Digital transformation of design led challenges with IMPACT…

Prof Jess Power (VIP Prof Andrew Lawrence).
@CAECreative @Jess__Power__

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Virtual Pilot…

What Next…

Image: Florin is a money management app for the elderly

"Collaborating with people from different disciplines allowed me to get a different view on solutions to the problems that COVID-19 created. It is wonderful to have my ideas recognised as worthy by such a fantastic design agency."

<u>Winning Team</u>

Graphic Design: Bryan Downley

Aeronautical: Shannon Frisby

PGR Electrical Engineering:

Mais Al-Rawashdeh

RETHINK

Unexpected commercial opportunity

VX Fiber Challenge:
to designing street-side furniture to house fibre-optic cables, which would complement or even improve their surroundings.

1st : Ed Andrews (Aeronautical Engineering)
2nd: Zac Lewis & Jessica Weigelt (Product Design)
3rd: Aimee Walters (Mechanical Engineering)

…huge thank you to VX Fiber for not only providing me with a thought provoking and challenging project, but also for helping me to develop my design skills and improve my confidence in my own work
Ed Andrews, BEng (Hons) Aeronautical Engineering

REINVENT

Challenge: generate concepts for a state-of-the-art gaming

Lucas, a first-year student studying graphics, said: "This was the first challenge that I've taken part in and getting to know students from different disciplines and working together with them was a great experience." *Winning team:* Imi Gregory, Education Studies: Lucas Ulitschnik, Graphic Design; Andreas Adamou, Engineering Design

Game on! Students take on 24-hour hackathon : VX Fiber

The challenge was great because it allowed us to meet new people from other courses and develop our team working and presentation skills. It was an extremely valuable experience as we'll carry the skills on into the future into jobs. It has also been very worthwhile to have input from different backgrounds (courses) as we seemed to complement each other; it has been a privilege to work with such a great team on a project with this iconic aircraft.

Fine Art Laura Williams; Mechanical Engineering Matthew Lunt; Engineering Design Ash Johnson and Lucy Archer.

PMAG Spitfire Challenge: Students were tasked to think about synthesizing community, learning, heritage & technology to provide a creative solution to engage visitors with activities & artefacts.

REINVIGORATE

UHNM - Legacy Creative Challenge: Celebrating the Royal Infirmary Heritage.

Challenge in May 2021

Picture Credit: University Hospitals of North Midlands (NHS) Trust

Networking opportunities:

- **Across all areas of university**
- **Two Stoke Cllr involved**
- **Prize sponsored by the IET (regional)**
- **Estates UHNM : narrative from all over the hospital**
- **Forensic archaeology team, drones capturing images**
- **Technical team (3D renders and videos)**

Reflections:

LOVE, worthwhile, enjoy, fun, useful, amazing, fantastic, opportunity

- Meeting new people!
- Giving back
- Well being
- Commercial Awareness
- Skills awareness and enhancement
- Graduation ready

Pandemic opened signification opportunities to connect our students differently

Thank you
Any Questions

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