

Fresh eyes for creative industries

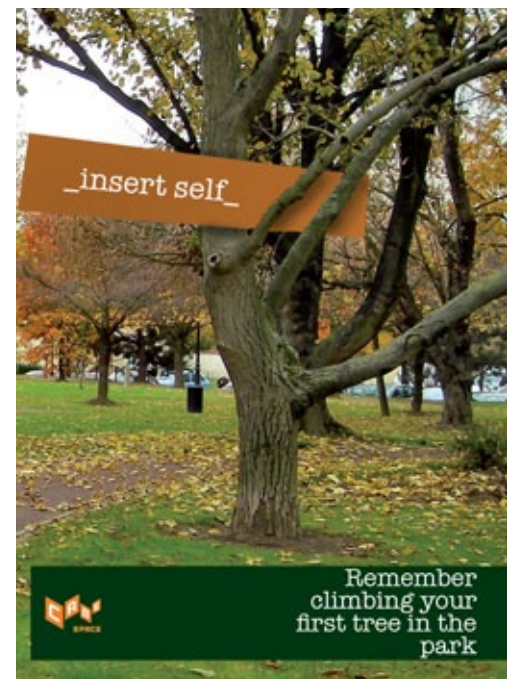
Today's design world is a fast paced, digitally led environment where vision, experience and skill in producing work for several different multimedia formats are seen as equally important.

Whilst on the job knowledge is vital to the success of any graphic designer, sometimes the confidence in a new idea, concept or the imagination to communicate something different - perhaps by breaking a few 'rules' - can produce stand out results.

One way to achieve this fresh way of working is to invite the new batch of budding designers to work with you on a graphic design mentoring programme, where leading members from the design industry work as mentors to college learners, setting out a design project with a strict deadline and offering professional

guidance and support through their project, thus ensuring professionalism on both sides of the partnership. Explaining more about the development of the mentoring programme, graphic design lecturer at the college, Helena Good said:

"We believe this mentoring programme provides our learners with a valuable opportunity to work with practising creatives on an ongoing basis to gain a deeper insight into the design industry, prior to their transition from education to employment. It is a valuable, stimulating and enjoyable experience and gives our learners a lot



Profile on mentors



Redpath

City centre based Redpath is a strategic, creative agency of designers and writers delivering truly joined-up communications.

www.redpath.co.uk

Upright Creative

Upright Creative is an Edinburgh based design consultancy designing primarily for public and voluntary sectors throughout Scotland.

www.uprightcreative.com

Lennon Design

Lennon Design is a compact agency with a wealth of experience. Lennon Design offers a straight talking quality service that gives your business the edge.

www.lennondesign.co.uk

"The talent that Telford's HND course produces gets better year upon year. This comes from a college course that does not take its eye off industry, but encourages creativity and this can only be achieved by a course and teaching staff with a strong vision and direction for those they teach."

of confidence in themselves, helping to allay some of their fears regarding that big step into a work environment.”

This two-way partnership approach has benefits for both parties. Design agencies get the chance to tap into work produced by bright, creative talent who are eager to sample the professional world, whilst the learner gets an opportunity to stand up and be recognised in front of the people who could potentially become colleagues.

Another way to come face to face with the designers of tomorrow would be to attend a college run ‘Industry Night’ which brings together future designers and design industry experts to allow college learners to exhibit their work and meet with a wide range of professionals in the field. The last event which took place in January was entitled ‘16 Weeks and Counting’ and was an opportunity for the learners to showcase the creative work they had done with their mentors in the first semester.

Work from different levels of study was on display in the Hub of the college under a variety of themes, from racism to the environment and healthy living, with HND level learners wearing self-designed t-shirts quoting what they have learned in the past year.

One of the mentors who attended the event was Ian Farmer of Upright Creative



agency. He commented on the mentoring programme:

“The talent that Telford’s HND course produces gets better year upon year. This comes from a college course that does not take its eye off industry, but encourages creativity and this can only be achieved by a course and teaching staff with a strong vision and direction for those they teach.”

While another mentor, Alan Lennon of Lennon Design strongly praised Telford saying:

“Telford is far and away the best college for graphic design as the college consistently produces high quality, industry-ready students – some of which I have gone on to employ myself. Not only does the mentoring project open links for the students between industry and college, it also keeps those of us who have been in the industry for a long time enthused about graphic design.”

As well as the mentoring programme, the HND learners also gain the opportunity to embark on industry placements. The partnerships the course develops with industry and the innovative learning opportunities it gives learners is what makes studying at Telford so appealing, as HND learner, Mandy Fleetwood says:

“For me, the links that Telford has to industry were a huge draw to the course – not only that, but the industry-recognised competitions and practical experience you gain here that actually pay off in the working world are fantastic. I also like the trickle-down effect - our mentors teach us, and in return we pass on that information to those in the year below us – it gives you a broad knowledge base to start your career.”

For more information on the mentoring programme or attending an event at the upcoming ‘Telford Festival’ Please contact events@ed-coll.ac.uk

