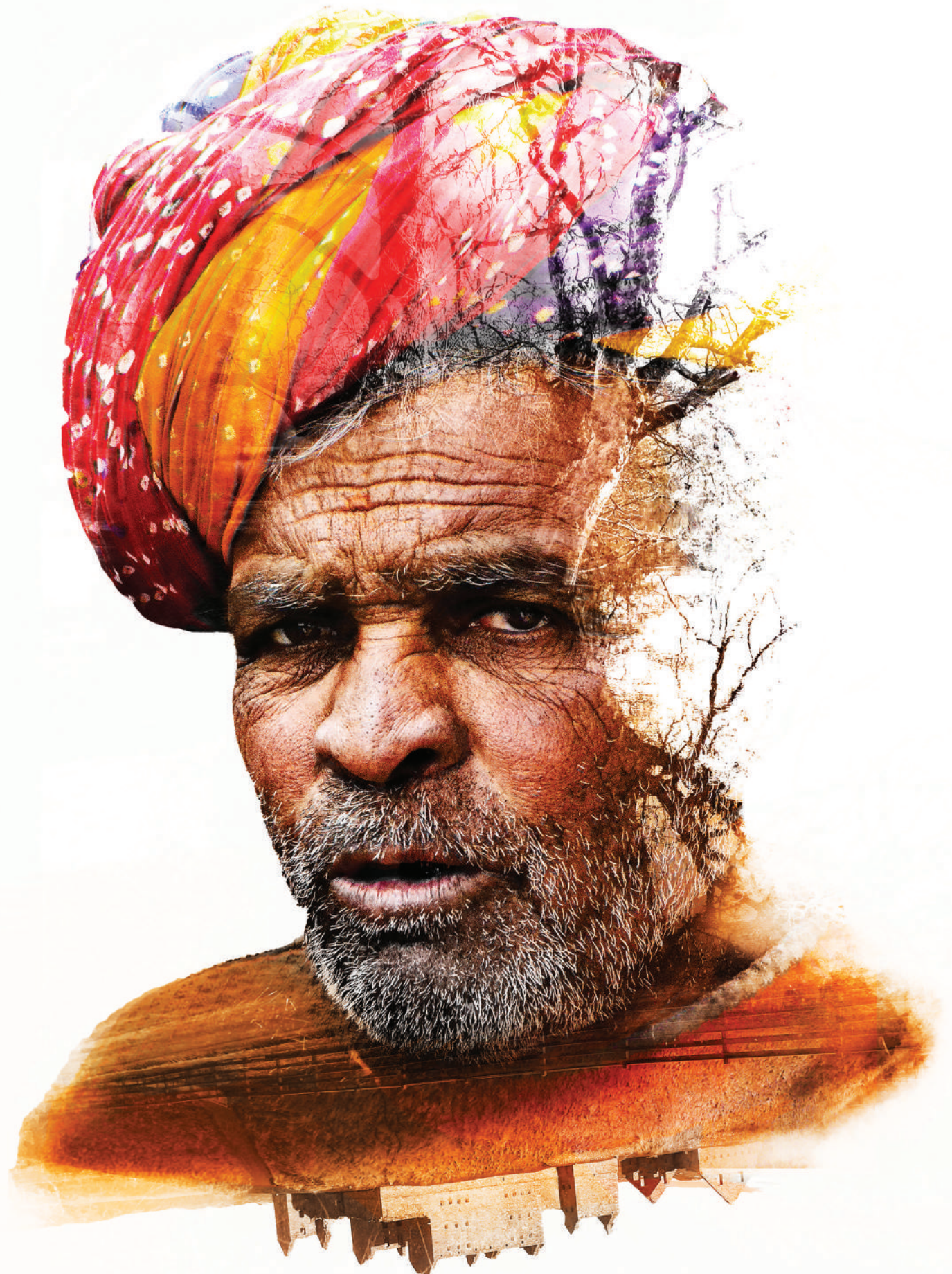


Intercultural Communication





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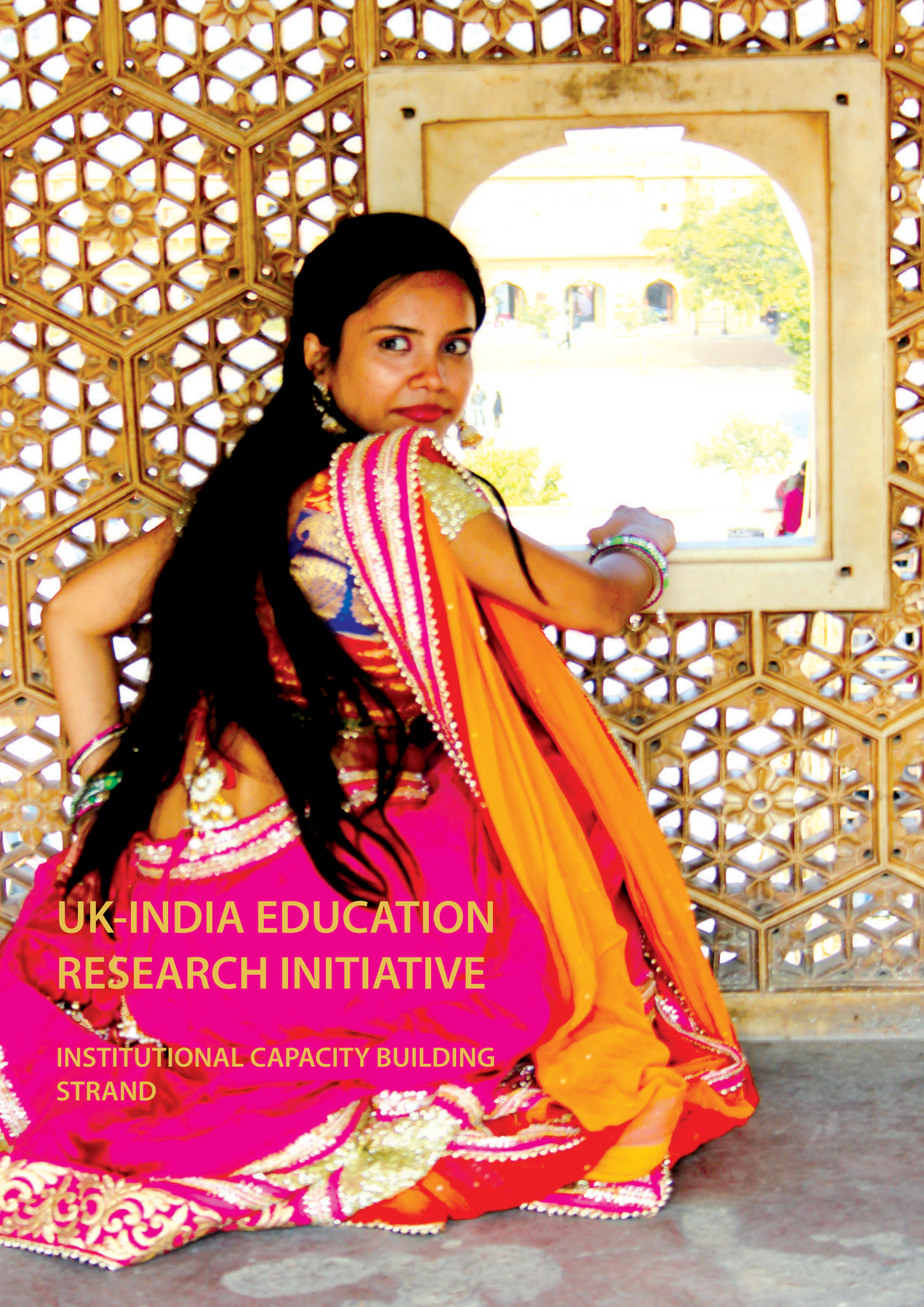




Introduction

In January 2013 UKIERI (UK India Education and Research Initiative) awarded Perth College UHI and ARCH Academy, Jaipur, a project grant under the category of Institutional Capacity Building.

The purpose of the joint endeavor was to enable the cultural exchange of both faculty and students, in order to facilitate the co-development and pilot of a shared, online learning portal that would focus upon Design Communication within the Creative and Cultural Industries.



**UK-INDIA EDUCATION
RESEARCH INITIATIVE**

**INSTITUTIONAL CAPACITY BUILDING
STRAND**





Establish

The venture launched in September 2013
with two respective project management
visits to each institution to define the scope
and schedule for the stages of the project



Aims

- Faculty and Student exchanges facilitating the project development and implementation (4 faculty and 4 students from each institution)
- A collaborative live project set within an Indian context for the students from both countries to facilitate through the exchange
- Co-developed online portal containing shared materials for three distinct course components at advanced and beginner level
- Online materials piloted by 10 x beneficiaries in each country
- Dissemination Events in each country to broadcast the project journey and successes





*Developing
intercultural
sensitivity through
collaboration
and a design process
focused upon
artisans*

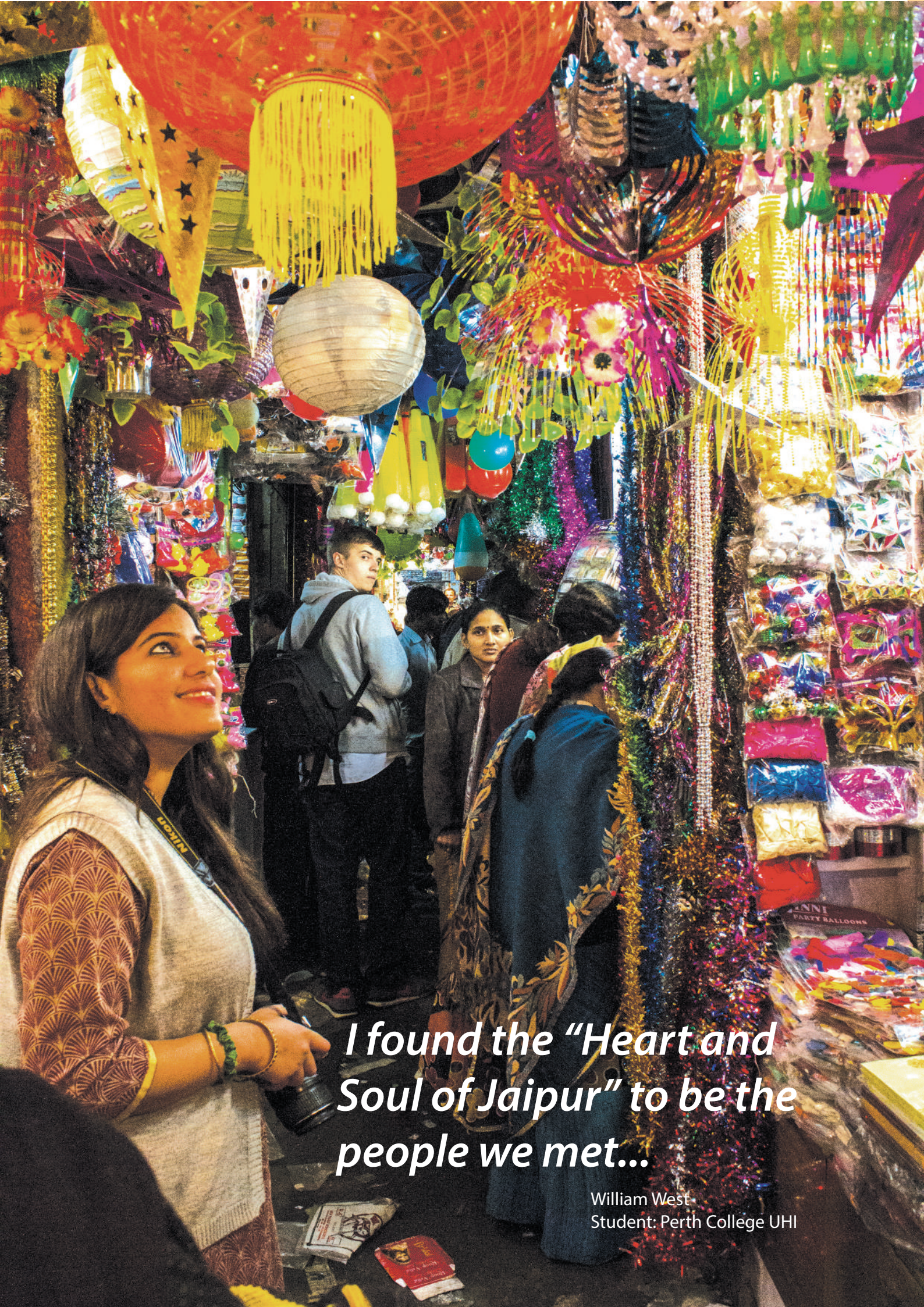




“The main purpose of the project was to empower local artisans to create solutions, which help to create a better business and preserve their crafts and rich culture.”

Surbhi Verma
Student: ARCH Academy of Design





I found the "Heart and Soul of Jaipur" to be the people we met...

William West
Student: Perth College UHI

Discover

The first exchange visit for the project took place in January 2014 where students and faculty from Perth College UHI travelled to ARCH Academy, Jaipur.

'Brand Jaipur'

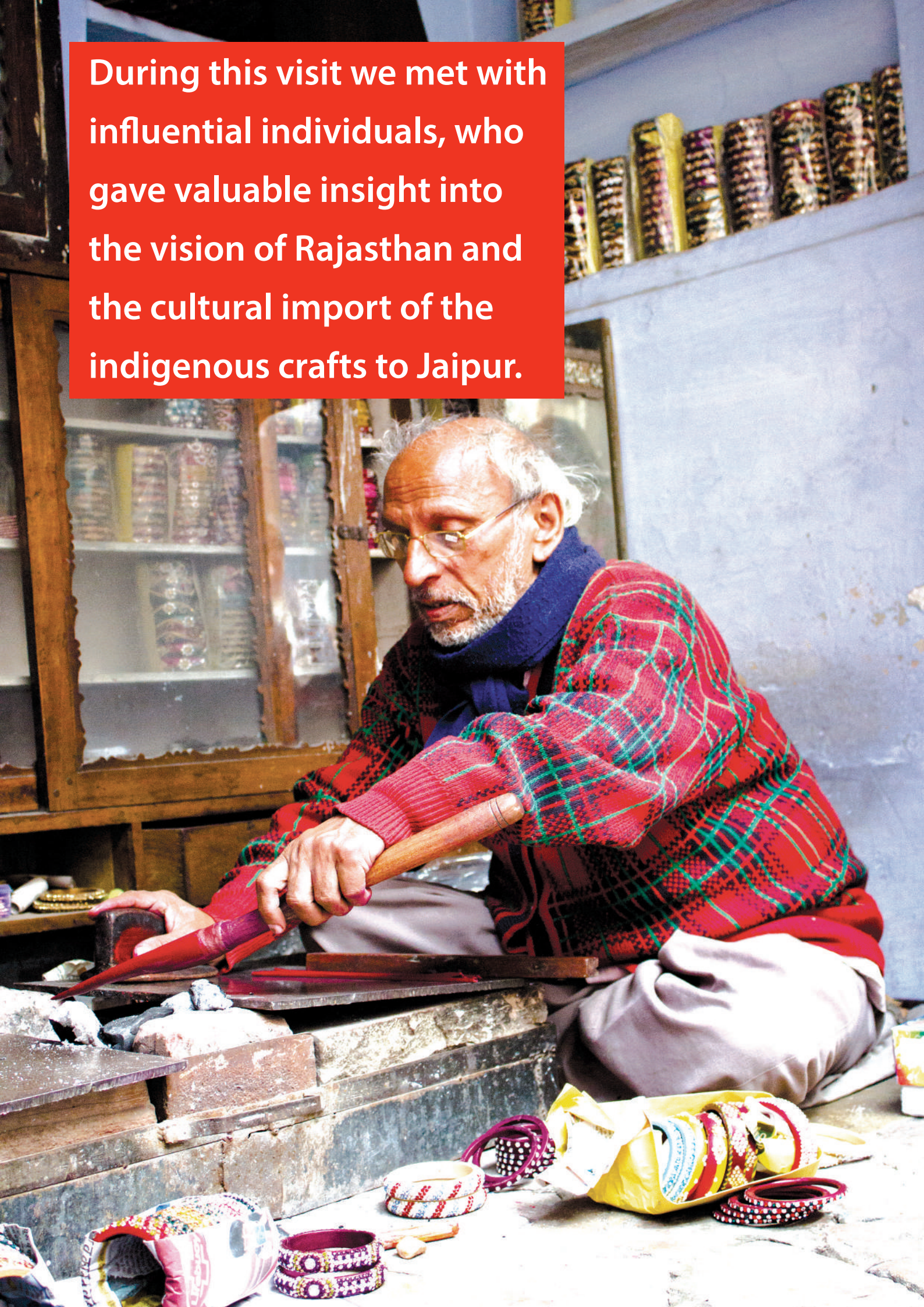
- Collaborative Student Project
- Interpret the brief and define outcomes for the project
- Primary Research: Ethnographic research using Video, Photography; Interviews and sketching
- Build relationships and commence intercultural dialogue

Learning Portal

- Faculty Collaboration
- Build upon planning and developing materials for portal
- Define Users for the portal
- Exchange ideas for effective learning and teaching within a virtual environment
- Define brief for structure of the two components of the portal: the learning and the sharing of information
- Disseminate initial stages of the project



During this visit we met with influential individuals, who gave valuable insight into the vision of Rajasthan and the cultural import of the indigenous crafts to Jaipur.



Discover



Faculty and Students engaged in events; visits and discussions in order to further understand the cultural differences and nuances of each partner country with particular reference to the Cultural and Creative Industries.

Influential meetings and Interviews

Ms. Kiran Soni Gupta
Principal Secretary, Art and Culture,
Government of Rajasthan

Mr. Yunus Khimani
Director of the Maharaja Sawai Man Singh II Museum and
Director of the Jaigarh Public Charitable Trust

Mr. Vinod Joshi
Cultural Anthropologist and
Director of the Jaipur Virasat Foundation

Mr. Vikram Joshi
Director of Rangotri

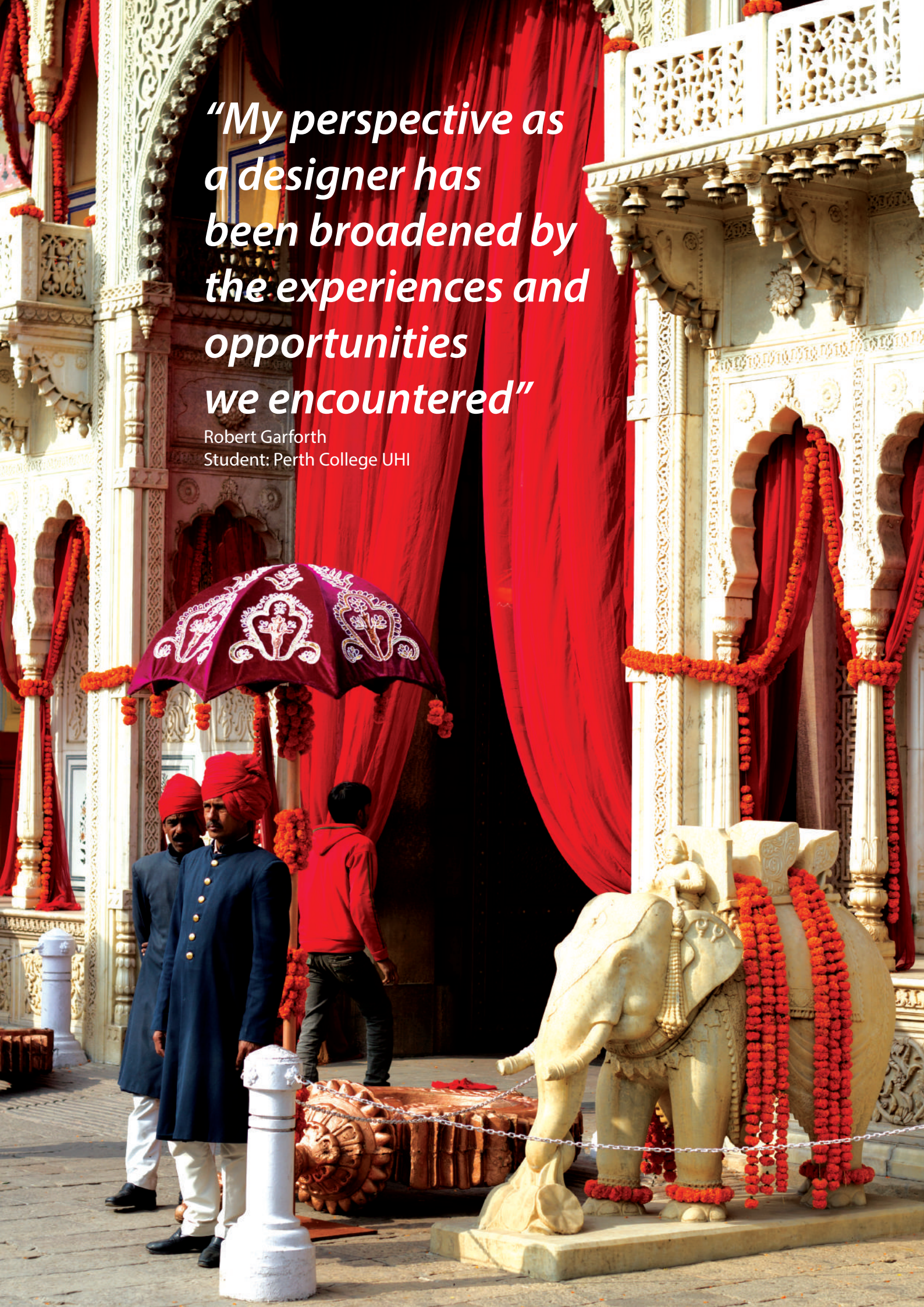
Professor Bhawani Shankar Sharma





*“My perspective as
a designer has
been broadened by
the experiences and
opportunities
we encountered”*

Robert Garforth
Student: Perth College UHI





Define

'Brand Jaipur' became the main vehicle to advance the project. The students were tasked with synthesizing the primary research in order to discover the 'heart and soul' of Jaipur.

Reviewing and connecting commonalities within the observations, and interviews undertaken with various handicrafts clusters: shoe makers; block printers; Lac clusters and puppeteers.

They defined the stakeholders and discovered the most pertinent stories in order to conceptualize a brand for Jaipur that would appeal to the international market without losing the identity and individuality of the indigenous crafts people.





Develop

In January 2015 Arch Academy Faculty and Students visited Perth College UHI with the following aims:

'Brand Jaipur' co-design

- Organise an exhibition of the primary research and design concepts for 'Brand Jaipur'
- Discuss and refine concepts

Learning Portal Development

- Streamline learning modules into definable learning objects at various levels
- Define users and management for both elements of the online portal
- Discuss strategies for effective learning and teaching
- Co-develop materials





GALLERY &
DESIGN STUDIO





GALLERY & DESIGN STUDIO







“In Scotland, they respect their culture and Craft and are now restoring practices to preserve it for the generations to come.

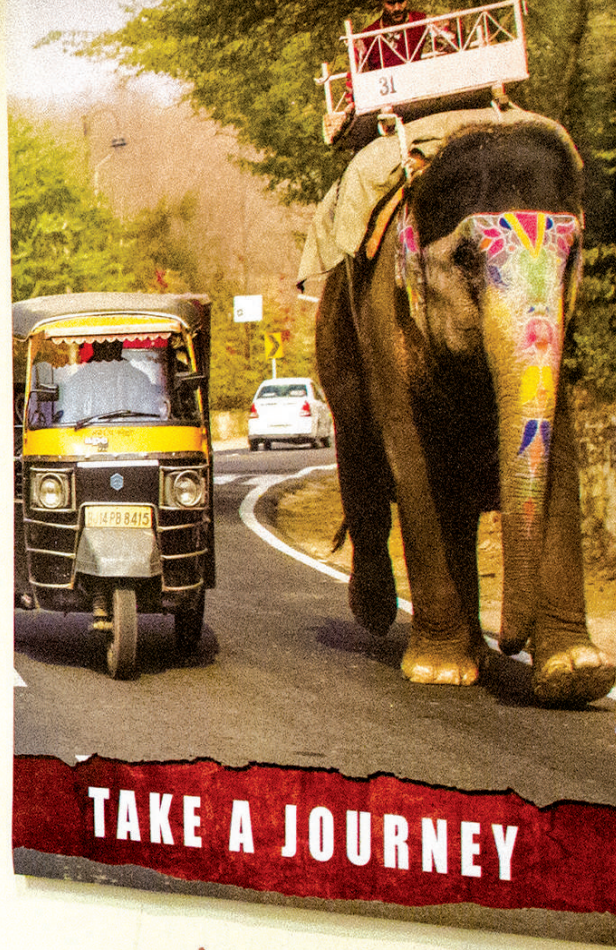
I want to influence my country to value its heritage and culture.”

Vipin Sharma
Student: Arch Academy of Design









“Working collaboratively on a single concept across two cultures is challenging. Brand Jaipur brings together the local and the global perspective and shapes a strategy that could be adopted by the city.”

Jana Slovackova
Student: Perth College UHI







Deliver

In March 2015 Perth College UHI faculty and students visited ARCH Academy, Jaipur. This was the final visit from Scotland to India as part of this project

Student Collaboration

- Student Exhibit: To re-purpose the materials exhibited within Scotland in January.
- Conduct Interviews with industry to facilitate the refinement of "Brand Jaipur" Concepts
- Prepare teaching pack to accompany workshops that faculty are delivering

Learning Portal Refinement

- Build upon developing materials for portal
- Commence building of the portal
- Deliver 'Train the Trainer' workshops to school teachers in order to test the materials
- Deliver Industry workshops and disseminate the project

Deliver

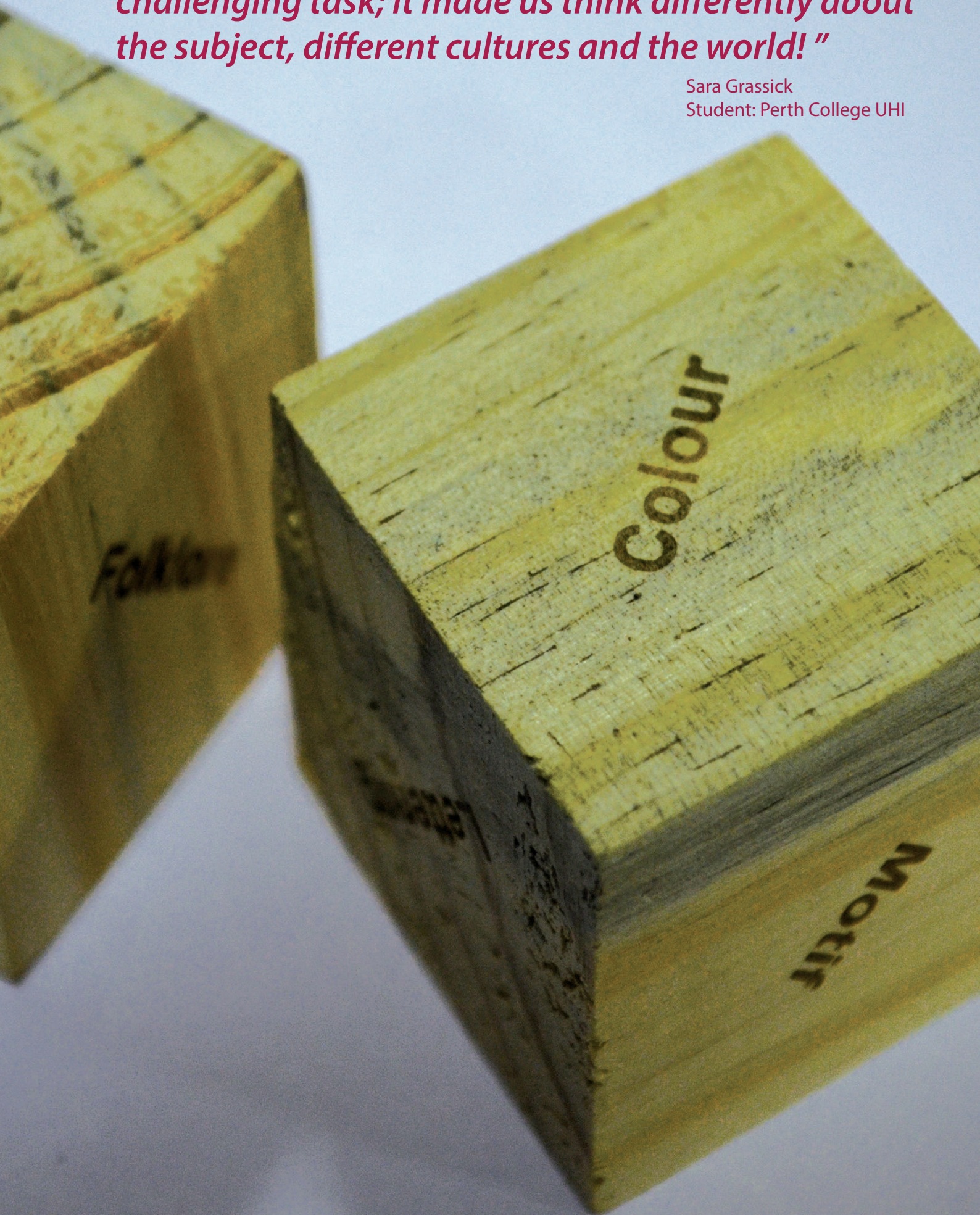
In formulating the workshop schedule we needed to consider different target audiences and how one tool could be employed to garner effective results.

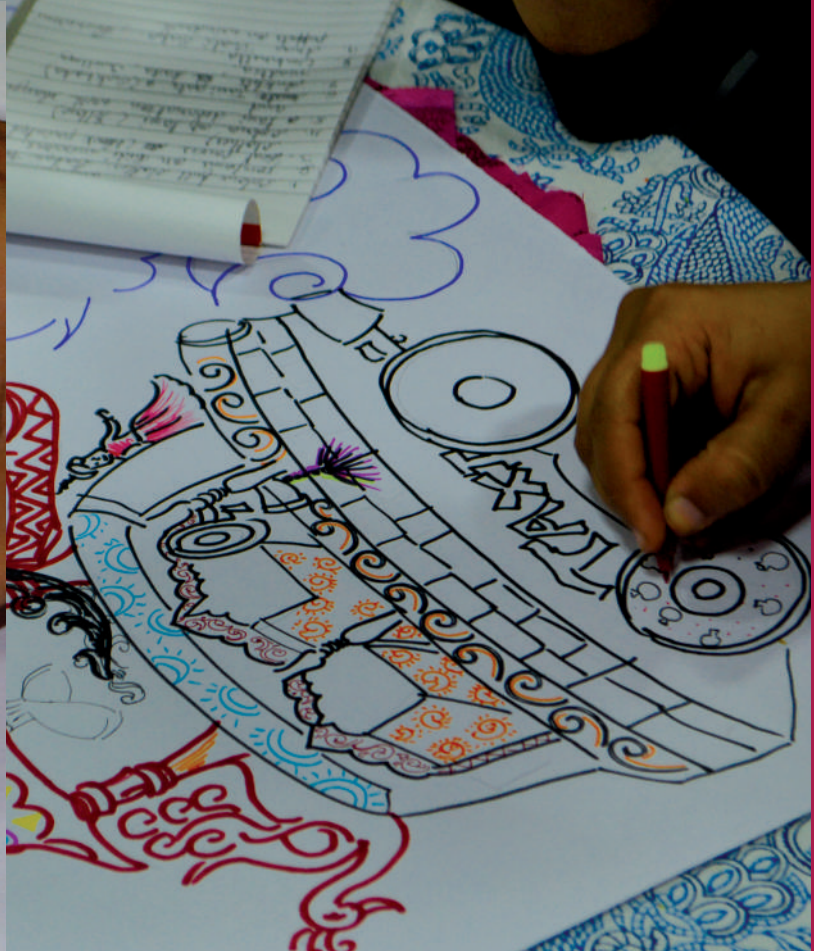
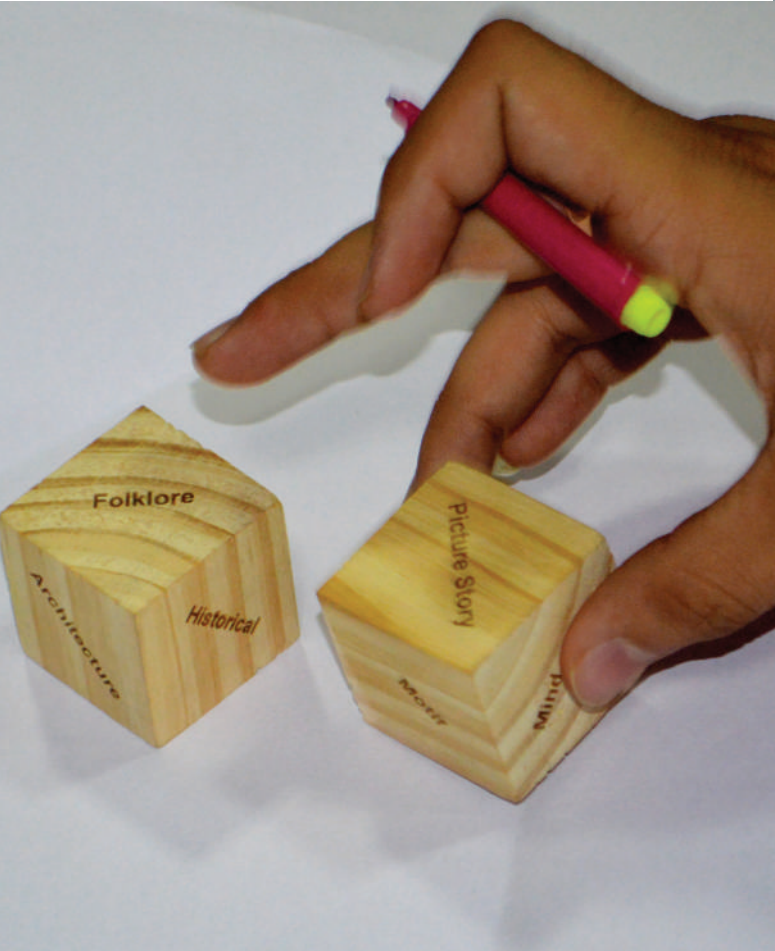
The solution designed was a set of dice that could act in combination as a trigger for design exploration and visualization or discussion prompts depending upon the audience.



“Creating the Learning pack and workshops was a challenging task; it made us think differently about the subject, different cultures and the world!”

Sara Grassick
Student: Perth College UHI





Train the Trainer Workshop

Having tested out the material on two separate groups we facilitated a Train the Trainer workshop for 50 High School Art and Design Teachers within Jaipur. The purpose of the workshop was to engage Indian art and design teachers with creative methodologies for introducing design communication within the school curriculum in a way that reignites the young people's appreciation of heritage and culture. It was also an opportunity to promote the learning and information portal that the project would make available to educators.

Influential meetings

Ms. Silvia Constantini
First Counsellor to the European Union in India

Mr Naveen Tripathi
Co-founder of Mercury Communication Design, Jaipur

Mr Sudhir Kaswali
Owner of Gem Palace, Jaipur and
cultural photographer of Rajasthan





Deliver

In June 2015 Arch Academy Faculty and Students visited Perth College UHI with an aim to complete and refine the project.

- Edit a short film regarding the project
- Refine the 'Brand Jaipur' concepts in response to the consultation
- Edit short process films regarding indigenous crafts
- Catalogue all images gathered throughout the discovery stage for upload to the information portal
- Refine and produce a teaching pack to accompany the learning portal
- Produce a Project publication documenting the entire process
- Refine, upload and test the learning materials





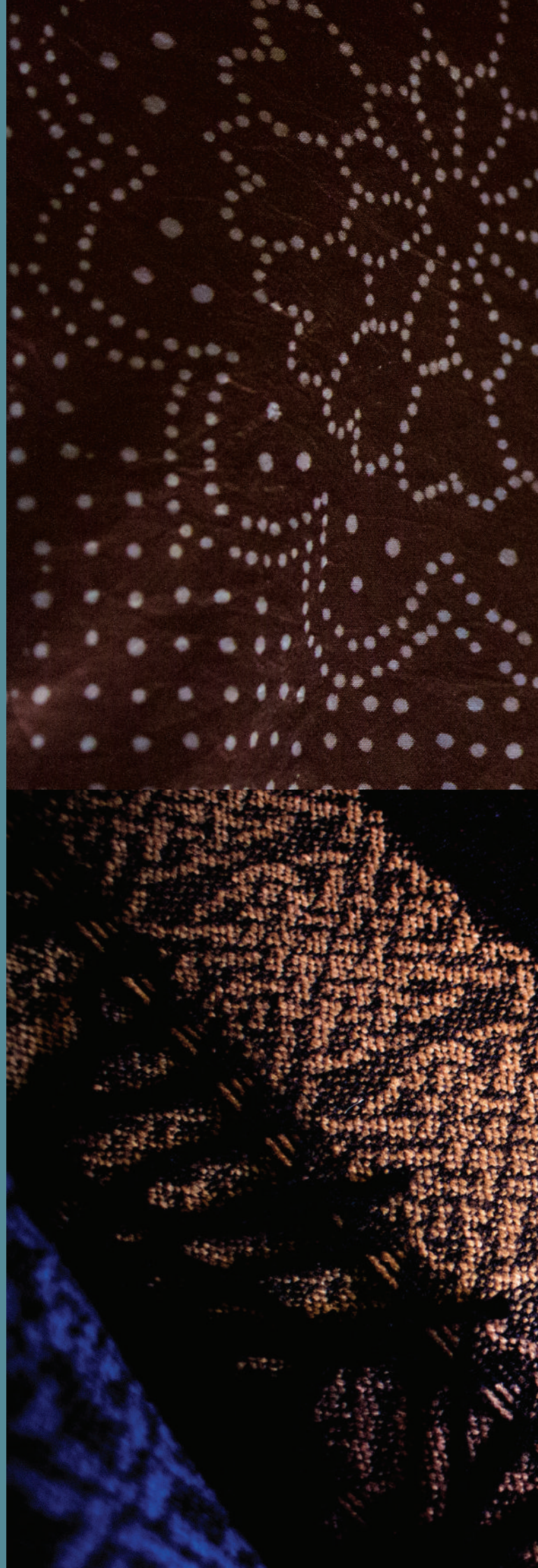


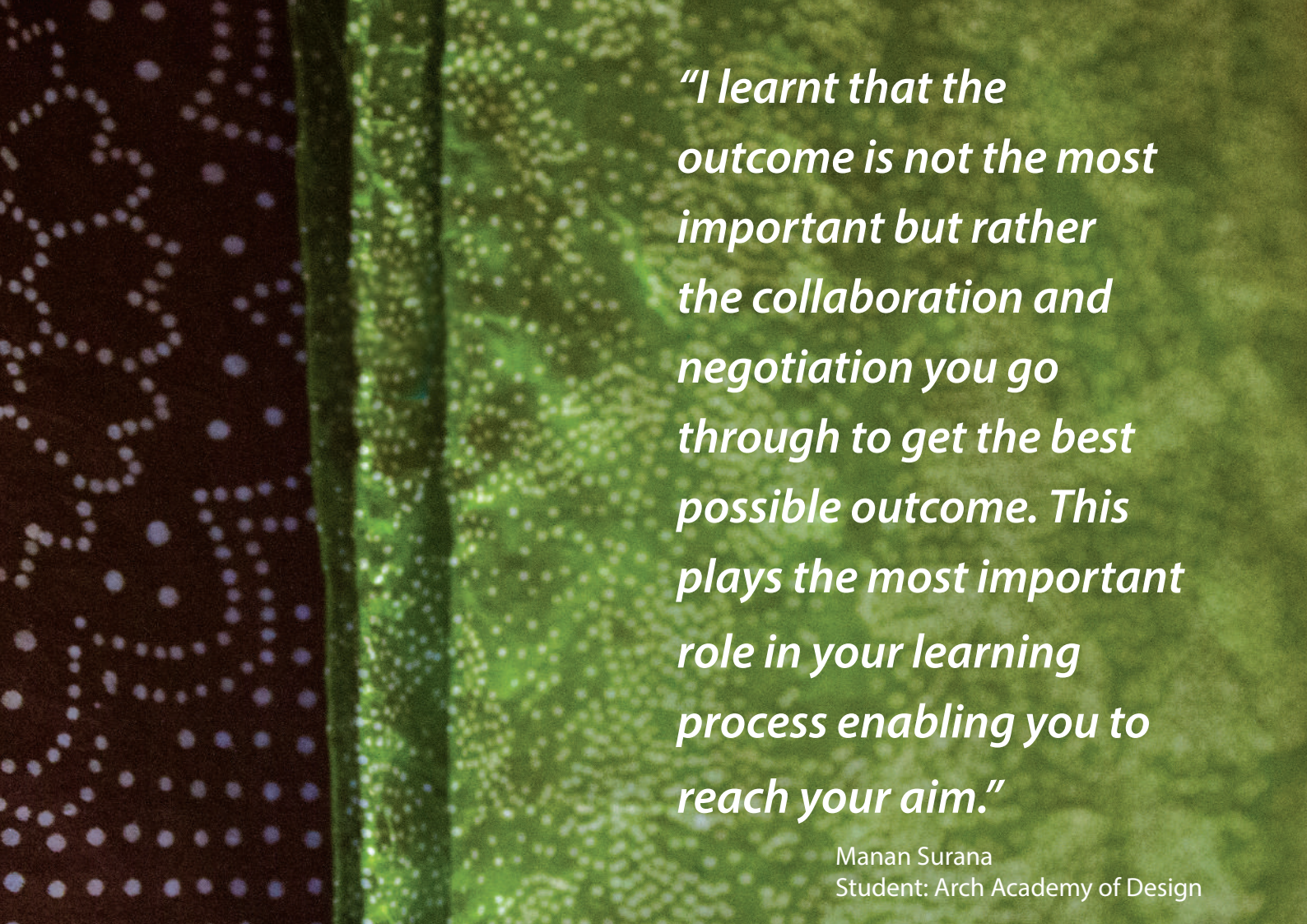
Evaluate

The online learning portal is about launch

There is an information portal and website regarding the project which has been created that will facilitate other researchers and educators sharing their findings regarding the creative and cultural industries within their country. It will be a membership based resource but will make all images and films available with copyright restrictions.

www.designcommunication.org





"I learnt that the outcome is not the most important but rather the collaboration and negotiation you go through to get the best possible outcome. This plays the most important role in your learning process enabling you to reach your aim."

Manan Surana
Student: Arch Academy of Design



"This experience was completely different for us and valuable because we had an opportunity to learn the way designers are working globally."

Vidisha Gupta

Student: Arch Academy of Design





Participants

Perth College UHI

Faculty

Christiana Margiotti

Subject Leader Arts & Creative Technologies &
Programme Leader BAH Visual Design & Communication

Helen Roger

Learning and Teaching Leader Creative Industries

Students

Robert Garforth

Sara Grassick

Suzanne Issa

Jana Slovackova

William West



ARCH Academy of Design

Faculty

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Taniya Ajwani

Vidisha Gupta

Vipin Sharma

Manan Surana

Surbhi Verma



Elements of photographic content provided by Joey64



Intercultural Communication

