

Introduction to Each Model

Insight Out Learning Resource

Values & Motives

'What motivates YOU?' This particular model explores the differing motivations that individuals' may have for certain types of work-based activities. We may feel positive or negative about experiences we have had in the past. This equally frames our responses and motivations for future work and social situations. The model will ask us to identify those activities or types of experiences that we prefer to avoid and will ask us why. It will also ask us what we actively want to engage with and why.

Its primary function however, is to explore what each of us is driven by and what we will place most value on. The importance placed on understanding this and having this self-knowledge, is that we can positively act upon it. We can work with this understanding and place ourselves in a position of strength working with our strong motivations whilst having the self - awareness to address our weaknesses.

We need to encourage this skill in the participants on this programme. Tasks explored in this model can be applied to group projects across all year levels and can be embedded effectively to allow individuals to understand why and how others operate within a group context. Insight Out will focus on Values & Motives in relation to a career / business context.

Future History

'Where will you be in 5 years time?' This is a big question. So big that we forget to address it and move from one activity to another without making sense of what we want to achieve. For individuals in Higher education it's even more important that they start to tackle their strategy for success; to realise their dreams and effectively plan for them to occur.

The difficulty about planning for the future is that we tackle it the wrong way round. We start at the beginning. This suggests that we are linear thinkers. Giving individuals time to think about the future reinforces the importance of spending time to plan, re-assess, develop linked strategies and build a map to be guided by.

The Future History model can be used time and time again to plan long term and short-term objectives. Individuals will be able to respond to a visual map that will guide them to their goals. The model can be used to develop a strategy for many practical projects such as the Degree Show, New Designers, New Blood, live client projects and personal creative work. As such it can be embedded flexibly into projects that need complex planning.

Insight Out Learning

The Glasgow School of Art

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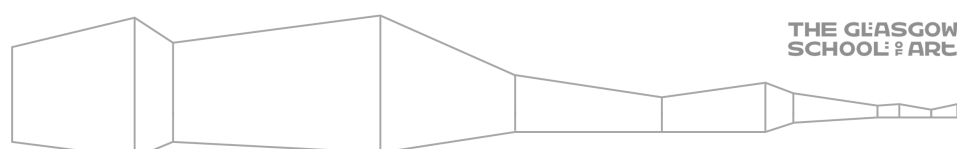
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RISKIT

How is your idea going to become real? Let's look at the possibilities. Are you motivated enough or have the technical capacity to deal with all production issues for your idea? Are you going to promote your own work? Would a licence agreement be a more profitable model for your idea? Do you want to work in partnership with a manufacturer? Do you want to concentrate on design rather than production and distribution? Do you want to be freelance? Do you want to work within a partnership sharing skills?

The RISK IT model questions how an idea is made real. Who does what and who is rewarded at each stage of the cycle between IDEA, PRODUCTION, and DELIVERY. It poses questions about the creative idea; it requires students to understand their motivations for the differing responsibilities within the RISK IT cycle.

Business Blueprinting

What other activities do you need to undertake to make your creative business a success? The Business Blueprinting model identifies and explores the various activities that would be required to make a business thrive, both offstage / behind the scenes and onstage / interacting with your customer or client. This visual model illustrates how activity can be categorised into the elements of engagement, design and delivery. Viewing activities in such a manner enables you to clearly identify how activities could adversely affect or positively support a creative business. A business that operates predominantly in the engagement and design categories occurring offstage will eventually fail: the business activities need to address delivery and onstage activities to promote / liaise / communicate with the customer/client and to be paid. This model will allow you to visualise what activities need to be developed to succeed and enhance your practice.

The model will question where your main creative business activity lies? Are you ignoring or unaware of aspects of a creative business which could be crucial to your success? Could you develop new practices that would better support your creative business? Are some of your creative business activities competing for time and energy? It can be easy to be consumed with aspects of a creative business that we enjoy, such as the development of a brief and the design process, and overlook key activities that will ensure the development and success of a business. Business Blue printing helps us to analyse our business activities objectively.

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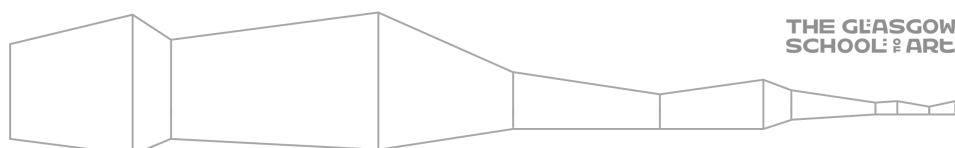
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Reflection

What have we learned from the insight Out Learning sessions? What new information, practice or understanding can be identified and how does this alter how you would address developing a creative enterprise? Why does a greater understanding of your motives and values have such a major effect on how you develop your business? How effective has using Future History been in identifying your aspirations and visualising the practical steps to get there?

Has Risk It provided you with the skills and understanding to approach an idea from differing creative angles? Have you gained insight?

The Reflection session allows you to contextualise your learning within the Insight Out Learning material. It will help you to develop a greater understanding of your learning experience.

Depending on how the models have been delivered as part of your learning experience, it may be useful to reflect on each model as learning progresses. Using a reflective journal / diary can be a very effective way of documenting your thoughts, questions, and responses. Identifying what has worked for you and why is just as important as reflecting on what hasn't worked. Some models may not have been as successful as others at the point that you worked through them; that doesn't mean that they don't have greater potential in the future. These mini reflections will help prepare you for the overall reflection on all the models and allow you to take a broader overview on Insight Out learning.

Critically reflecting on your learning experience is vital to your understanding; this helps in creating your learning strategies for the future.

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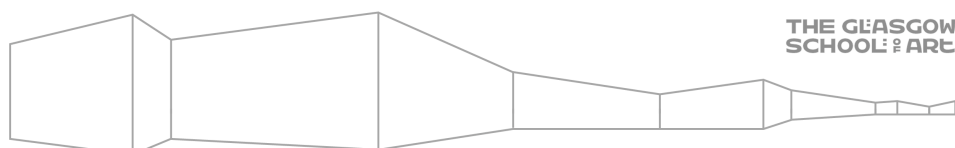
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