

**DESIGN
ACADEMY**

**Open the
possibilities**

**Transform
their future**



Cheltenham Design Foundation

The Cheltenham Design foundation is the charity behind the Design Academy.

Founded in 2009 by a group of professionals living and working in Gloucestershire, the Cheltenham Design Foundation is committed to promoting creativity through the Academy and the Design Festival.

We help people find their creative voice and show the world what design can do.

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The Design Academy

A free Saturday design school that helps open the possibilities of design & creativity for young people and transform their future.

About



A free saturday design school for teens

Run by the Cheltenham Design Foundation, the Design Academy is a Saturday design school for students aged 12-16 years that teaches process and practice across a range of design disciplines in line with the industrial and innovation needs of today and tomorrow.

The next generation of creative thinkers needs your help

Through funding, volunteering, networking, talks and more, young people will learn to embrace original thinking and understand what design can do to transform the world.

As well as opening their eyes to available job opportunities within the creative sector, teaching creativity is at the academy's core and underpins everything we do.

We help students create the future, not just fit into it.

“My daughter Lizzie came home buzzing with such inspiration as never before - reassessing the way she sees life and all its possibilities”

Parent of Lizzie - Design Academy Student



The demand

In short, creative disciplines in schools are under attack.

In schools there's a flawed logic, in that by improving literacy and numeracy equals economic prosperity, yet to create is not.

To ignore the economic value of the creative industries is to ignore an £84 billion annual contribution to the UK economy and over 1.7 million jobs.

This flawed logic is playing out in school classrooms. They will soon play out within universities. The consequences will then be felt by industry, in the jobs market and in the wider economy.

“Standardisation and conformity in schools have suppressed individuality, imagination and creativity.”

Sir Ken Robinson, No. 1 TED speaker and educator

Impact

Established 2011

Since 2011, we've educated creativity to over 350 students through the Design Academy. 93% of students that completed the academy have gone onto higher education in design and began careers in creative fields.

Affiliated

We work with well known, creative organisations such as the D&AD, The Design Council and the V&A.

Specifically, The D&AD have supported us through workshops at our design festivals.

Recognised

UCAS, the Universities and Colleges Admissions Service in the UK recognise and support our academy. UCAS help to fund our academy and The University of Gloucestershire provide studio space at their design center so that we can host the academy.

Community

As a direct result of the academy, our students have become design professionals and become part of the UKs design community. Our 3-day Design Festivals have brought together world-class speakers and over 8000 people to debate and explore the future of design.

Next steps

We want the Design Academy to be on the doorstep of communities throughout the world.

The impact we have with students will cascade into schools, friends, family and importantly, their future.

Through educating creativity and design to even more children worldwide, we'll open up possibilities to them which are not promoted in schools.



Scaling the Design Academy

What it will mean to scale the design academy and open up the creative subjects to more people:

- Less school drop-outs and better attendance and student teacher engagement
- Less perceived academic failure
- More school children fulfilling their potential and moving onto higher education in subjects they're passionate about
- Giving students and parents a better understanding of the numerous creative career opportunities that are available
- More students likely to get a career in the creative industries which brings in an £84 billion annual contribution to the UK

Together, we will change teacher, parent and pupil perceptions of the value of creativity, to help to enrich the curriculum. Plus, ensure the creative industry is replenished with creatives of the future.



How you can help

- ▶ Funding
- ▶ Volunteering
- ▶ Partnerships

Funding

To run and grow the academy and host our festival, funding is vital. 1 Design Academy costs £10,000 per year and our Design Festival costs £100,000.

The Cheltenham Design Festival raises significant funds for the Design Academy (£30-£50k) and fuels the debate about the role of design and creativity in our lives. The figures that has graced the Festival stage includes:

- MOMA design curator Paola Antonelli
- industrial designer Paul Priestman
- renowned creative director Eric Kessels
- designer Wayne Hemingway
- The Science Museum's Inventor in Residence, Mark Champkins

The result of all this is a truly inspiring experience that blows the possibilities of design wide open. The Festival is a platform to highlight the work we're doing with future designers at the Design Academy which creates awareness and helps recruit new students.

We rely on funding from trusts and businesses to be able to run such an amazing event for our audience. As well as helping future generations to lead a creative life, businesses can also benefit from paying less tax (corporation tax in the UK) when you help fund our a charity.

Scaling

Our aim is to scale to 10 academies by 2028. Scaling the Design Academy means we can have a positive effect on more communities.

Why 10 academies?

Quality, not quantity is incredibly important as scaling to a minimum of 10 academies means we can communicate and work with each academy on a personal level. Our aim is to open the design academy in the following locations, within 10 years.

- 7 more locations in the UK (London, Gloucester, Bristol, Birmingham, Manchester, Cardiff and Edinburgh)
- United States
- India (Bangalore)
- Africa
- Denmark (working with Copenhagen Institute of Interaction Design)

With a worldwide team we can understand a wider range of communities to improve the effects we have on students locally and worldwide. 10 academies requires £100,000 per year to run them effectively and educate creative thinking and design to over 2000 young people.

Partnerships

Larger entity recognition and affiliation with credible organisations such as Gloucestershire University, UCAS and D&AD not only ensures confidence for investors, but provides access to experts that help steer and guide our programming.

If you're a national or international organisation who understands the benefits of creativity, design and education, you could help us by supporting our academy and festival.

It may be that you can provide speakers at our festival, like the Design Council do, or allow us to feature your brand as a key sponsor, opening the doors to brands who'd like to be associated with us and you



Volunteering

The academy and festival rely on the right people to educate and spread the word about the work we do at The Cheltenham Design Foundation.

You can help us by volunteering your time with the following activities:

- Speaking at our festival
- Writing content for our blog
- Teaching a design discipline at our academy

Volunteer your time and services to help with promotion, design, development, admin, marketing, business planning and more

About a boy

Back in 2012, George Percy aged 15, attended the Cheltenham Design Academy.

George was very creative. At school, he excelled in many subjects including Art. However, George didn't know what he wanted to do after his GCSE's.

After his first session at the Cheltenham Design Academy, he immediately said to his Mum "I've had the best time today and now I finally know what I want to do when I leave school; I want to be designer".

Prior to the attending the Design Academy, no-one helped George explore the amazing opportunities within the creative sector.

The Design Academy opened George's eyes to every inch of the creative industries and all of the fun he could have in the future.

At the Design Academy George was taught by university lecturers. 3 years later, at his interview for the BA degree design course, the lecturers that George had worked with remembered him from the Design Academy sessions. This worked in George's favour and they offered him an unconditional place on the course.

George's achievements since the Design Academy:

- George achieved a First Class BA Hons Degree in Design at The University of Gloucestershire
- Upon leaving university, George has now got a job as Junior Designer at international design agency - Bulletproof

"We learnt to let go of everything and truly explore creativity. If it wasn't for the Design Academy, I wouldn't have pursued a career in design."

George Percy, Design Academy Alumni



How it works

Launched in September 2011, the Design Academy helps young people explore their creative potential and develop talent through a series of free Saturday design classes.



How it works

Working With Young People Aged 13-16, the Design Academy works with secondary schools in Cheltenham and is based at the University of Gloucestershire.

The design academy curriculum is set by design professionals from the Cheltenham Design Foundation.

The modules cover many areas of the creative spectrum including user experience, digital, graphics, product design, packaging, fashion, engineering, landscape design, architecture, photography and film.

The Academy also benefits from the support and mentoring of undergraduate students in addition to industry experts.

“Thanks for the fantastic insight into the world of design that you’ve given our children. Jennifer comes home each week full of enthusiasm and new knowledge.

The course has enabled her to have the confidence to decide on a direction for her future education and life.”

Mum of Jennifer - a Design Academy student



“The opportunity that the Academy provides, exposing our students to such a wide range of creative experiences with practicing designers, is amazing!

To have their minds opened to the endless possibilities astounds me with the quality and creativity demonstrated in the exciting outcomes they produce.

Our students leave the programme with a new way of looking at the world through the eyes of a designer.

How fantastic is that?”

Amanda Davis, Head of Department,
Cleeve School, Cheltenham, Gloucestershire



The modules

All modules are given by professionals in the design sector, each covering a specialist field.

The curriculum encourages students to explore and consider a wide range of design areas and, by doing so, examine the possibility of further education and careers in the design sector.

The Academy is committed to helping students with the potential to pursue a career in design to understand of the breadth, variety and excitement of the field, as well as the possibilities it offers for their future development.

Our approach

The Design Academy experience is a fun and stimulating one. We are participative, engaging and action oriented - we understand that the learning experience is enhanced by doing rather than by listening. We encourage our students to do, make, think, discover, strive, experiment and collaborate.

Our process

A 17-week programme from September - March, held at the University of Gloucestershire. From 10am - 1pm on Saturdays.

Taught by professionals

The programme is project based; modules are taught by professionals within the design industry. Our design professionals (academy tutors) deliver a stimulating and inspiring series of design projects - cost £5,000



Creative subjects

Modules include graphics, photography, illustration, product design, packaging, fashion, architecture, environmental, user experience design, digital, landscape, filmmaking, magazine design, engineering and more.



Day trips

We arrange 2-3 day trips for the students. As well as enjoying time in the studio, they get to experience design studio tours and exhibitions - cost £2,000



Student assistants

University students get involved. As well as helping the students, they learn and connect with our academy tutors and get paid for their time - cost £1,500.

Design modules

Modules begin with a talk about the design subject and a briefing on the project, followed by coursework. All materials required are supplied by us including paper, pens. A suite of macs is supplied by the University - cost £900

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#DesignAcademy18



Awards and recognition

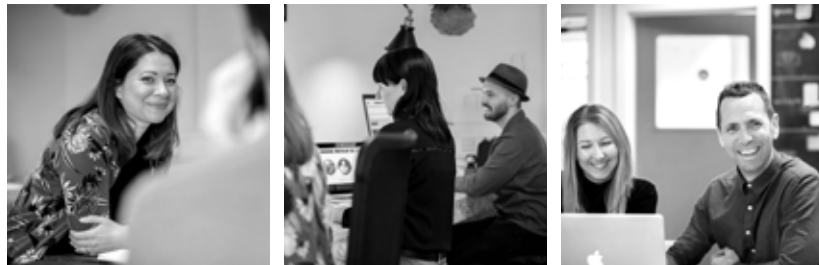
At our awards evening, parents and students come to celebrate their achievements. Students listen to an inspirational speaker from the industry and receive a certificate of completion - cost £800

Total annual cost of the Design Academy: £10,000

Our team

The Design Academy was established by The Cheltenham Design Foundation - a charity run by a group of design professionals to promote the benefits of creativity for all.

The Cheltenham Design Foundation explores how original thinking can affect our lives through live events and a free design school, bringing creativity to a wide audience.



Support us

The need for creativity is more important than ever. By embracing creativity and original thinking in every activity, we can solve future challenges facing the world.

Creativity in education has all but gone, if we don't act now, individuality and imagination will be suppressed in our future generations.

Since 2011, our Design Academy has helped over 300, 12-16 year olds to find their creative voice.

As well as opening their eyes to available job opportunities within the creative sector, teaching creativity is at the Design Academy's core and underpins everything we do. Our students learn what design can do and helps them embrace original thinking.

We need your support in order to help students create the future, not just fit into it.



Andy Thorne,
Chair of The Cheltenham
Design Foundation

Get in touch

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🔗 www.cheltdesignfoundation.org

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