



Meeting in the Educational Committee for PBA in Graphic Storytelling

Location:
Online and at
The Animation Worskhop,
Kasernevej 1, Viborg (lok. Tove
Jansson).

Meeting date:
October 28, 2022
10.00-12.00

Participants:

Erik Petri, Joana Mosi, Thomas Vium, Angelica Inigo, Maria Skov Pedersen, Sandra (Sam) Mattsson-Robertsdotter, Johanne (Jo) Kjær Svendsen, Sascha Altschuler, Kasper Kruse, Peter Dyring-Olsen, Anna-Maj Geyti (referent)

Declined:

Erik Barkman, Martin Flink, Line Høj Høstrup

Agenda

1. Welcome and approval of agenda
2. Presentation of the members of the committee
3. Working basis and tasks for the committee
4. Election of chairperson
5. Introduction to the PBA in Graphic Storytelling
6. AOB

SUMMARY/ AGENDA

Meeting chair:
Peter Dyring-Olsen
Referent:
Anna-Maj Geyti

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Date: 13 October 2022

1/4

1. Welcome and approval of agenda

10.00-10.05

Presentation of the subject (Peter Dyring-Olsen)

- a) Head of PBA in Graphic Storytelling welcomes the committee to the first meeting.
- b) Approval of agenda and anything for AOB?

Summary

Ad b): Nothing for AOB at this point.

2. Presentation of the members of the committee

10.05-10.20

Presentation of the subject (all)

Each member presents themselves and their motivation for joining the committee (max 1 min.).

Summary

The members presented themselves and their motivation for joining the committee. Peter presented the absent members.

3. Working basis and tasks for the committee

10.20-10.40

Presentation of the subject (Anna-Maj Geyti)

- a) Anna-Maj presents the formal working basis, rules of procedures and tasks for the committee. There will be time to answer questions from the members.
- b) The rules of procedures are put forward for approval by the committee

Attachment: "Working basis for VIA's Educational Committees" and "Rules of procedures".

Summary

Ad. a) The committee took note of the formal working basis and the rules of procedure.

Ad. b) The rules of procedure were approved.

4. Election of chairperson

10.40-10.50

Presentation of the subject (Peter Dyring-Olsen)

The committee has to elect a chairperson among the members of the committee. The chairperson cannot be an employee or student at The Animation Workshop. The chairperson's tasks are primarily to meet with the head of Graphic Storytelling before the meetings to set the agenda and to chair the meetings.

Summary

No one was volunteering for the role as chairperson.

The external members of the committee were requested to contact Anna-Maj after the weekend, if they will run for chairperson. If no one does, Anna-Maj will contact the external members.

After the weekend Joana Mosi volunteered as the chairperson. As Joana was the only one to volunteer, she is now the new chairperson of the committee.

SHORT BREAK 10.50-10.55

5. Introduction to the PBA in Graphic Storytelling

10.55-11.50

Presentation of the subject (Peter Dyring-Olsen)

- a) Peter presents the education in general terms, giving a broad overlook of the history of the education, including smaller and bigger developments that we've worked with since 2013. Furthermore, Peter gives a status of the education and finally introduces challenges and strengths and how these might lead to further development for the education for the next years.
- b) The members of the committee discuss and give input to the further development of the education.
- c) The members of the committee discuss how they see their involvement in the further development of the education (this can be differentiated regarding interests and time to spend on the subject).

Summary

Ad. a) Peter presented the PBA in Graphic Storytelling. Please see power point slides from the meeting.

The educational development will be the primarily focus for the EC because it is a strategic focus for the next four years for the education.

Ad. b and c) The members discussed their involvement as members of the committee and gave input to the further development. The main topics discussed was the high unemployment and freelancing ratio among graduates and possible collaborations to improve this.

The unemployment rate is based on how many graduates are on unemployment benefit and the like. It is 30-40 % for the two first classes. Only the graduates in Denmark count in the employability ratio.

Peter informed the committee that the education will work with this and will agree with the chairperson, which work groups would be relevant to arrange, so the committee can be involved and collaborate with the education on this.

The specific inputs are mentioned below:

- Sam: The student council are engaged in how GS and Animation can collaborate and will forward proposals.
- Thomas V: maybe more students should aim for employment in a bigger studio rather than students aiming for being freelancers. How can the school change the narrative for students? We should work on the profile of the graduates. Help the students to understand the benefits of the stability of being employed.
- Peter: we will also look at which students we admit.
- Sacha: students working a year or two in a studio are better prepared for freelancing. The students should be more aware of job opportunities.
- Erik P.: The freelance ratio has been rising in the visual business (big studios/companies prefer to hire freelancers).
- Joana encourages the collaboration between GS and Animation and suggests student collaboration between different educations like the ones in the SDB cluster based on experiences from another school.
- Maria: Concerning applicants: from experience and contact with applicants, they are not thinking about career. They are interested in the craft and the creative work. It could be a good idea to look at the recruitment process (who do/want the education do attract?) Maria offers to work with common electives to give them a better understanding of possible career paths.

- Jo: my class is very realistic about careers. I did not know to ask what questions to the teachers. The coordinators could help to shape an honest conversation about career and employment. We take shape and mirror us in the guest teachers and most of them are freelancing. The ambition for applicants is to get in to the school and they don't think so much of career at this point. The school have a big importance in forming the students' thoughts about career. It is a waste that we don't collaborate and get use of each other. Animators need to know what GS is and what we can.
- Erik: it is about the mindset: if you do things for your own, you're an artist, if you are doing things for/with others, you're a designer. It is about working with the students' mindset.
- Sacha: the education should learn the students on the practical stuff for being freelancers (applying for grants, sending invoices etc.).
- Jo: the school should support the freelance work the students are already doing.
- Erik P.: I have worked in a project covering the possibilities for working across professions in the visual industry. The knowledge is out there.

6. AOB

11.50-12.00

Peter announced that next time: how do the business looks from your perspective – so please prepare.