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The Future of Graphic-Media Education Investment in People and Challenges for the Print-Media Higher Education Institutes

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General trends

Graphic arts and media education has been evolving in the last two decades mainly with:

- Reforming and restructuring of curricula
- Adaptation and courses and modules throughout the entire spectrum of the educational levels.

This was the case in almost all European countries and this process is still going on.

General trends - challenges

However, the challenges that arise nowadays seem to require new strategies for graphic arts education and training, namely:

- policies for competence evaluation and certification
- job profiles description
- adaptation of people in new knowledge

Driving forces

Convergence of technologies (Media, Printing, IT, content and information management, mobile technologies).

Merging of previously separated professions and competences.

Internationalization of industry, business, trade and services.

A new structure:

Print, Internet and Mobile Media

Online and offline media

Convergence of different media platforms

Web-to Print and Print-to Web

As a result: We need to think in a different way for people we educate

Need for reorientation of education and training in the graphic arts - media field.

How and towards which direction?

Issues to be considered:

- Sector's developments and trends – How do we proceed? (Lessons learnt from Drupa 2012 for example: Cloud computing and management, Heavy duty digital printing machines, Digital packaging printing, Nanography etc., etc)

However:

- The biggest challenge is the *future of reading* and the further relationship – competition - convergence among print - digital – mobile media.

Issues to be considered (cont):

- Which competencies (for such an evolving environment)?
- What about “old” problems not solved yet? (Skills shortages ageing of employees etc.)
- Flexible forms of work, new working structures (Flexicurity??)
- The future of work (EGIN annual conference Athens April 2012)
- Follow up the "2010 Socially responsible restructuring project" at national level and European level (Intergraf)

- Setting-up of a European skills and jobs council which will enable the European social partners to better monitor the development of the sector by anticipating changes of skills and jobs and to exchange best practices (Intergraf)
- Restructuring of for production and services in Europe (Cedefop, Thessaloniki, November 2011)
- New approaches for curriculum development and assessment structures – need for revision (Cedefop, Thessaloniki, April 2012)

- New requirements for “soft” skills – abandon the technical print education? (EGIN Annual conference Athens, April 2012)
- The Printing college at Melbourne University is closing its print department (Packaging printing magazine, Australia, May 2012)
- KTH, Stockholm: The Department of Media Technology and Graphic Arts production has been merged with the department of Human –Computer Interaction. The new Department is now operating under the name:
- “Media Interaction Design”

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Trends in education and training for the graphic arts and media sector both at sub-degree and higher education levels

- Graphic arts and media is strongly influenced by the IT-ICT and the mobile communication sectors
- Graphic arts education and training is formed by various learning applications including formal education and training, further training, on the job-training and individual learning.

Trends in education and training for the graphic arts and media sector both at sub-degree and higher education levels (cont.)

- Strong differences among EU countries
- The interaction between continuing training and initial training deserves special attention. There is a growing tendency to establish interconnections.

Trends in education and training for the graphic arts and media sector both at sub-degree and higher education levels (cont.)

- The set of skills required for competence in graphic arts and media education and training at sub-degree level comprises three main skill-groups:
 - Graphic arts and media skills,
 - ICT skills,
 - Social - soft skills

- Increasing application of the cross-media publishing concept, where production processes and management strategies are formed towards the common production and processing of print and electronic media.
- Graphic arts and media production is oriented towards full digital workflows.
- Emergence of new professions in the media industry.

- A particular feature is the inter-disciplinary teamwork-based nature of the work, with combination of technical and creative skills and, occasionally, with business skills that cut across traditional professions and training systems.
- Many of the new jobs created in the sector require hybrid skills, which are not yet well provided by existing bodies and institutions.
- Information technology (IT) is impacting on occupations at all levels in the print and graphic communications sector, changing both the nature of the production process itself, and communications across and outside the business.

- There is a lack of clearly defined standards as well as of common descriptions of qualification profiles in the graphic arts and media sector.
- Requirements for definition of job profiles and professions, validation of knowledge and experience, certification of qualifications (for example the EGF framework), which need to be specifically addressed for the graphic arts and media sector.

Tasks for the higher graphic-media education institutes:

- New ways to think and act!
- Partners – stakeholders - key sector players should actively participate
- EU, other authorities and governmental bodies should create space for the sector's voice at Europe, national and regional levels
- Forms of cooperation - What could be new?

Some proposals - ideas for action for the Higher education institutes:

- Initiatives for restructuring and anticipation of change including innovation in work and learning in the sector
- More involvement at all levels of graphic media education
- Consider flexible pathways for continuous - blended learning

- Act towards creating mobility structures towards removing the barriers for education, and training between levels, countries, fields of expertise formal and informal learning
- Match learning with restructuring, innovation and learning in enterprises
- Consider a holistic strategy for Human Capital Development for the sector (Politis PhD, Stockholm 2004)

Comments by Dr. Anastasios E. Politis, Expert - Participant at the Workshop Sector Printing & Publishing (Graphic Arts and Media) - Working Conditions, Adaptation to Change (EUROPEAN COMMISSION, Employment, Social Affairs and Equal Opportunities DG Social Dialogue, Social Rights) 24 January 2009:

“... further actions should be undertaken by sectors’ experts teams at EU level, for a more in-depth and accurate analysis of skills and competences”.

“... Each sector should underdake the responsibility for the holistic development of the sector – that means people, companies, entrepreneurs, students, etc., etc”.

“... A set of activities and measures to be taken can be implemented by the sector’s team of experts, such as:

- The image of the sector.
- The effort to offer efficient initial, continuous and further training and education.
- The need to recruit young people to work in the sector.
- The need to secure the working places.
- The need for quality of employment and the working environment.
- The need to secure that older – traditional workers will keep their employment....”

“... New structure(s) for the management of change, restructuring policies and introduce innovation in learning needs to be formed

Such a structure (for example a body of experts for each sector) should be established in a form of long-lasting, structured and efficient cooperation among the sector's stakeholders at European level.

The stakeholders of the sector should then participate in this new structure with a new form of common activities, based on a concrete plan...”

“... Who should participate?”

Intergraf, UNI – Europa Graphical, EGIN, IARIGAI, International Circle, Experts of the sector,,,

This team should carry out the responsibility to create, operate and apply the strategy and run the activities in the long-term. Those involved should be committed to work efficiently for this purpose. And finally, the European Commission should support such actions thoroughly...”

Investments in people for graphic-media sector:

Analysis of the trends and developments

Definition on the structure and formation of the sector in the foreseeable future

Design of education and training for the sector under a holistic approach

Not separately for the different levels – structures of education and training but:

Under a more general / vertical consideration

Taking in mind the different requirements for the sector industry – in different settings / levels

Towards the concrete adaptation of the education and training into the sector needs but,

taking in serious consideration the prosperity and well-being of *People* – all people involved with the sector – industry no matter the call, relation, type of employment, country or origin!

Thank you for your attention!

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