Small Training Provider of the Year  
2001  
Institute for Design, Entertainment  
and the Arts  
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The Institute for Design, Entertainment and the Arts, (i.D.E.A.) began operation in Melbourne in 1998. The Institute grew out of the company Mac and Lee and Associates who had been providing pastoral care, homestay, and educational assistance to international students for over fifteen years.

The Institute was established as a 'not-for-profit' organization with very clearly defined aims: -

• To become nationally and internationally recognised as a leader in the delivery of multimedia training and development.
• To offer courses in the niche industries of multimedia, media and graphic arts.

To achieve success i.D.E.A embraced the concept of the Pursuit of Excellence.

TEAM BUILDING

The pursuit of excellence required the Institute to look with confidence towards the future and to build a team that was ready to accept change, take risks, and which was both creative and innovative. The building of the team required a good communication network to ensure that all team members understood the goals, were able to share ideas and could solve any problems along the way. It was also important for the team not to be afraid of admitting mistakes.

Part of the team building process was to encourage staff to be part of the adventure, wanting to be part of the journey, to have fun and to enjoy each other's company.

The biggest threat was seen as not having a sense of adventure, not being part of the team and not willing to accept change.
Staff wanted to be known for the quality of their ideas and for imparting confidence and sense of adventure to their students. The recognition that training is a life long pursuit, a never ending journey and that it can be fun.

At i.D.E.A. we developed the concept of the trainer as a resource centre- to direct, guide, manage, communicate and stimulate the student. The trainers are always positive, with no negative thoughts and ideas. Further, students have been encouraged to be part of the team process, articulated in the Institute's "Student Bill of Rights" and as such have an important part to play in the operation of the Institute.

i.D.E.A. believes that the quality of student learning is a result of it's investment in their staff. The staff at i.D.E.A. have all made a commitment to the organization to deliver quality training. This has often been at their own personal expense where a more lucrative and secure position could be had elsewhere. At i.D.E.A. there is a commitment to make a difference, to provide a challenge and to offer a quality of learning that places the institute at the forefront of innovation and creativity.

The fostering of creativity, the pursuit of ideas and the search for innovative answers, is what stimulates the learner and produces consistent learning outcomes where all students seek to perform at their best. Evaluations of the student body point to this factor. All students are treated equally and are encouraged to achieve their goals. i.D.E.A. operates in an open market place where students are free to compare from one provider to another. Recent interviews by students with fellow students indicate their appreciation of the courses and their recognition of staff commitment.

STUDENTS

Before a student begins their study they are interviewed to determine if they have a good understanding of their chosen course, their goals and aspirations and for them to decide if the Institute meets their requirements. This process also determines if they need any extra additional training. If they do not have the immediate skills that are required to commence a course then they are required to attend a workshop to get them 'up to speed'. Students do not enter courses to fail.

Students are further encouraged to help each other. To achieve this, i.D.E.A. has developed the buddy system where students work with each other to complete projects and better understand course requirements. Students also have full out-of-class access to resources such as computers, the Internet, email, printers and library resources. If students do not achieve immediate success then they are given extra time to complete projects with help from a mentor who is often a second year student.

Students are seen as creative individuals, who have something special to offer. They are encouraged to reach their potential and to see themselves as having skills and attitudes, which will enable them to achieve success in their chosen career.
Classes are also scheduled in concentrated blocks that allow students to undertake part time employment as required. This is achieved through a flexible approach to learning where students focus on outcomes rather than formal attendance patterns.

Multimedia studio

SCHOLARSHIPS

To reward student excellence i.D.E.A. offers each year a range of scholarships. These scholarships are based on work produced during the year and are judged by outside industry consultants. The aim at all times is to maintain an industry focus in the work undertaken by students of the Institute.

INDUSTRY CONSULATAION

During the delivery of each course i.D.E.A. provides a range of industry mentors who are able to offer valuable advice to students about industry expectations.

An industry network of consultants who advise the Institute on industry related issue and also provide real projects for student participation further supports this.

i.D.E.A seeks to employ only industry professionals with relevant industry skills as trainers. If we are to provide cutting edge training then we need both up-to-date resources and up-to-date industry practitioners as trainers.
ONLINE DELIVERY

To complement the hands-on training, i.D.E.A. has developed a range of online learning resources. These are available from our webserver and are delivered in the classroom with the students also able to log on from home. The aim of the online learning material has been to provide real workplace scenarios that are simple and engaging as well as supporting the in the classroom training. By embracing online learning we have allowed the student to learn at their own pace and more importantly when they want to learn. If they feel they are not coping too well on any particular day they can always return at any time to the learning material.

Once again this material has been developed with key industry partners.

CURRICULUM

The only way to stay abreast of current curriculum issues and changes is to be actively involved. The Director of i.D.E.A. David Turner is a member of the Arts and Entertainment Curriculum Reference Committee, which makes recommendations to the Victorian Office of Training, & Tertiary Education about courses delivered in this industry sector. This commitment ensures the Institute is aware of any curriculum issues and changes that effect the courses offered by the Institute.

Further commitment has been involved in the development of new courses such as-

- Participation in the Film, Television and Radio and Multimedia Training Package
- Implementation of this training package with consideration of portability, customization and industry focus.
- i.D.E.A. is also prepared to offer its expertise to other Institutions and is actively involved with ACPET, the Australian Council of Private Education and Training.
RESOURCES

i.D.E.A. has invested heavily in up-to-date industry standard computers and software. This is an ongoing process with each year requiring more upgrades of software.

Where the Institute is not able to offer industry standard facilities then we have sought industry support through the use of external resources e.g. Radio Station 3CR and the Australian Print Workshop.

To achieve a good communication network with all students we provide an Internet and email service. This allows students to communicate with each other on a regular basis.

To further ensure student success the Institute also offers an onsite welfare officer who also assists with student problems and accommodation.

EXTERNAL WORK FOR STUDENTS

i.D.E.A. has sought industry partners to provide students with work that is industry relevant. This has involved group projects with outside clients, e.g. the development of websites, graphic images and video recordings. Second Year students are required to produce a relevant industry based product for a client. This requires a level of consultation and the understanding of client needs.

Where outside work has not been immediately available i.D.E.A. has engaged students to work on projects we feel will be successful - e.g. Animations, Authored Products, Corporate/Business Logos and Letterheads.

i.D.E.A. intends to continue its pursuit of excellence into 2002 and beyond. For 2002 the institute has moved into newly renovated premises in the heart of Melbourne. The Institute is now located on the Bourke Street Mall in the centre of the city.

i.D.E.A.'s website can be found at http://www.ideaonline.com.au