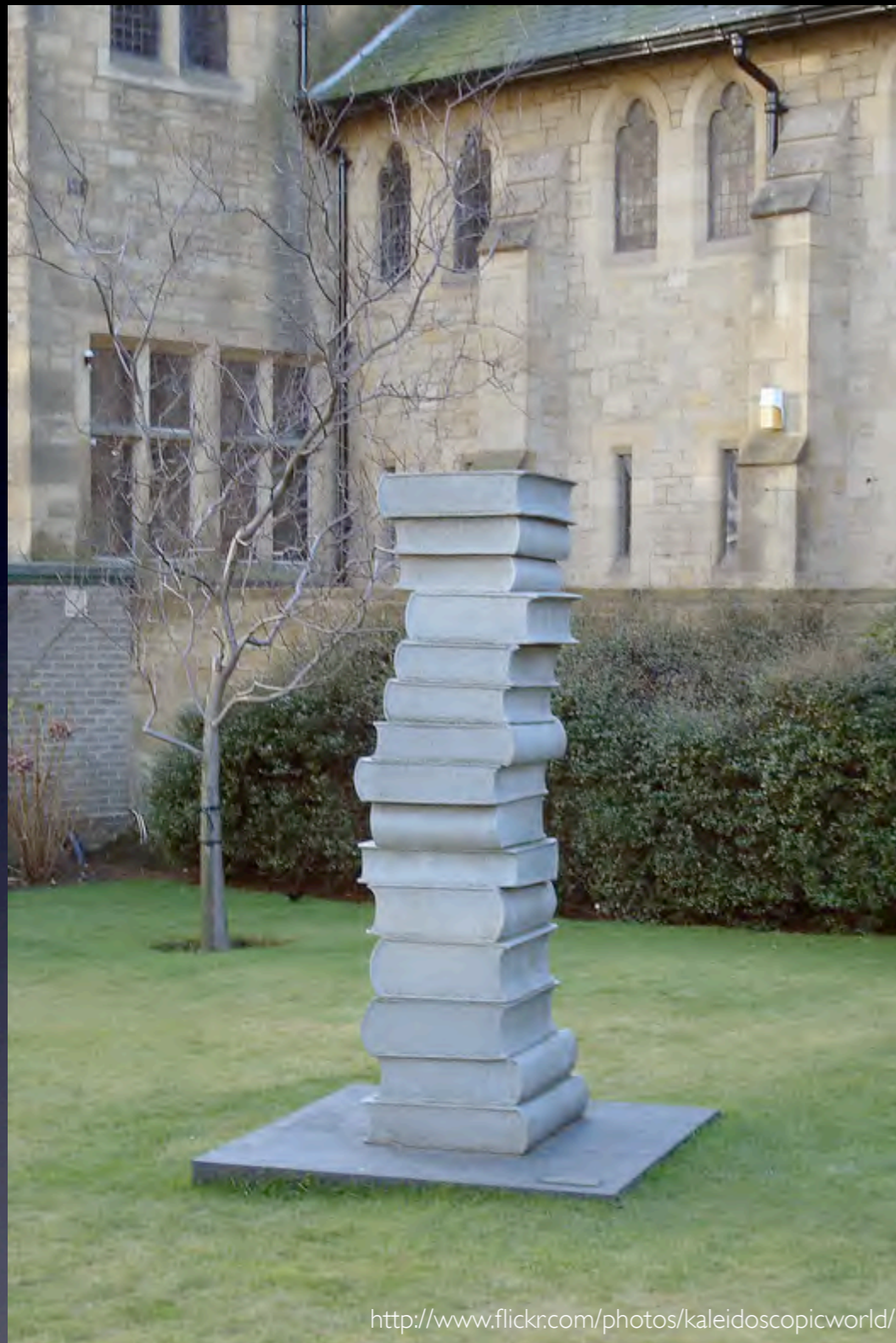
The danger for HE institutions is not that they simply run out of funding, but that they become irrelevant (see Broadcasting).

We can't continue to do more with less and to think the same way (see Sustainability).

As education becomes more global, the market changes (see the Long Tail).

Education needs a service design/network mind approach (see the Web)

No longer “special places for special people” (see Media and Business)

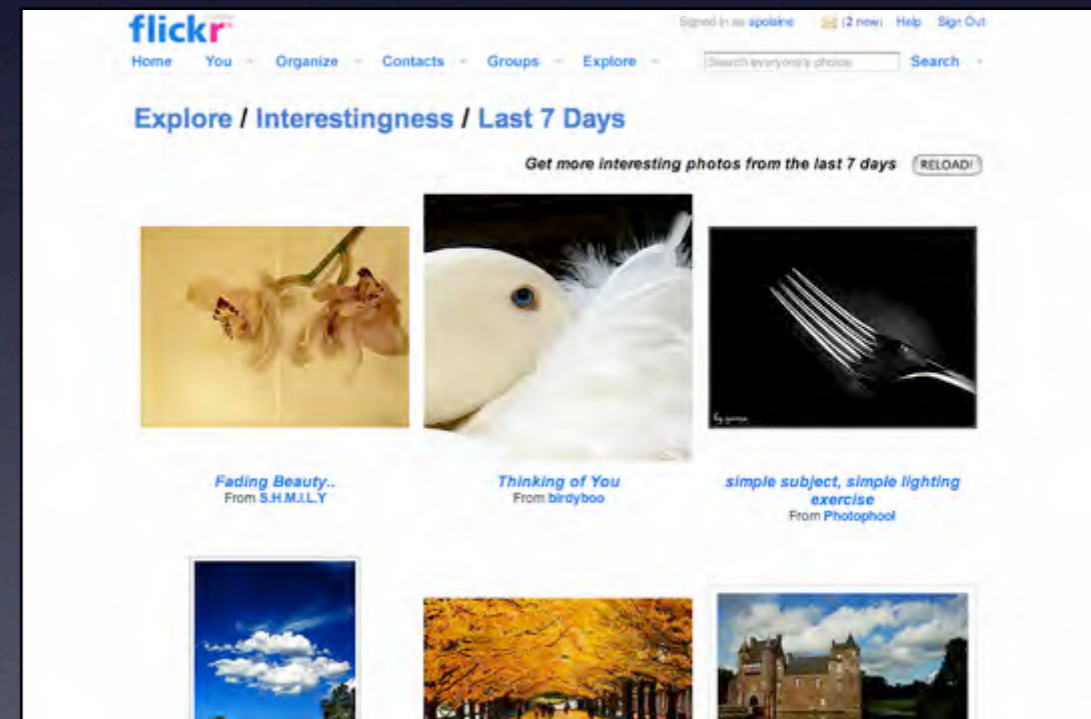
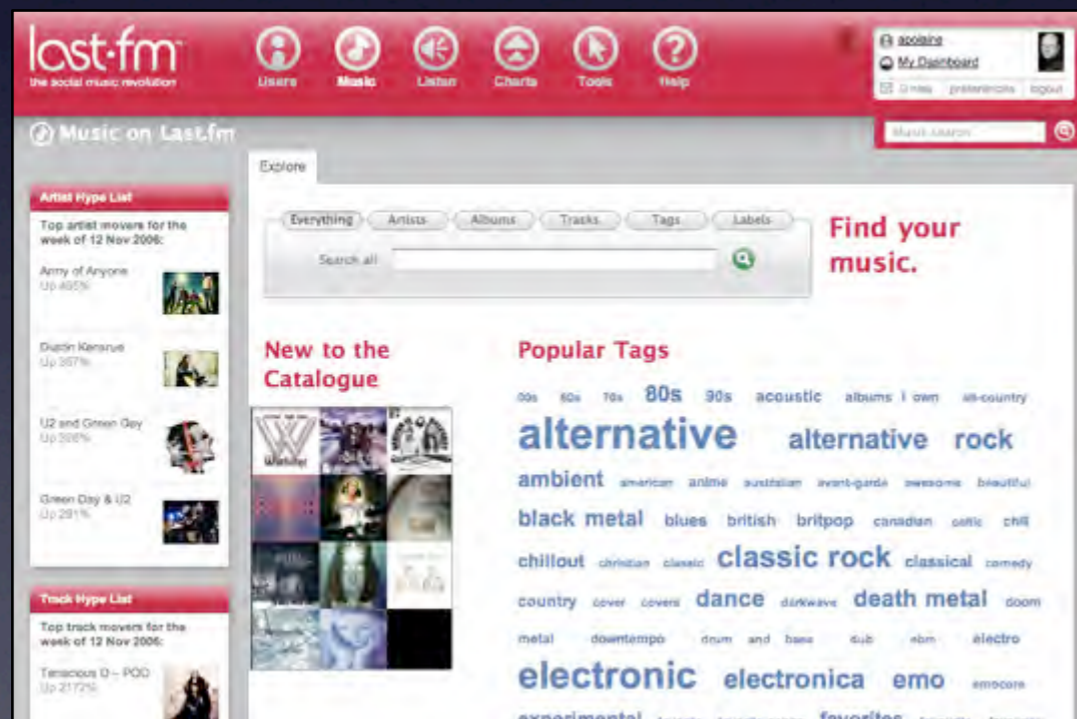


<http://www.flickr.com/photos/kaleidoscopicworld/>

Social Networks are Effective Systems

- An individual should get value from their contribution.
- These contributions should provide value to their peers as well.
- The organisation that hosts the service should derive aggregate value and be able to expose this back to the users.

(Tom Coates, 2006)



Reputation is Everything

Recent Feedback Ratings (last 12 months)

	1 month	6 months	12 months
+ Positive	12	66	88
○ Neutral	0	0	1
- Negative	0	0	1

Detailed Seller Ratings (last 12 months)

Criteria	Average rating	Number of ratings
Item as described	★★★★★	12
Communication	★★★★★	12
Shipping time	★★★★★	12
Shipping and handling charges	★★★★★	12

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Feedback as a seller | Feedback as a buyer | All Feedback | Feedback left for others

16 Feedback received

Feedback	From Buyer / Price	Date / Time
+ This is awesome! Thanks very much!! -	white-greek (1334 ★)	Jun-02-08 19:49 Private
+ Great and very quick communication and shipping! item as described! THANKS!!!!!! -	ajstoyz (178 ★)	Jun-02-08 16:41 Private
+ Thank you! A+ START YOUR EBOOK BUSINESS TODAY - 30000 EBOOKS 4resale (#150251902480)	3098wesleyn (319 ★) US \$1.00	May-31-08 17:57 View Item
+ DR. WHITE IS EXCELLENT, ANSWERED ALL QUESTIONS, HONORABLE..A+++++ -	hickorypoint (12 ★)	May-27-08 00:23 Private
+ Perfect, Thank you -	ninjamaster2ninjamaster (352 ★)	May-14-08 07:17 Private
+ Excellent item. Fast shipment. Smooth transaction. Highly recommended seller. -	spkorrell66 (213 ★)	May-02-08 06:57 Private

Reputation is Everything

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Starting bid: **US \$150.00**
[PayPal account required](#)

Your maximum bid: **US \$** [Place Bid >](#)
(Enter US \$150.00 or more)

Buy It Now price: **US \$199.00** [Buy It Now >](#)
[Immediate payment required](#)

End time: **14 hours 42 mins** (Jun-05-08 14:59:59 PDT)

Shipping costs: To United States -- **US \$35.00**
Other Int'l Shipping (see description)
Service to [United States](#) ([more services](#))

Ships to: N. and S. America, Europe, Asia, Australia

Item location: Sealand, United Kingdom

History: [0 bids](#)

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Meet the seller

Seller: [onlineoffersstore](#) ([89](#) ★)

Feedback: **97.4 % Positive**
Member: since Jun-24-04 in Canada

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Buy safely

- Check the seller's reputation
Score: 89 | 97.4% Positive
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PayPal Up to \$200 in buyer protection. [See eligibility](#)

Reputation is Everything

Buzz, not hype. Authenticity, not bland mission statements.

The screenshot shows the dooyoo.com website interface. At the top, there are several promotional banners for hotels, Newcastle, online masters degrees, and university degrees. Below these is a navigation menu with categories like Audio / HiFi, Computer, Photography, Appliances, Games, and Telecom. A search bar is present with the text "what are you looking for?". The main content area features a review for the "University of Northumbria at Newcastle in general" with a 3.5-star rating. The review text is partially visible: "Newest Review: ... here for 4 years! It seems like more of a party-animal place to be, and not the kind of place where education and learning prosper! I...". To the right of the review are buttons for "Read 10 reviews" and "Write a review". Below the review is a section for "Read Reviews for University of Northumbria at Newc..." with a "Sort by..." dropdown. A specific review by "LodallyBlonde88" is shown, dated 26.02.08, with a 3.5-star rating. The review text reads: "Well I wasn't very impressed I think I liked the idea of being at university in Newcastle more than being at this particular institution, which only became a university relatively recently! Owing to its being christened". On the right side of the page, there are two product advertisements: a Dell Inspiron 6400 laptop for £ 358.99 and a Sony VAIO BX51VY laptop.

Reputation is Everything

Buzz, not hype. Authenticity, not bland mission statements.

The screenshot shows the website 'unofficial-guides.com' with a navigation menu and a section for the University of Northumbria. The 'Comments' section contains several user posts:

- Have your own say**
This latest feature of the [unofficial-guides.com](#) site lets you add your own comments to a university guide for other people to view.
[Click here](#) to add a comment for this university.
- The Comments:**
- Re: Quay Point - Couldn't Agree With You More**
Nicely said Sophie! You forgot to mention that the place STILL looks like a building site almost thr...
- Re: life sucks**
Stick it out. I was in that position once - used to spend my weekends on a train going home from uni...
- life sucks**
Son at uni in Carlisle feeling very down, doesn't feel he belongs at home or at uni, anyone got any a...
- Lovaine Hall V Claude Gibb Hall**
Can someone tell me what Lovaine Hall is like in comparison to Claude Gibb Hall? I was offered a...
- LPC 2007 Quay Point**
Hi, I've been offered quay point as my accom for next year, i will be coming to do my LPC so will be ...
- Northumbria, UWE or Liverpool?**
Hard to decide. I want to study International Trade Law as one of my options. Only Northumbria and ...
- Garth Heads???**
What are your thoughts about staying at Garth Heads? How much should you budget to spend on food? Th...



Reputation is Everything

Buzz, not hype. Authenticity, not bland mission statements.

The screenshot shows the 'Spickmich' website interface. At the top left is the 'SPICK MICH beta' logo. A teal navigation bar contains 'Suche | Muss weg' and icons for 'Battle', 'TOP 10', 'Quiz', and 'spickmichTV'. The main heading is 'Die 50 besten Lehrerzitate...' with a sub-heading '209194 Lehrerzitate in der Datenbank'. Below this are tabs for 'Zufall', 'TOP 50', 'FLOP 50', and 'Durchsuchen'. Under 'TOP 50', there are sub-tabs for 'Platz 1-10', 'Platz 11-30', and 'Platz 31-50'. The main content area displays two quotes with 'gut | schlecht' rating buttons. The first quote is from Grafmüller: 'Wenn du weiter so schlecht übersetzt schmeiß ich dich aus dem Fenster' and Pierre: 'Das wäre aber Körperverletzung!'. The second quote is: 'Ich will nicht sagen, wer die schlechteste Arbeit hat. Aber Daniel, das war nix!'. At the bottom, there are sections for 'Gerade eingeloggt' with user avatars for 'Jacy' and 'Christian', and a 'bloomstreet' advertisement for music and blogs. A 'Google-Anzeigen' section is also visible.

Higher Education needs to move from this



Michigan State University's faculty – 1890

To something more like these

The image shows a screenshot of a YouTube video player. The video is titled "Evolution of Dance" and is by the channel "judsonlaipply". The video player shows a man in a red shirt and blue jeans performing a dance on a stage. The video has a rating of 5 stars and 331,034 ratings, and has been viewed 87,502,002 times. The video player interface includes a play button, a progress bar, and a volume control. The video player is embedded in a page that also shows the channel's profile, including a "Subscribe" button and a list of related videos. The related videos include "robot dance" by swingcheese, "Evolution Of Dance - lol :-)" by pigeyedpeas, and "OK Go - Here It Goes Again" by OkGo.

YouTube
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Videos Search advanced Upload

Evolution of Dance

From: [judsonlaipply](#)
Joined: 2 years ago
Videos: 2 [Subscribe](#)

Added: April 06, 2006 [\(More info\)](#)
The funniest 6 minutes you will ever see! Remem...

Embed: [Customize](#)
<object width="425" height="344"><param name="movie" value="h

Part of: [DX.JC56's Stream](#)

► More From: [judsonlaipply](#)

▼ Related Videos

- [robot dance](#)
01:42 From: [swingcheese](#)
Views: 17,093,324
- [Evolution Of Dance - lol :-\)](#)
00:39 From: [pigeyedpeas](#)
Views: 2,402,229
- [OK Go - Here It Goes Again](#)
03:04 From: [OkGo](#)
Views: 35,277,318

Rate: ★★★★★ 331,034 ratings Views: 87,502,002

Not because they're trendy, or new technology, but because they transform culture.

To something more like these



Not because they're trendy, or new technology, but because they transform culture.

To something more like these



Not because they're trendy, or new technology, but because they transform culture.

What would an educational institution look like that took all of this into account if starting from scratch?



Before it becomes (even more) like this



<http://www.flickr.com/photos/cwalk/>

A few questions to get started with...

Departments lead to departmental thinking rather than open conversations. How can you encourage networked thinking and action?

What would your university look like if there were no departments, faculties or even fixed degree programmes?

What if you were starting with absolutely zero funding (as opposed a bit, but not enough) – how would you structure your resources?

What is the 'service ecology' of the university? Where does the reality depart from the rhetoric?

What if you really did teach globally? What kind of administrative changes would have to be made?

What if there were no timetables and no classrooms?



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Thank You

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ANDY POLAINE

Omniium Research Group
College of Fine Arts, UNSW

Northumbria University Associate Deans Day