UWE Bristol | University of the West of England

Enterprise Studios in Creative Technologies

UWE FET framework

Active learning & authentic experiences

Student experience & employability

UWE Bristol Enterprise Studios

Bridges curriculum, industry, research & practice

Led by practitioner academics

"Creative success" not "Commercial Success" (Bazelgette, 2017)

Enterprise Studio Network

2015/16

2016/17

2017/18

PlayWest
Games Technology

Impulse
Music Technology

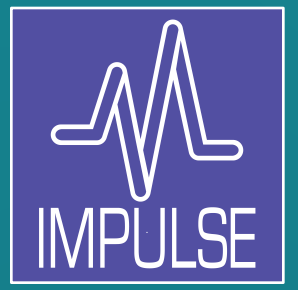
DesignWest
Product Design

EngWest
Aerospace

CodeWest
Information Technology

PlaceWest
Geography

Pilot Studios in
Creative Technologies



Wicked problems

(Rittel & Webber, 1973)

Departmental silos

Large HEIs are not as agile as industry

Graduate paradox / experience loop

Diminishing opportunities for staff to practice craft

Fragmented sector & portfolio careers
(Bazelgette, 2017)

Lack of work experience, commercial awareness & soft skills
(Shadbolt, 2017)

Intrapreneurship

networking

risk management

problem solving

" Is the application of enterprising behaviours, attributes and skills [within organisations]" *(QAA, 2018)*

innovation

speculation

Core Studio Goals

1. Preparing students for careers
   developing working skills and strategies
2. Building students' résumés/portfolios
   supporting entry to the field
3. Paid, professional experience
   real-world projects with industry partners
4. Supporting industry and innovation
   new technologies and new ideas

Constructing behaviours & identities in "context specific practices"
(Murphy & Hall, 2008)

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authentic activity
≠
simulation

Methods

One size doesn't fit all

Live projects
Embedded into curriculum

Ad-hoc work
Co-Curricular / low risk / quick

Partner projects
Internal / external stakeholders

Studio speculation
Developing studio portfolio / trailblazing approaches

03
02
FOUNDRY

Staff

Students

Industry

Public

Affinity Space

Co-located activity, drawing people together

Enterprise Studios

Home to the studios' activities

Heterotopic

Designed to feel different to normal teaching spaces to inspire and engage

Industry + Intrapreneurship

Enterprise

Outcomes

Focus on digital skills and innovation

Improved NSS

Spun out businesses – scaffolding new growth

Staff practice - retaining relevance

Cementing ties with local partners & industry

References

Adapted from: Reed & King, 2018. *UWE Enterprise Studios* at Institute of Coding Student Companies Meeting. Sheffield University, 22nd Jan.

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