



UNIVERSITY OF
CANBERRA

WORK INTEGRATED LEARNING

IN THE FACULTY OF ARTS AND DESIGN

Students, industry and the community working
in partnership to design, create and communicate

Work Integrated Learning (WIL) offers organisations and industry professionals the opportunity to work with the fresh ideas, contemporary skillsets and enthusiasm of students from across a range of disciplines in a structured program that is supported and guided by academic and professional staff.

WIL is the space where students consolidate and broaden their learning by practically applying their university-acquired knowledge and skills in the workplace or in professional contexts. In the process they develop their employability skills, become familiar with the expectations and demands of work environments and gain an understanding of how they can contribute to their employer, their industry and our society as emerging professionals. Work Integrated Learning (WIL) is core to all degrees in the Faculty of Arts and Design.

OUR DEGREE PROGRAMS

The Faculty of Arts and Design specialises in creativity and innovation. Our programs span Arts, the Built Environment, Communication and Media, and Design, and blend both academic and applied learning from year one. Our academics are strongly aligned with industry and bring that experience and understanding of contemporary practice to their teaching, together with exposure to, and connections with, the professions.

FACULTY OF ARTS AND DESIGN

ARTS	Digital Media Film Production Culture and Heritage Creative Writing Global Studies
BUILT ENVIRONMENT	Architecture Landscape Architecture Interior Architecture Building and Construction Management
DESIGN	Visual Communication Design Interaction Design Industrial Design
COMMUNICATION AND MEDIA	Journalism Sports Media Corporate and Public Communication Marketing Communication

FACULTY RESEARCH

News and Media Research Centre	Centre for Creative and Cultural Research	Built Environment Research and Innovation Group
--------------------------------	---	---



YEAR 1

Professional Orientation

The WIL program starts in first semester first year for students through a Professional Orientation unit, where students engage with their industry, peers, student societies and academics to learn about related industries and the career opportunities within them. Core to this unit are 'Industry Networking' nights, based on the World Café concept, where students engage with professionals and interview them about their careers, their industries, employment paths and seeks advice on how to maximise their time at university.

YEAR 2/3

Professional Practice

In second and third years all students undertake two WIL units, where they are offered diverse and often multi-disciplinary industry opportunities through the faculty-wide Professional Practice units. Students choose their options from:

- Internships
- Project Hub
- Creative Lab
- Industry-led studio projects
- Workplace Learning
for students working full-time in a cognate discipline

YEAR 3

Professional Evidence

The 'Professional Evidence' capstone units are run on a Program level and offered in both semesters. Students draw together the theoretical, practical and professional skills and knowledge acquired throughout their degrees and demonstrate these in significant real-world products (projects or research) that are developed and delivered with peers and academic supervisors for real clients.

Marketing and Corporate Communication students pitch campaigns to real clients in the annual UC Marcomm Awards. In 2019, teams received briefs from their clients — Canberra property developer giant Geocon, ACT Health and real estate behemoth Allhomes, and worked throughout the semester to research, develop and present a full campaign.

In the final presentations the teams vied for awards like Best Strategic Direction, Best Creative Concept, Best Media Planning and Best Digital Experience.

Graduating students across all programs also exhibit their work at 'FADX' — the Faculty's annual Graduate Student Exhibition which is held in the central Refectory on the University campus. The event is also a drawcard for two days of recruitment, scouting and school tours for potential students (19 and 21 November) and for alumni events held in and around the exhibition during that time.

www.ucartsdesign.com

CONSOLIDATING ACADEMIC LEARNING THROUGH WIL

Internships

Students can choose to do one or two internships in their degree for academic credit in their second and third years. These can range from 120 hours (one academic unit) to 240 hours (two academic units). The Faculty's Professional Internship Program also accommodates up to 480 hours (four academic units, or an entire 13-week semester) of paid internships with key partners.

We're supported by Careers UC to match your opportunity to our degrees; we then promote these opportunities to our students through an online portal, 'CareerHub'. This portal also advertises paid jobs to students.

Key points about our internship program include:

- Internships can be undertaken at any time during the academic year. All students in unpaid internships are covered by UC insurance because they are undertaking the internships for academic credit.
- All employers need to sign an Employer Head Agreement with UC before the student commences.
- All students need a supervisor to mentor them during their internship. Supervisors are encouraged to treat interns as they would junior staff: welcome them, mentor them and give them tangible and productive work where they can contribute and learn.
- Supervisors and students negotiate the format and timing of their hours to suit both parties. A Learning Agreement is discussed and signed before the internship commences, and is reviewed throughout and on completion of the internship. The workplace supervisor completes an evaluation once the student has concluded their internship.
- We brief and prepare students before they go out into the workplace; we also run debriefing sessions with them once they're back. During the internship, both students and supervisors are contacted by staff from our Program, and Careers UC, to check on progress. Students also complete academic assessments in addition to their internship hours.

WIN News Peter Leonard Scholarship

The WIN News Peter Leonard Scholarship for Journalism is an annual scholarship for University of Canberra journalism students named after Peter Leonard, a much-loved journalist and news presenter at WIN News for 16 years. The Scholarship was created in recognition of the contribution Mr Leonard made to journalism in the Canberra region over his 45-year journalism career.

The 2019 winner was Laura Gale, who also interned with the Canberra Raiders, St George Illawarra Dragons, the ABC and the Canberra Times during her Sports Media studies.

“ At The Canberra Times it's essential that we maintain strong links with universities training the next generation of journalists.

Through our internship program and links to the University of Canberra's journalism program we're able to help provide feedback on the skills we need and expect of graduates in our rapidly changing industry. ”

— Scott Hannaford, Canberra Times Deputy Editor



The FAD Professional Internship Program

For the first time in 2020, the faculty offered paid internships of between 240 and 480 hours across the public and private sectors including the Australian Government Department of Prime Minister and Cabinet (PM&C), the ACT Government (Chief Minister, Treasury and Economic Development Directorate) and private sector consultancy Cordelta. These longer internships allow organisations to fully train interns and maximise the benefits of this; students gain a deeper understanding of their profession and contribute to the workplace as junior staff members and emerging professionals.

In 2020, seven Design and Communication and Media students took part in an inaugural paid internship program with the ACT Government. The students, who undertook between 240 and 480 hours paid internships, rotated around the ACT Government Directorates and the Whole of Government Communications Branch to ensure they understood and experienced the depth and breadth of communications and engagement work undertaken by the ACT Government. The internship program will run annually.

“ This program is an important step for us to develop our capability in ACT Government communications and contribute to the education and growth of emerging design and communication professionals from the University of Canberra. It’s a partnership where we all win. ”

— Anita Perkins, Executive Group Manager, Communications & Engagement | Chief Minister, Treasury and Economic Development Directorate, ACT Government

The Project Hub

Project Hub brings together small groups of students in single discipline or multi-disciplinary teams to produce solutions to real challenges posed by organisations which need assistance.

To date projects have included:

- The development of a communications strategy for Questacon by Marketing Communication and Design students.
- The design of packaging for healthy food products for school canteens for ACT Health, run in conjunction with nutrition students from CIT. The winning student team was given ongoing support to bring their product to market through social enterprise accelerator, The Mill House.
- In 2019, Cultural Heritage, Film and Design students worked together to create a short film and augmented reality

postcards to commemorate the 50th anniversary of the moon landing for the ACT Heritage Festival. This project formed part of a year-long ACT Heritage Grant by researcher Dr Bethaney Turner and Zsuzsi Soboslay, founder of BodyEcology, a teacher and performance collaborator.

The objective of the project was to develop collaborative partnerships and resources that enable cross-generational engagement with the ACT’s role in the first moon walk. The project subsequently won a 2019 ACT Heritage Award through the National Heritage Trust ACT.

Industry-led Studio Projects

In the Built Environment Program and Industrial Design degree, students undertake studio design projects conceived in collaboration with industry in integrated learning modes involving industry tutors and contributors.

In 2019, Canberra-based property development innovator Molonglo supported a UC Studio entitled agile: urbanity to reflect the desire for explorative and adaptable urban initiative as demonstrated in its intentions for the renewal of Dairy Road.

The Professional Practice WIL Studio also integrated an International Competition into the studio learning with second year students submitting design proposals for the Iceland Black Lava Visitor’s Centre and Thermal Springs Lodge Competitions, resulting in the shortlisting of two of the UC student proposals.

In 2018, in an initiative created for the DESIGN Canberra Festival, UC Architecture academics Ann Cleary and Milica Muminovic led an international collaboration between the University of Canberra, leading Japanese architect Kengo Kuma and KumaLAB at Tokyo University to create 'Namako', an ephemeral architecture installation on an island in the middle of Canberra's Lake Burley Griffin. The prototype in Tokyo and the installation in Canberra involved more than 80 students making and interpreting experimental techniques for supple responsive architecture. HoloLens technology aided the formation of the spiral geometry in the UC Design Workshop.

In 2019, Architecture academic Max Maxwell and a team of UC Architecture students constructed the Dark Crafts Pavilion, the centrepiece pavilion of the Design Canberra festival, with the help of half a kilometre of cardboard tubes, a robot arm called URI, computation and plenty of people power.

“ The learning scope for the students is a good fit in their third year of thinking about urbanity, renewal and transformation in the sense of authentic city making. The project offered a unique interface with the Wetlands and Dairy Road ‘place of industry + making’ that the Molonglo Group have been pursuing so effectively and innovatively. ”

— Ann Cleary, Studio Convener

CREATIVE LAB

The Creative Lab is an experimental space designed for Arts students where they can discuss, define, prepare, develop and produce their own individual creative project.

Creative Lab assists students to think in practical ways about how to turn their creative ideas into reality. They do this by: identifying outlets and audiences for their creative work; considering ways to secure exposure for their work and market it to an audience; how to link their creative work into existing communities of practice; how to develop applied skills to build their creative work, and to reflect on their successes and failures in order to better understand their own creative practice.

“ The main takeaways I have from this project are to take pride in my own small creative accomplishments because while they don't lead straight away, or even logically, to professional success, they can impact my creative work in lots of unexpected ways. ”

— Jessica McHenry, Creative Lab student and producer of *TwentySeven*, an online zine for creatives.

WORKPLACE LEARNING

'Workplace Learning' is for students working full time in the same field as their degree, for whom an internship is no benefit. Students need to have the support of their work supervisor in identifying an area of need in their workplace that they will focus on during the semester.

In this online unit students are encouraged to use their workplace as a site of learning, where the activity of working is shared with the activity of learning in ways that challenge and extend their current levels of knowledge and expertise.





1800 UNI CAN (1800 864 226)
study@canberra.edu.au
www.canberra.edu.au

 /universityofcanberra

 @unicanberra

 @universityofcanberra

#WeAreUC