

## Insight Out Learning Case Study Project: Introduction

### Innovation Case Study Project / The Case Study Project

The aim of the Case study project is to produce a series of original case studies looking at how artists and designers have approached commercialisation. Based on the grass roots method of information gathering the members of the society will complete short case studies which will seek to explore the experiences of creative businesses. This will form a unique resource made by creative art and design students for art and design students.

#### The Project Aims to:

- Engage with creative business.
- Research creative business.
- Learn from creative business.

#### The Project Outcomes will include:

- Enhanced student comprehension of creative business issues. (Practical learning gained from a case study will include; development of a network, meeting new entrepreneurs, gaining experience of real business, sharing of knowledge, development of professional practice skills, gaining an overview of diverse businesses and skills.)
- A comprehensive range of local business /alumni case studies which will explore the diverse nature of creative businesses. Information gained will include challenges, innovation and support.
- Opportunity for undergraduates to understand challenges and rewards of self-employment at an early stage of their career.
- Opportunity to start to plan and research the links and supports for undergraduates own business/enterprise aspirations.
- Opportunity to publish an output to a wide audience.
- Develop professional practice, personal skills, attributes as well as evidence for CV. The project will develop undergraduate employability skills, strengthening their educational portfolio and providing them with evidence of skills and aptitudes out with the context of their studies.

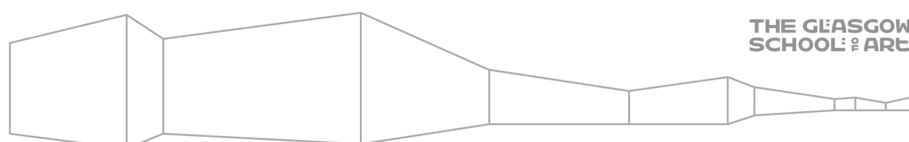
#### Employability skills developed will include;

- Analytical skills.
- Decision making skill.
- Communication.
- Interpersonal.
- Organisational and time management.
- Creative skills.

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The Glasgow School of Art  
167 Renfrew St.  
Glasgow, G3 6RQ  
t | 0141 353 4500  
f | 0141 353 4401

[www.insightoutlearning.org.uk](http://www.insightoutlearning.org.uk)  
[info@insightoutlearning.org.uk](mailto:info@insightoutlearning.org.uk)



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## ACTIVITY

The case study project will require students to participate in a short interview with a creative entrepreneur. The focus of the Case study project will be to understand creative business. The aim of the case study is to gain a clear understanding of how a creative graduate business develops from idea to production and delivery. The case study will consider the business in stages.

- Business inception.
- Business challenges and growth.
- Future plans.

The students supported by a facilitator throughout and will be encouraged to engage with the Case study project within their own free time, not during their study periods.

**The project will be run in two phases.**

**\*The first phase** will concentrate on the development of the case studies where students will engage in developing their networks and interviewing the creative entrepreneurs.

**\*In the second phase** students will develop presentations which will reflect on their case study project experiences and will show case their final version of their case study.

- Present a finished case study in A4 copy in no more the 3 sides of A4.
- Present their case study and learning within a 10 minute PowerPoint presentation.

## THE EVENT

This will be an opportunity for innovation and enterprise to raise its profile within institutions and the presentation event should include a wide range of audience members. This will include students, staff and entrepreneurs.

The Presentation evaluations should include:

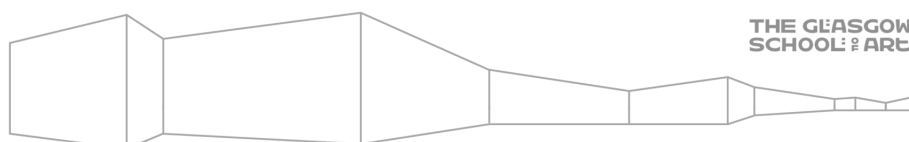
- Identification of the entrepreneur- why has the student chosen them?
- Contact with the entrepreneur- what methods did the student use to make contact?
- Development of the case study-Student innovation and creativity.
- Professionalism.

Reflect on experience - what did the student learn?

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