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Creative Collaboration and the Future of Education

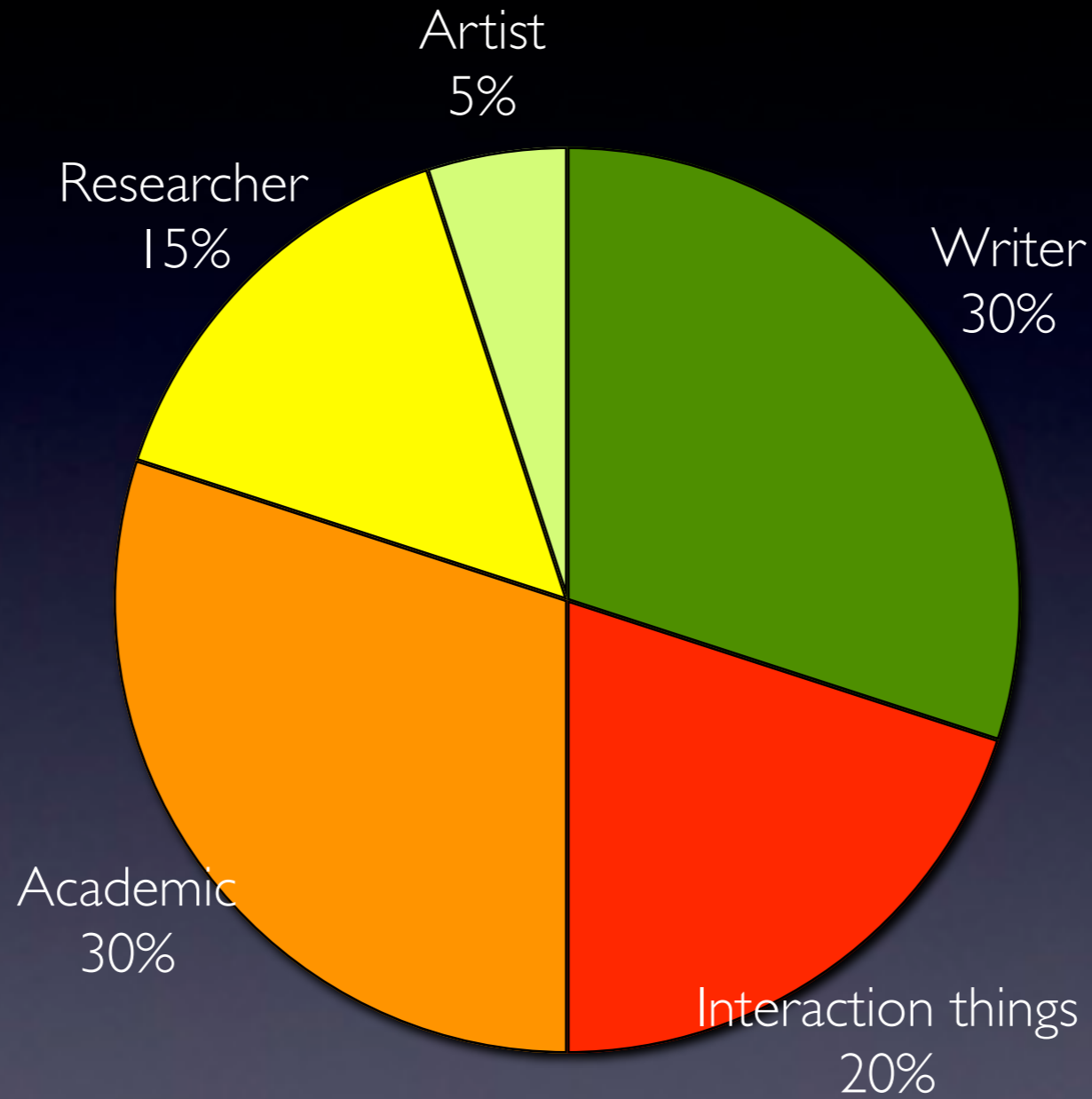
ANDY POLAINE

Omnium Research Group
College of Fine Arts, UNSW

Urban Learning Space Seminar

Who Am I?

(It's the only pie chart)





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



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online creative and education communities

Founded in 1998, Omnium is an ongoing research project exploring the potential to embrace:

- creative practice and working processes
- online collaborative and social opportunities
- Internet technologies and their scope for interaction & communication

(in both educational and/or professional settings)



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online creative and education communities

Ultimately, Omnium aims to encourage new opportunities for visual artists and designers (and others) to work together online (across boundaries of culture, language, space and time) by establishing a process of:

online collaborative creativity (OCC)





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online creative and education communities





Five-Stage Process for Online Collaborative Creativity (OCC)

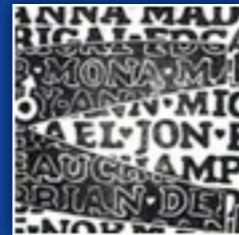


 1999



Virtual Design Studio [VDS] '99

 2002



Graphics & Contemporary Society

 2003



Visualising the Science of Genomics

 2005



Creative Waves 2005

 2006



Omnium Creative Network

 2007



Creative Waves 2007

 1999



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Visualising the Science of Genomics

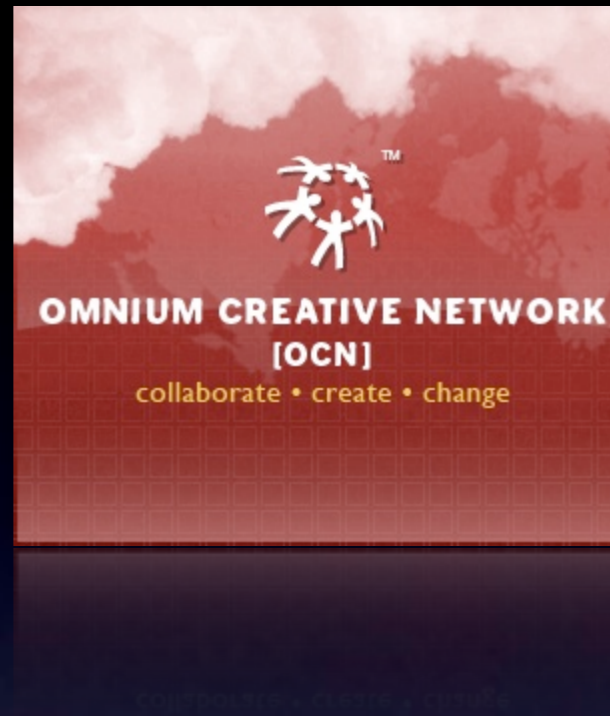
 2005



Creative Waves 2005



collaborate • create • change



- A socially aware online community
- Free and non-profit
- Facilitates collaboration on ethical projects
- Enables cross-cultural interaction
- Not limited to technically adept individuals





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creative waves[©]
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



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INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



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



Omniium Research Group



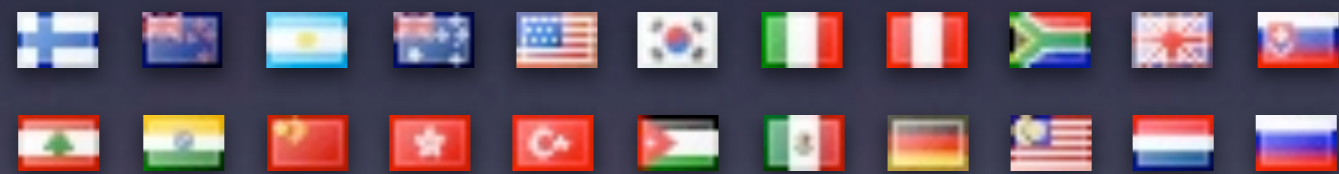
COFA
UNSW



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INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



 **O:THREE > O:FOUR > O:FIVE**
an integrated graphic and photomedia project

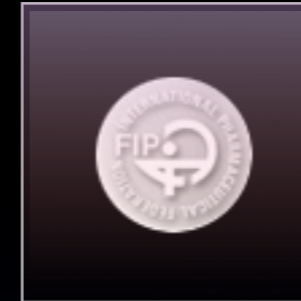


107 Participants
22 Countries

61 Students
35 Colleges

22 Teachers/Mentors
21 Special Guests



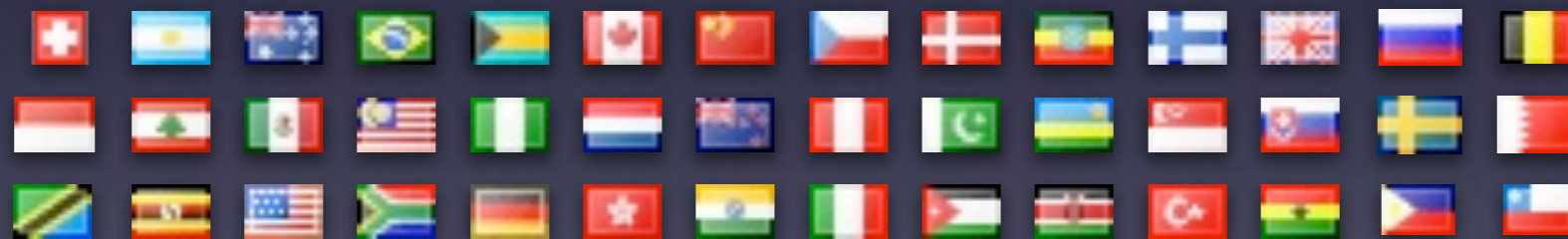


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INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



 **VIP**
Visualising Issues
in Pharmacy

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



200+ Participants
30+ Countries

120+ Students
60+ Colleges

80+ Teachers/Mentors
20+ Special Guests



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



The screenshot shows a web browser window with the URL <http://creativewaves.omnium.net.au/vip/>. The page is titled "THE OMNIUM PROJECT" and "Creative Waves 2007 - ...ing Issues in Pharmacy". It features a navigation menu with "INTRO" and "PROJECTS" buttons. The main content area includes the VIP logo and a section titled "ONLINE APPLICATION" with links for Pharmacy and Graphics students and professionals. A "GRAPHICS STUDENT APPLICATION FORM" is overlaid on the right side, containing a thank-you message and a form with the following fields: Full name, Email address, Country of residence, The institution where you are currently studying, Year main study area, Your course name, and Year of study. At the bottom of the page, there are links for "CONTACT US", "DOWNLOAD MEDIA KIT", and "SITE INFO".



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



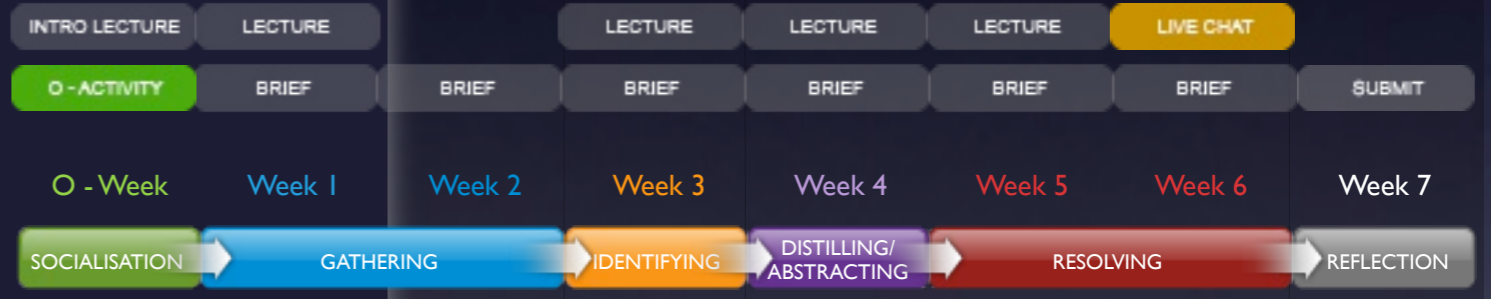
Pharmacy Phase



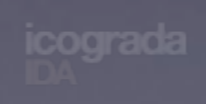
DISCUSSION FORUM

INTERACTION

DISCUSSION FORUM



Design Phase



International Council of Graphic Design Associations
A Partner of the International Design Alliance

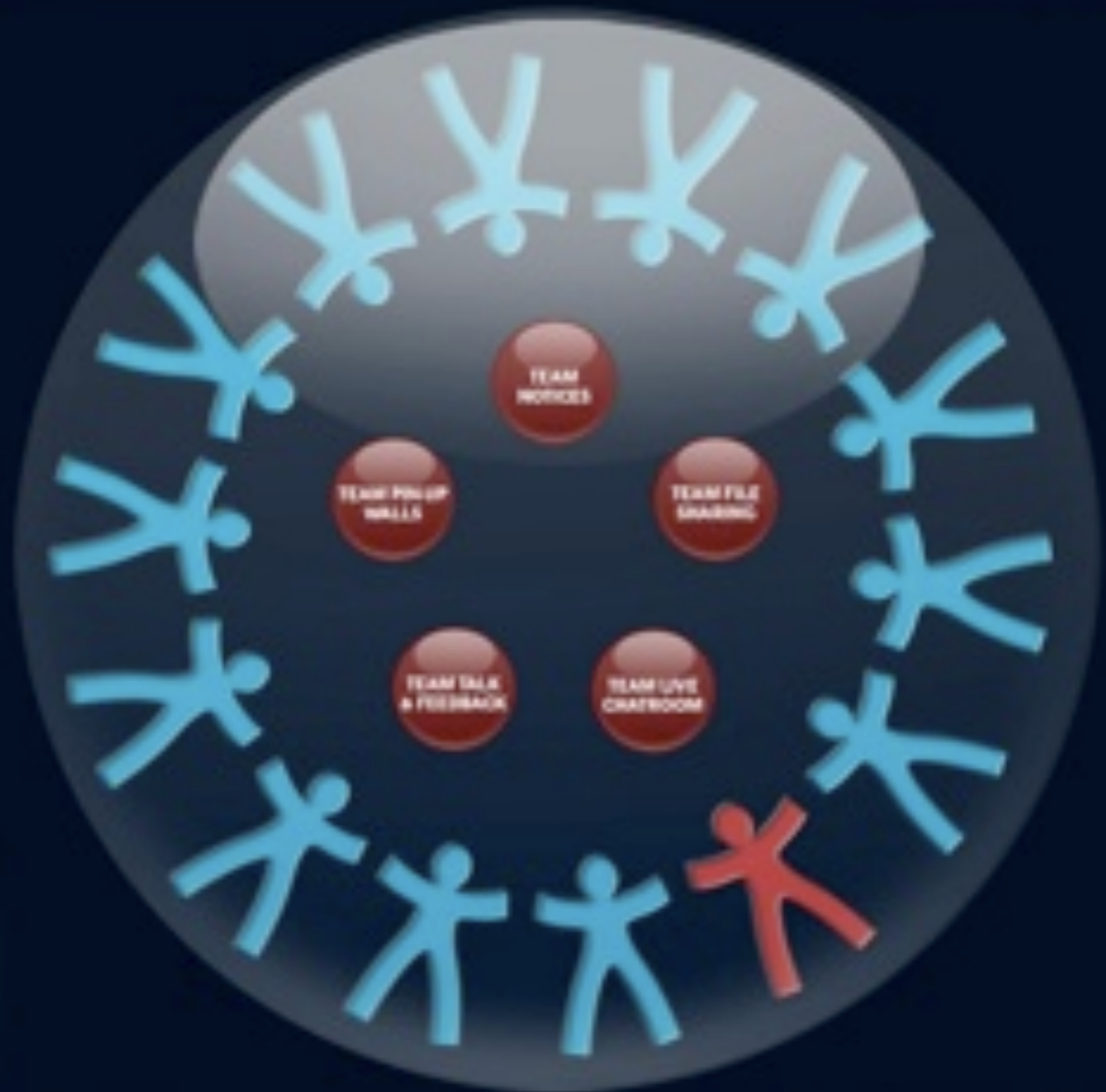


Fédération Internationale Pharmaceutique











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



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INTERNATIONAL ONLINE STUDENT DESIGN PROJECT



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



INTERNATIONAL ONLINE STUDENT DESIGN PROJECT
CREATIVE WAVES 2007



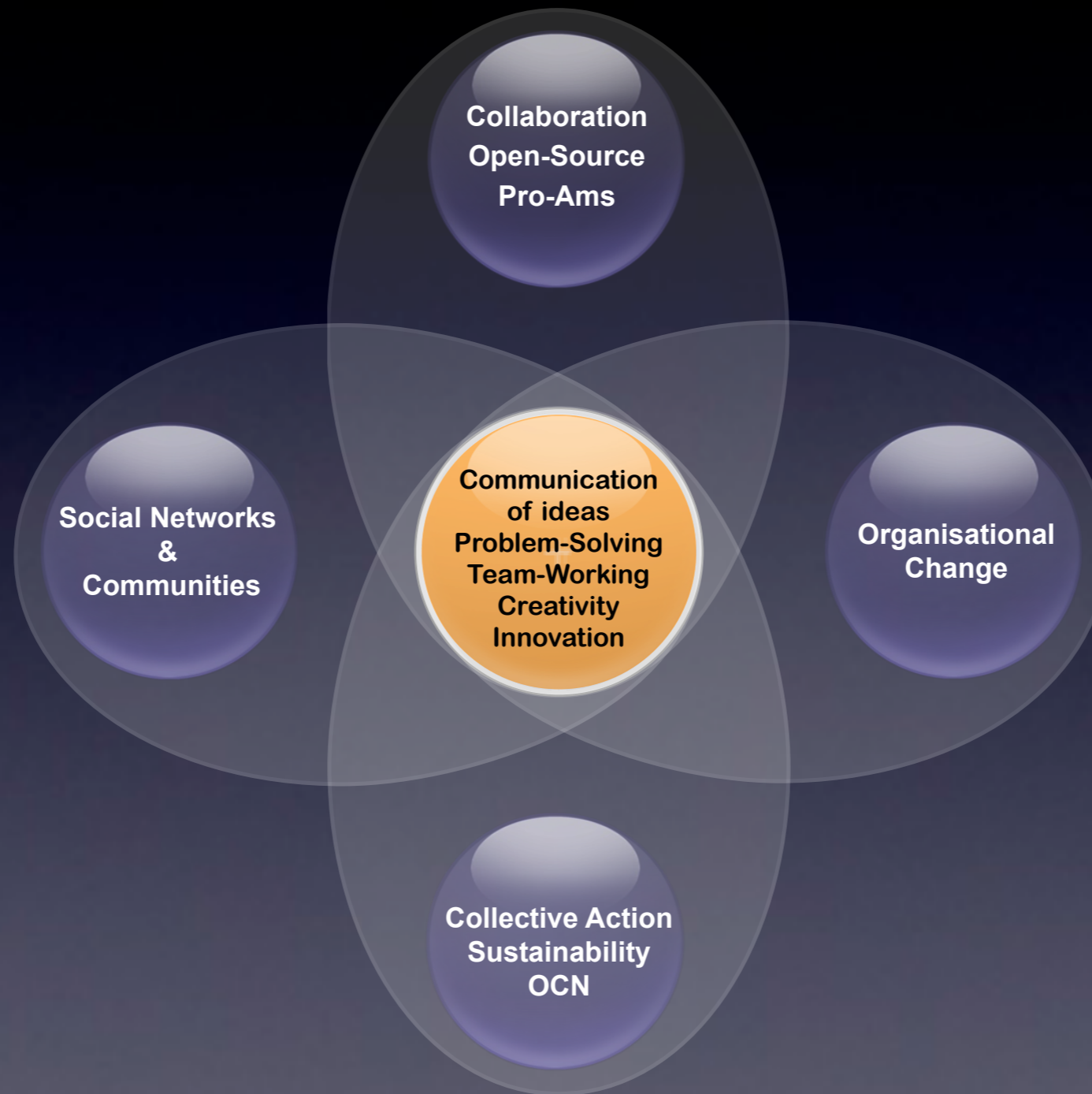
The Future of Education

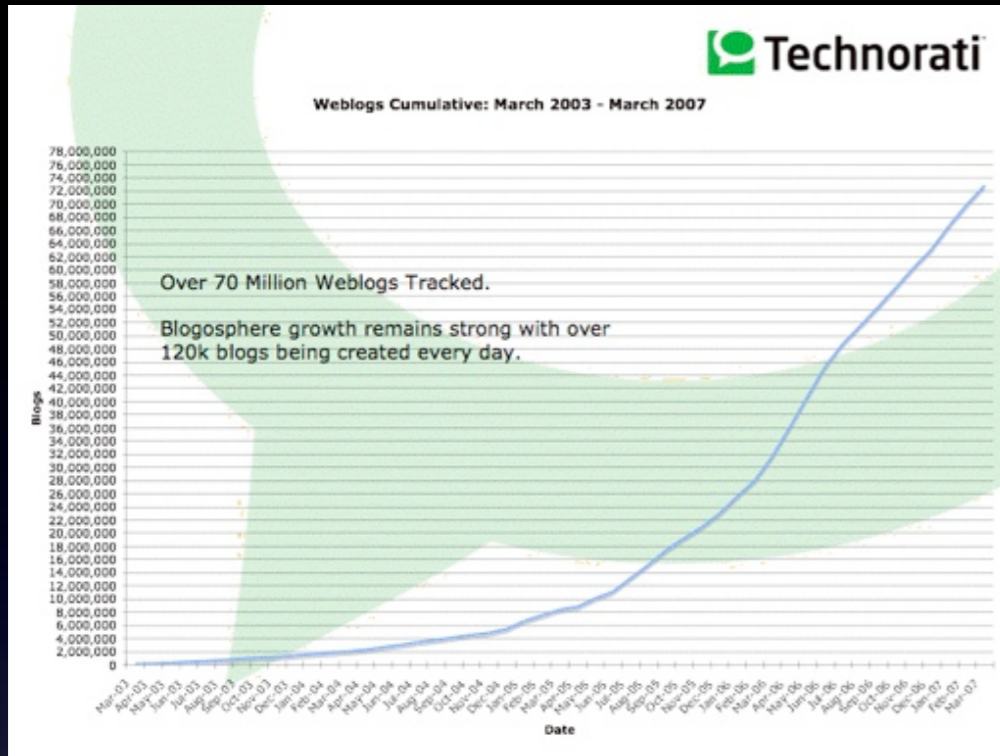
Slime Mould and Suburbs



Web 2.0

Changing Culture, Changing Education





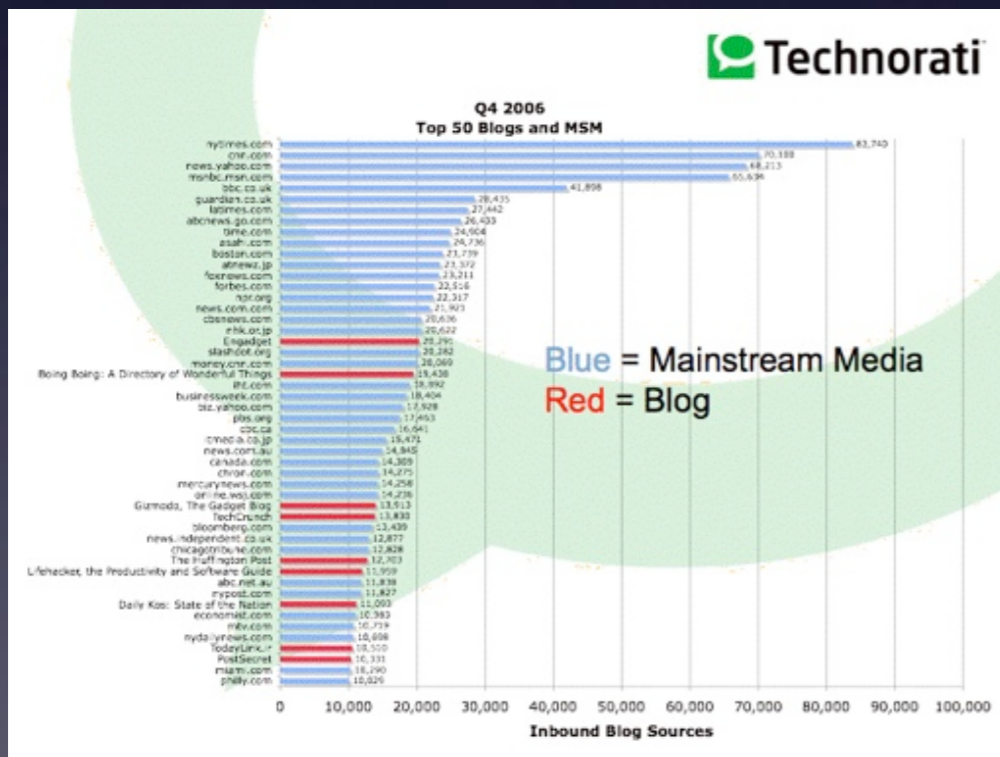
The World is changing rapidly

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 most major news sources.



But not just online

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'.

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

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

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 versus Knowledge

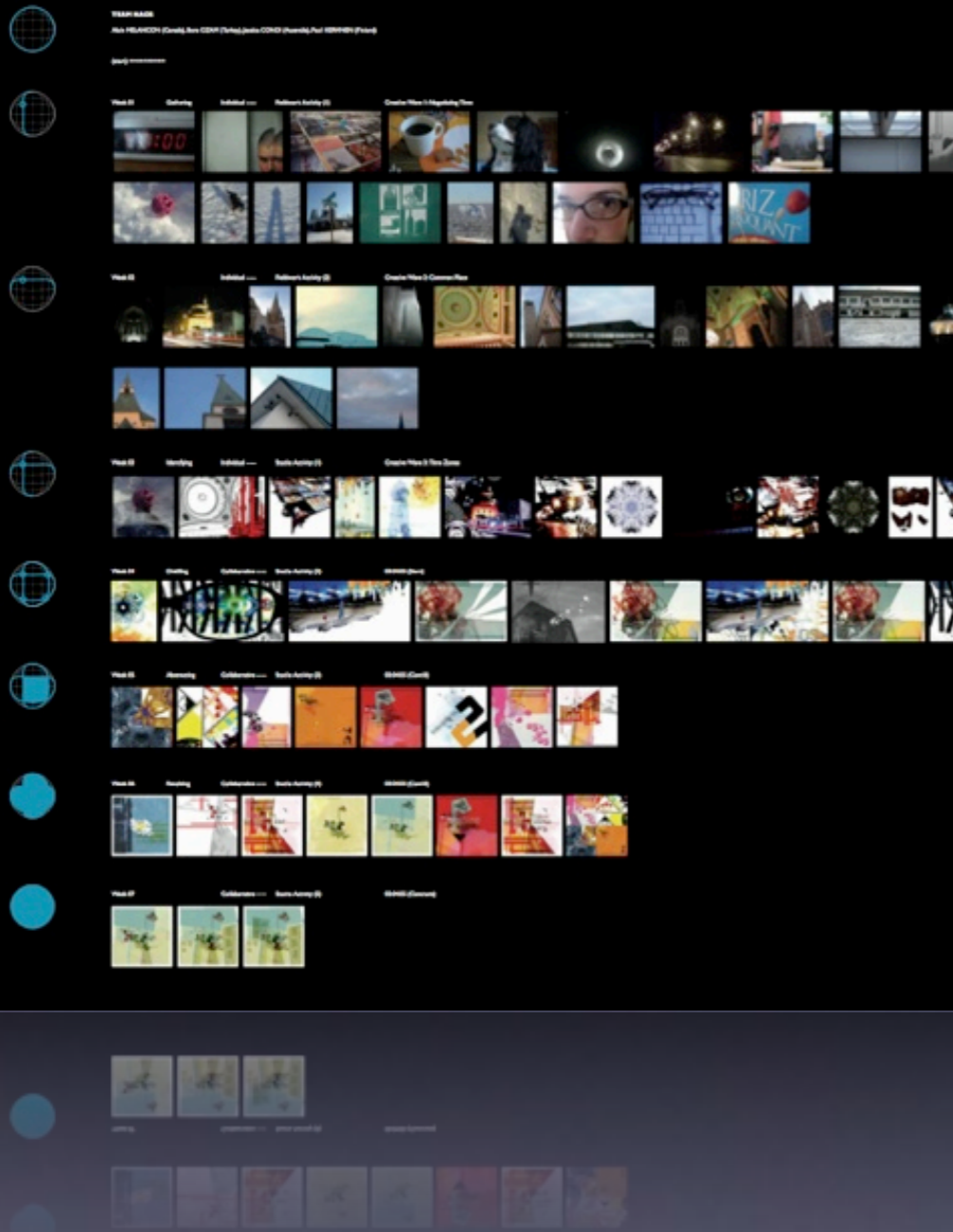
The way in which students learn is more important than what they learn.

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

Social networking and online creative collaboration teach precisely these skills:

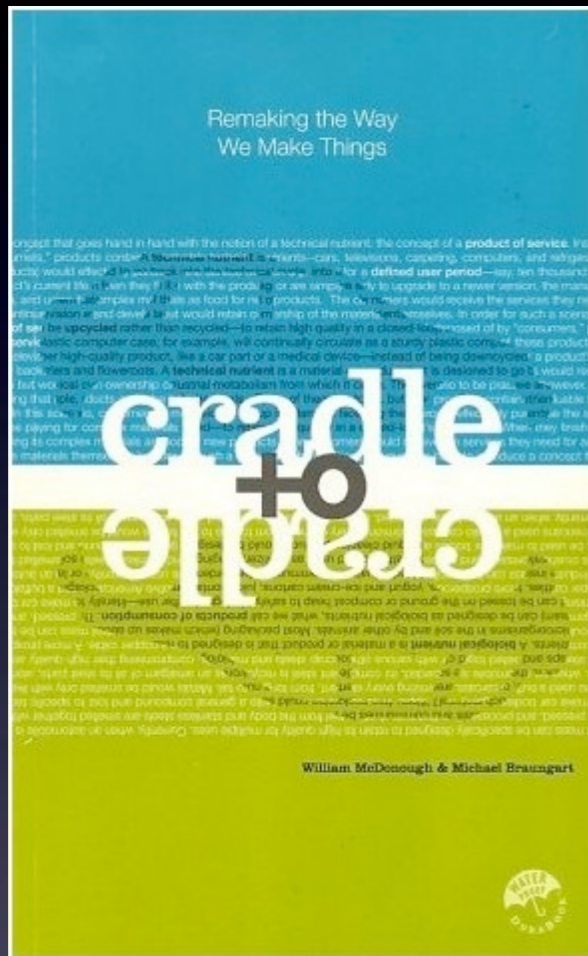
- Communications/communicating ideas
- Problem-solving
- Team-working
- Creativity and Innovation

They also teach good citizenship - the whole is greater than the sum of the parts.



Funding is the Fossil Fuel of Education

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Cradle to Cradle (2002)

Efficiency doesn't work. 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

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

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.

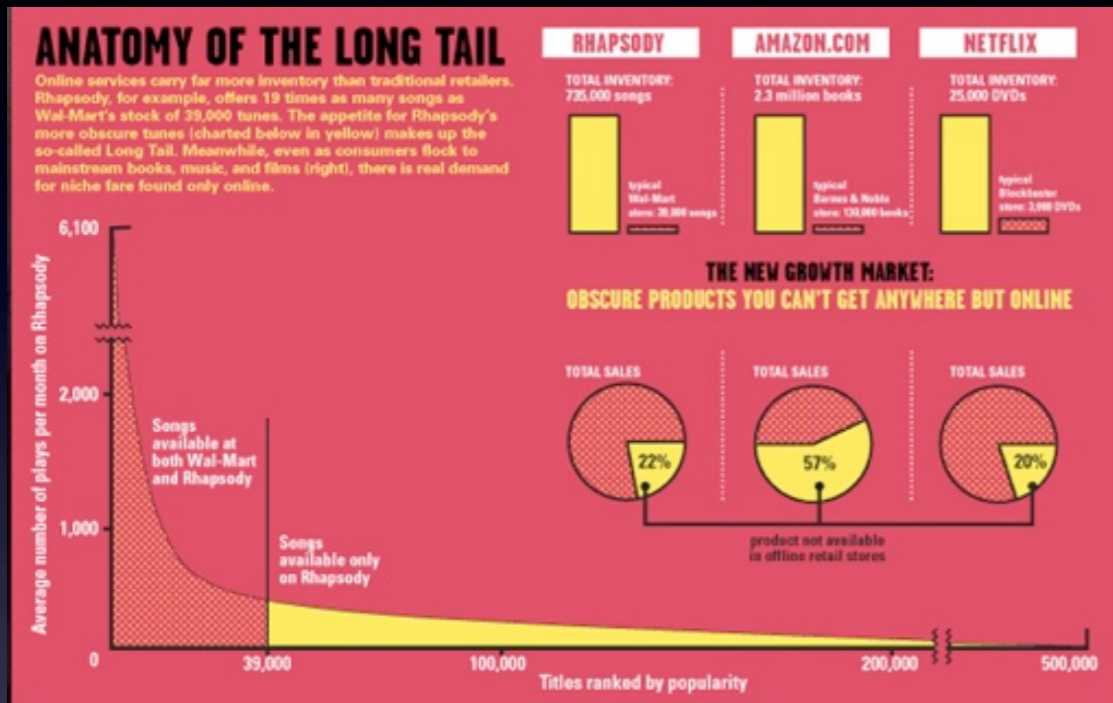
Students as customers - institutions are shops

The more 'customers' the **worse the 'product'** (see telcos and ISPs for examples of this)

Decreased perception of worth of *process* of education - focus on 'credentialing'

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

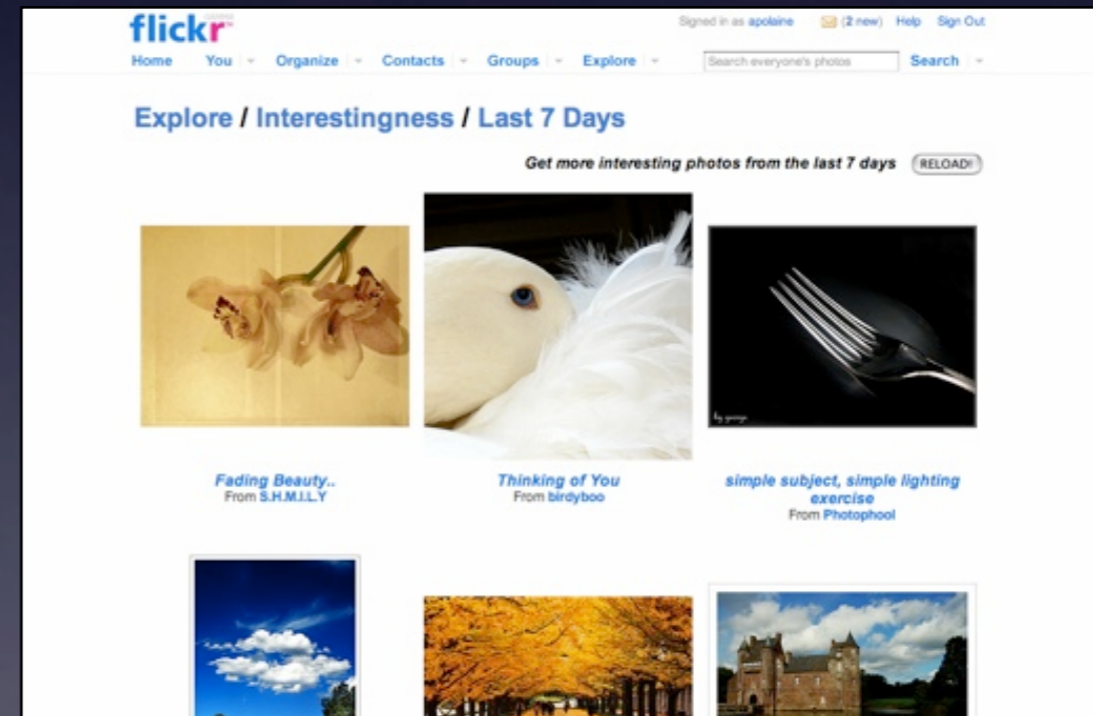
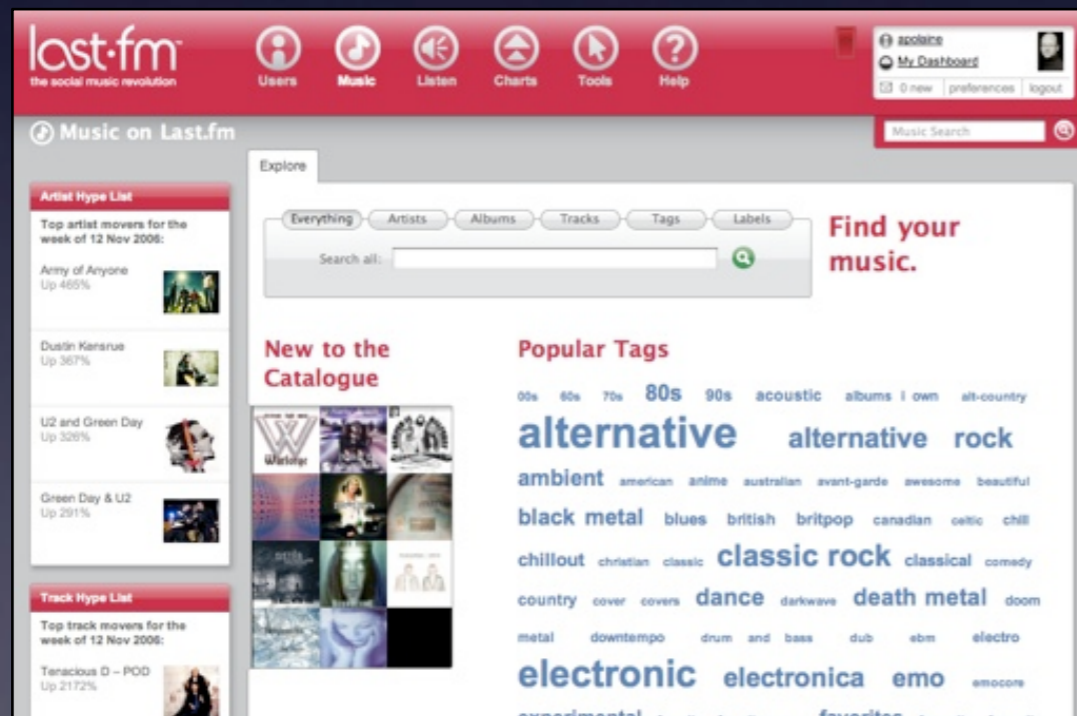
Rate of change inside and outside institutions



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





Education's Perilous Future

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

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

As education becomes more global, everything changes (see the Longtail).

Education needs a service design/network mind approach.

No longer "special places for special people".

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

How Can Educational Institutions Be Like Social Networks or Slime Mould and Suburbs?



Brainstorming the Future Institution

What would an educational institution look like and be like if it had no departments and no programs?

What would an educational institution look like if it had zero funding? How would it be developed?

What would happen if you had to pay your students in order to teach them?



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Thank You

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Urban Learning Space Seminar