



Partnered Projects

School of Media and Communication
School of Design

Introduction

A partnered project is when students work on a real-world issue with an industry partner, under the supervision of a lecturer, in class and/or on site.

Partnered projects are a key element of RMIT's industry connected Work Integrated Learning (WIL) program.

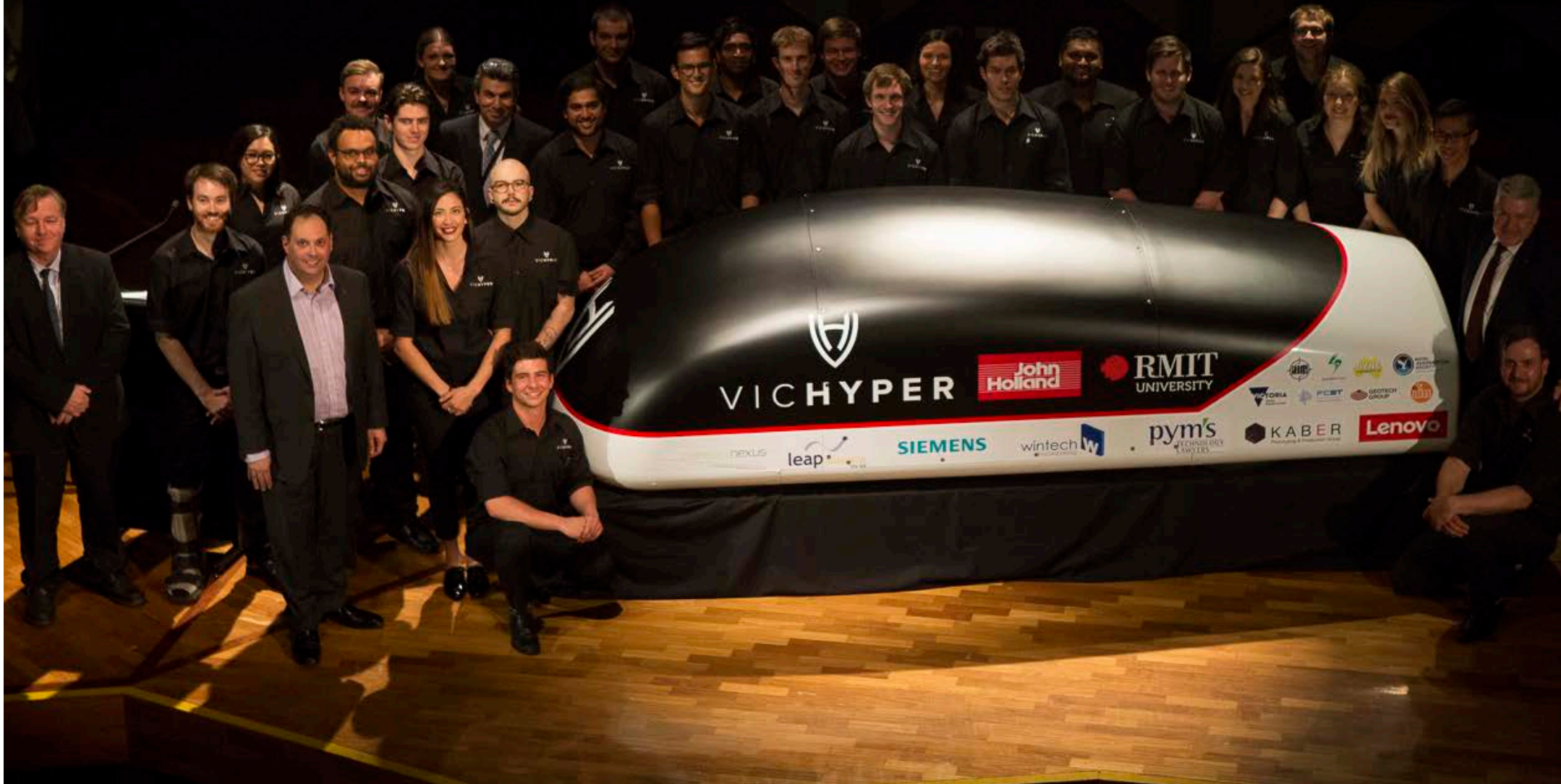
Partnered projects develop 3-way value between your organisation, students and RMIT.



“Collaboration with industry has been at the heart of the VicHyper project, with our students being generously guided and mentored by industry leaders and practitioners.”

Martin Bean CBE

RMIT Vice Chancellor and President





“My team were given the task to raise awareness of Melbourne Zoo’s waste management system through a digital platform. We had the creative freedom to develop our ideas, with support and guidance from our RMIT supervisors.”

Edwin Ang
Bachelor of Design (Digital Media)

Key Partner Program

3-Way Value Proposition

Partner Input

- Collaborate on an annual **12 week partnered project**
- Partner provides **real-world problem and context, industry knowledge and insights, and feedback** to the student through their involvement in the partnered project.
- Ideally provides **paid internships, employment or awards** to top performing students following the project. For example, this may be paid internships to carry out ideas generated during the project.

Partner Return

- Fresh **new ideas** from a large group of young talent, supervised by RMIT.
- **Project outcomes** which may include student research, designs, campaigns, publications, prototypes and sample designs or finished works
- Opportunity to **identify top talent**, commitment and suitability to the organisation as a pipeline of potential recruits who have familiarity of your workplace culture
- The opportunity to **trial a potential recruit** without obligation through the partnered project or through a separate internship
- **Staff development opportunity** through mentorship of students during the partnered project
- Allows organisations to **explore new project** territory in a flexible manner
- Develop **links with RMIT** and feed into teaching practices and methodologies

Student Input

- **Ideas and work** towards outcomes as specified: this may be designs, prototypes, plans etc.
- **IP** (depending on arrangement)

Student Return

- Expands **knowledge** by learning new professional skills and putting theory into practice, as well as industry and disciplinary expertise
- **CV enhancement** and a work experience **portfolio**
- Develops generic **skills**, such as problem solving, teamwork and interpersonal communication techniques in work settings
- Helps student acquire **career development strategies**
- **Guidance and feedback** from industry partner on project work
- Gives the opportunity to understand **work culture** and specific competencies of professions and industries
- Opportunity to establish a **network** of professional contacts
- Opportunity to explore possible **career paths** to pursue
- Opportunity for potential **recognition, awards or employment** from the project

RMIT Input

- **Supervision and assessment** of partnered project
- Key partner **benefits package** – see separate section below.

RMIT Return

- Current **industry connections**
 - Current **industry projects** reflective of actual workplaces.
 - **Student opportunities** for recognition and employment
 - Enhanced **student employability**
 - **High profile partnerships**
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“RMIT is committed to providing students with the skills to graduate as future leaders in communication for social change and strategic communication management. These are fast-paced, complex projects that demand the highest levels of strategic thinking and craftsmanship, and equip students with advanced problem-solving skills, aesthetic sensitivity and industry-ready conceptual agility.”

Associate Professor Brad Haylock
School of Design



How Partnered Projects Work

Your issue and the brief

- The ideal issue has specific objectives to explore but is not overly prescriptive on how they are to be reached or what outcomes may emerge.
- Our teaching staff work with you to turn your issue into a specific brief and adapt it to student learning outcomes and different skill levels.

Your input

- Your student engagement will most likely entail three face to face sessions with the student group: at the start to brief the project; in the middle to give feedback on direction; and at the end for final feedback.
- You may also include sessions or tours at your premises, this may be appropriate for the mid-way feedback session.
- You can provide substantial background information to inform the project about your organisation or the project to give the students a look at the real issues your organisation is facing.
- Partners provide feedback to students but are not involved in formal assessment. Partnered projects are supervised by our teaching staff.

Size

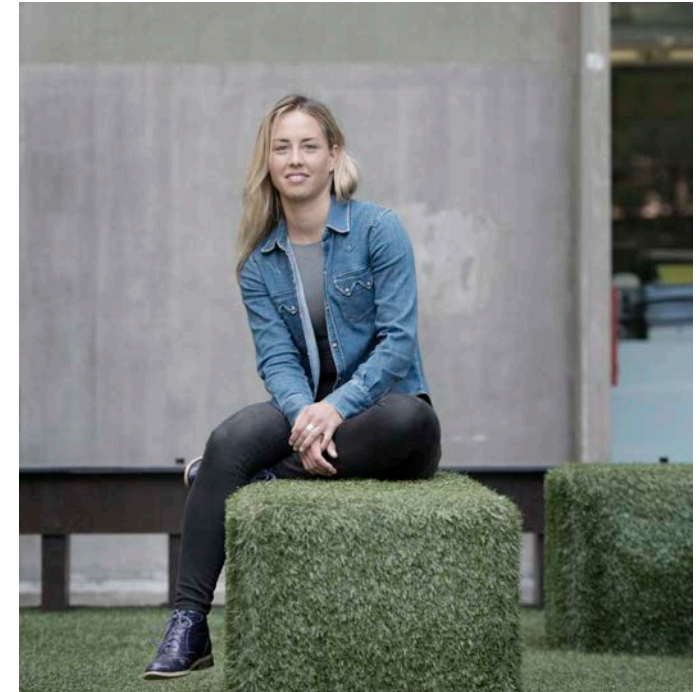
- A partnered project would typically involve 20-60 students divided into small teams of 3-5. The teams may each work on the same or different problems.

Timing

- Partnered projects happen in Semester 1 (March–June) or Semester 2 (July–October).
- EOIs are accepted year-round.
- Project partners are typically engaged by late October of the preceding year for Sem I projects, or by late April for Sem II projects.

Getting started

- Send us an EOI in the form of a short statement about your issue or objectives.
- After you and our teaching staff have agreed to proceed, the next step is to develop a partnered project plan, which outlines key dates and outcomes for the project. Frequently the plan is developed in the month prior to the start of semester.
- A sample partnered project plan, sample briefs, and sample case studies and student outcomes are available on request.



“The best part of studying at RMIT is the industry experienced teachers, challenging real-client projects and the high level of passion and knowledge among the students.”

Emma Backlund
Bachelor of Communication (Advertising)

Case Study

Lentara UnitingCare

Lentara UnitingCare is one of the largest community service based not-for-profit organisations in Australia. It is at the forefront of social innovation, facilitating a wide range of services, including asylum seeker housing, emergency relief programs and family services.

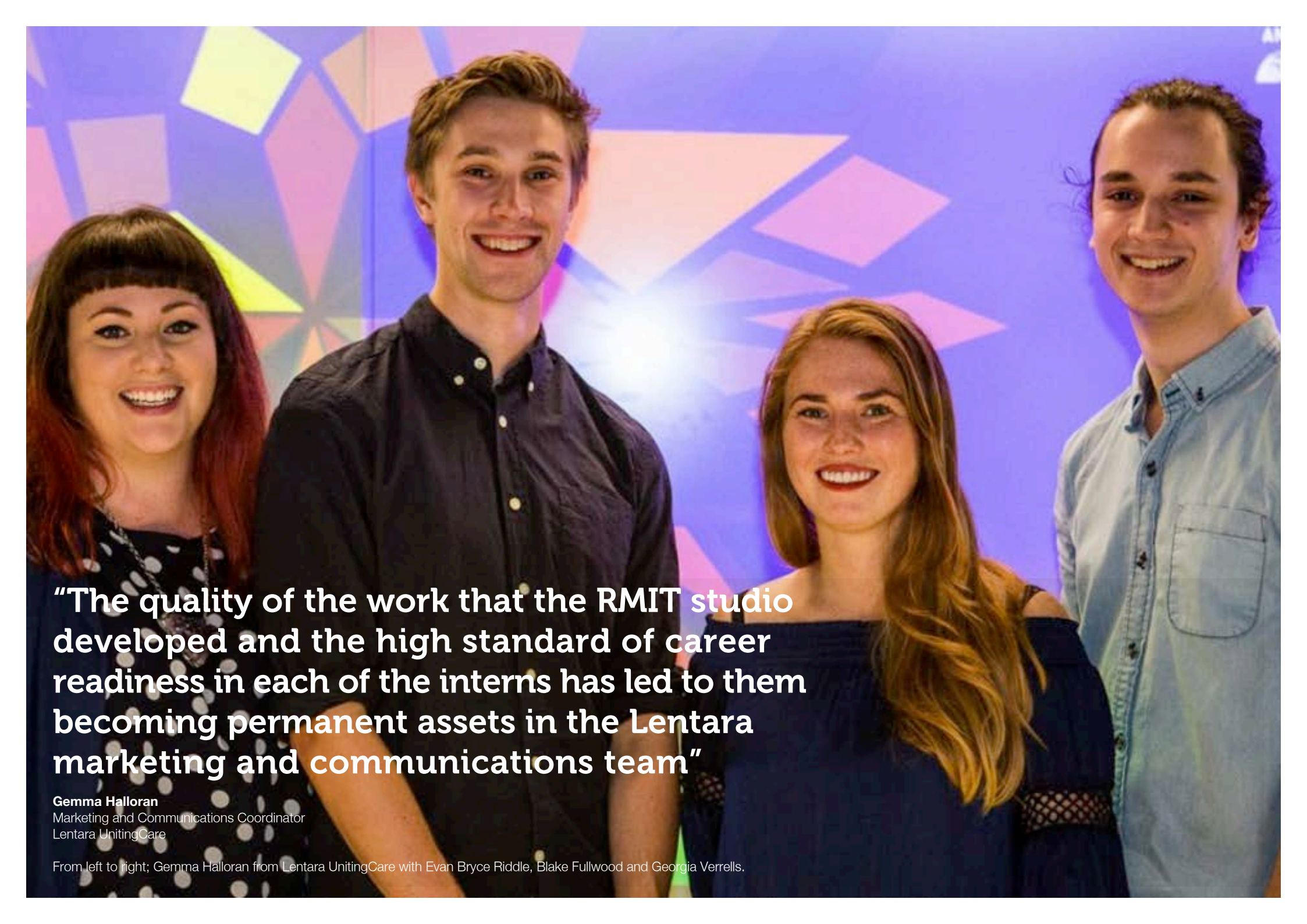
The partnership was established in 2016 to facilitate the development of social innovation and entrepreneurship through co-design. Last year, students developed creative and digital responses to a range of Lentara projects, including their annual Winter Appeal, Asylum Seeker Housing campaign, Men's Shed, a Shower Bus for the homeless, and developing store identity branding for their recycled clothing initiative.

Following the initial partnered project Lentara employed three of the outstanding students, initially as 12 week paid internships and then as ongoing members of the Lentara team.

In a subsequent partnered project, the students delved into a broad range of projects needing digital communication strategies, designing print and media campaigns, and developing identity and network strategies.



Graduate Georgia Verrells returning to RMIT to assist current students in the 2017 studio.

A photograph of four young adults (three men and one woman) smiling and standing in front of a vibrant, colorful background with geometric patterns in shades of purple, blue, yellow, and pink. The text is overlaid on the bottom left of the image.

“The quality of the work that the RMIT studio developed and the high standard of career readiness in each of the interns has led to them becoming permanent assets in the Lentara marketing and communications team”

Gemma Halloran
Marketing and Communications Coordinator
Lentara UnitingCare

From left to right; Gemma Halloran from Lentara UnitingCare with Evan Bryce Riddle, Blake Fullwood and Georgia Verrells.

What Our Students Can Do

School of Design
School of Media and Communication

Skills include:

Communication Strategy

- audience research & engagement
- brand & strategy
- communication design strategy
- content strategy
- media strategy
- product and systems visualisation
- instructional visualisation

Human Centred Design and Research

- customer research
- user experience design
- strategic design
- service design
- design thinking
- digital and design ethnography
- service prototyping
- design for sustainability
- social and humanitarian product and service design

Communication Design, Web and App Design

- graphic and communication design
- brand communications
- infographics, visualisations and process maps
- digital design and illustration
- website design and development
- app design and development
- user interface design
- user story analysis, user research, user testing
- wireframing
- app and web prototyping
- data analysis and tracking

Journalism, Public Relations, Advertising and Communication

- news and current affairs
- lifestyle and sport journalism
- social media
- participatory media
- advertising campaigns
- public relations campaigns
- reviews
- internal communications
- public affairs and lobbying, corporate affairs and crisis
- communications

Writing, Editing and Publishing

- professional and corporate writing and editing
- report writing
- creative non-fiction including brand and long form storytelling
- writing for the web
- e-publishing
- creative writing
- screenplay and script development
- editing and proofreading
- craft publishing
- research, writing and publishing for booklets and guides

Film, Video, Animation and Game Design

- short video and film production
- instructional video and educational content
- documentary video
- mobile media creation
- interactive storytelling
- sound design and score design
- 3D animation and character design
- visual effects and compositing
- 2D animation, illustration and storyboarding
- motion design
- game design, gamification and playful design

Industrial Design

- product design for mass manufacture
- product-service-systems design
- product eco-redesign
- furniture, lighting and interior object design
- transportation, capital, and clinical equipment design
- capital and clinical equipment design
- design for advanced and additive manufacturing
- design process and material optimisation

Spatial and Environment Design

- exhibition and installation design
- wayfinding
- experience design and interactive spaces
- virtual and augmented reality
- interpretive design
- projection mapping
- sonic, somatic and tangible interaction design

Music and Event Management

- event management and publicity
- festivals, booking, touring and venues
- music management, distribution and licencing
- music journalism and broadcasting

Live Production and Technical Services

- audio visual equipment set up and operation
- live event and audio visual technical production
- live sound production, lighting design and operation
- audio visual system design and networking
- television and technical production
- vision mixing
- audio visual equipment maintenance and repair



Contact our Partnerships and WIL (Work Integrated Learning) team

- Students roles
- Graduate roles and graduate programs
- Short unpaid internships
- Student partnered projects

design.wil@rmit.edu.au

mediacomm.wil@rmit.edu.au

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