

## Insight Out Learning: RISKIT Model

# Foreword by Piers Roberts, Designersblock

Rory Dodd and I created Designersblock in 1998. Since we launched, we have developed, curated and produce major international design events in London, Milan, Frankfurt, Tokyo and beyond. Our main activity is to select established and emerging designers and design companies to exhibit in transitional architectural spaces. We are unique in combining cultural excellence within a commercial format. Our experience has provided us with the competence in the production and promotion of these events.

By employing this experience Designersblock, have over the past three years, developed a series of seminars and workshops aimed at design businesses. In partnership with various design and regeneration bodies based in east London, Designersblock created strategies to consider methods of encouraging successful practice for design businesses. From our work we developed the RISKIT Model as visual way to describe the roles, responsibilities and rewards that should be considered when establishing a creative business.

### The RISKIT Model

The development of a creative career or business inevitably involves a lot of learning, evolving and maturing. The RISKIT Model allows you to consider where the risk lies within an idea before investing too much time, money or effort. There are three primary roles –idea, production and delivery to market. Then there is the relationships between these primary roles- how to make it, is there a market for it and if there is, how certain can you be that you can deliver on time and at consistent quality?

By identifying the roles within the model, you can then clearly identify what specialist skills may be required to convert 'good ideas' into 'good products or services'. The RISKIT model within Insight Out Learning has activities and tasks which will help the participants explore and develop their understanding of what is involved in the development of their ideas. It is supported by three excellent diverse case studies, which describe the various ways in which the model can be used to describe creative business practices.

I am delighted to be involved with the Insight Out Learning project as it seeks to embed enterprise learning within the art and design curriculum, this learning is crucial for the continuing success of our creative industries. I hope that you enjoy this section of Insight Out Learning

### Piers Roberts

Insight Out Learning

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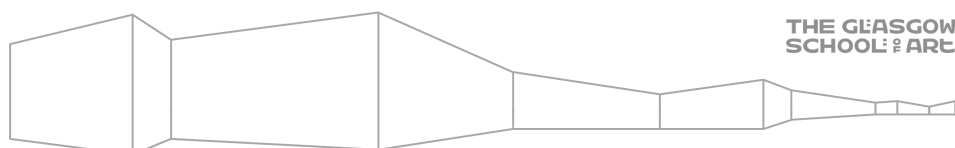
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