| SUMMARY/  AGENDA |
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| Meeting chair:  Referent:  Anna-Maj Geyti |
| E: agey@via.dk  T: +4587554966 |
| Date: 25 April 2023 |
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| Meeting in the Educational Committee for Bachelor in Graphic Storytelling |

| Location:  Online and at  The Animation Worskhop, Kasernevej 5, Viborg (lok. Big Meetingroom). |  | Meeting date:  May 11, 2023  10.00-12.00 |
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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, Erik Barkman, Martin Flink, Line Høj Høstrup

Agenda

1. Welcome (10.00-10.05)
   1. Approval of agenda
   2. Election of meeting chair
2. News from the education (10.05-10.25)
   1. The Admission process
   2. Internship
   3. Final production
   4. Changes on second year
3. New organisation at The Animation Workshop (10.25-10.35) - Peter​

Break (10.35-10.45)

1. Workshop: trends and tendencies in the business​ (10.45-11.55)
2. AOB (11.55-12.00)

# Welcome

**Presentation of the subject (Peter Dyring-Olsen)**

1. Approval of agenda
2. Election of meeting chair

**Summary**

1. The agenda is approved
2. Joana Mosi will chair the meeting.

# News from the education

**(Peter Dyring-Olsen, Erik Barkman)**

1. The Admission process (Peter and Erik​)
2. Internship (Peter​)
3. Final production (Peter​)
4. Changes on second year (Erik)​

**Summary**

1. The admission process

* Sixth round of admission.
* 226 applicants, 2024 first priority (34 % increase compared with 2021).
* 36 for interview and test:
* DK: 22
* EU 12 (Poland: 5)
* Non-EU: 2

Changes in portfolio requirements:

* Video introduction
* No separate works Building
* New category: Illustration
* New writing assignment
* Our focus is more on applicants’ attitude towards having a sustainable career and being ready to study.

1. Internship

4. Year is returning from internships. For the first time a student has an internship within advertising.

1. Final production (Peter​)

17 projects:

* Comics: 11
* Illustrated books: 2
* Story Bibles: 4

Observations: Very high level overall

Tighter requirements for Story Bibles – we can become even clearer

Overall, process seemed less stressful.

1. Changes on second year

* New workshop
* Online workshops moved offline
* Workload decrease.

# News organisation at The Animation Workshop

**Presentation of the subject (Peter Dyring-Olsen)**

Head of Animation, Lotte Kronborg Thomsen has resigned. The bachelor programmes at TAW will now go from two to one Head of Studies: Peter Dyring-Olsen.

**Summary**

What will this mean:

* Focus on stability
* Focus on creative development of educations
* Focus on collaborations.

For GS:

* We are in the process of hiring a new adjunct/coordinator: ["The Animation Workshop søger uddannelseskoordinator/underviser (adjunkt) til Bacheloruddannelsen i Grafisk Fortælling " (emply.com)](https://via.career.emply.com/ad/the-animation-workshop-soger-uddannelseskoordinator-underviser-adjunkt-til-bach/7irj22/da). Please share.
* Hope to bring in a creative that can teach parts of the curriculum
* Still with a high number of external teachers.

# Workshop: trends and tendencies in the business

**Presentation of the subject (Peter Dyring-Olsen)**

Preparation before meeting:

What are the trends and tendencies in your work life? Try to be as specific as possible. Your answer can be within all relevant areas of your work like, including how clients act, rights, salaries, technology, emerging markets etc. We will use your preparation for a workshop that aims at discussing these trends and how they relate to the education.

**Summary**

Trends and tendencies

Group 1:

* AI:
  + How can we dive into it and use it to speed up our processes?
  + Playing the waiting game; everybody is waiting to see how it will affect our industry.
  + Questions regarding copyright, legal and ethical questions.
* New accounting act in Denmark:
  + All companies in DK must do all accounting digitally in a stateapproved bookkeeping program.
  + All companies must develop, submit and maintain an accounting procedure (i.e. how you record transactions, financial statements etc.).
  + §  A big responsibility and time-consuming process for small companies. Most will end up buying professional bookkeeping etc. at an accounting house. If companies don’t follow these rules, they will be heavily fined.
* Childrens comics in Sweden are trending:
  + They are seen as a way to get more kids to read.
  + The comics book market has been broadened to a younger audience in the last few years.
  + Maybe students should focus more on this genre when studying at TAW?
* New GS applicants:
  + Non-fiction less about gender issues and mental health than last time around. No real consensus regarding theme and topic this time around.

Group 2:

* Social media: you need to have a strategy on how to use it because people does not find you on google/webpage. They find you at social media, so it is very important for the students to know hove to work with this.
* Freelancing: Students need to know how to work as a freelancer
* AI: We need to redefine what we do: storytelling, relate to other people, have empathy and know what they want to tell. Relation skills and communication are necessary.
* The Environment: How is production of a book sustainable?

Group 3:

* AI: How can we use it to speed up our production. How do we handle it legally and ethically?
* New accounting act in Denmark: This has a huge impact on smaller businesses.
* Trend in Swedish comics: More children comics; seen as a tool to get people to read. This is a potential opening for our students.
* Applicants for the school: Former years there has been several portfolio assignments about mental health and gender identity, but this year there was no general trend.

Recommendations for the education

Group 1:

AI: Useful with exercises using AI, and also discussing copyright

Feedback from Internships: It could be useful to have feedback from the institutions and entities that host the internships: how did our students perform during the internship period? What where the highlights? What could have been better? Etc.

How can GS expand: how skilled focused – how does that apply to real world; facing entrepreneuring, focus on skills. Bring back former students to bring insights in how they have approached their career. Workshops on how to showcase skills.

Group 2:

Course in:

* More focus on Entrepeneurship
* Maybe Continuous classes about running a business, more workshops in all 4 years
* How to run a business - how to be a business
  + Branding SoMe
    - Art, persona, pitching
    - Community with publishing houses, editors, writers, other illustrations
      * Gets you more jobs
  + Communication
    - Empathy - be different
    - Research case
    - Communicate with clients and be an advisor - Be MORE - be a collaboration partner
  + Economy
    - You make an offer, budget, contracts
    - Pension, insurence
  + After education - keepin up with the business!!! AI
  + Join association. Learn from others!

Group 3:

SoMe:

* SoMe-strategies definitely should be a bigger part of the curriculum. It should be reinstated in the curriculum – but it’s a fine balance how much and when – it could be thought in 3rd year; could also tie in Patreon and in general approach to SoMe (best to separate it from your private life, so it is strictly business).

AI:

* Incorporating it in the Idea Generation Workshop and see where it fits in other workshops
* Engage in also the ethical side – encourage common discussions also as an extracurricular activity

Kids content / target group / market

* Is kind of in the curriculum. It could maybe more room for illustration for kids books. It could be a criteria for the workshop that it should be aimed at children’s books

# AOB

* June 9, 2023: GS graduation – please save the date.