

The quarterly magazine for  
staff, students and friends  
of Ravensbourne College of  
Design and Communication

# Ravview

11.06

Having just completed his Foundation Degree, Broadcast Operations & Production student, Brice Lainé, has recently flown to Togo, Africa, to produce a documentary about a locally-run development project.

Brice has taken the title of The Dancing Forest for his documentary. This marks the end of the agricultural season at the Cidap, the celebration of the villagers' hard work and the consequent protection of the environment.

Brice has been able to turn his documentary idea into reality with the support of two RaveMedia awards – he received a £1000 Research and Development Award in 2005 and, in June this year, he won a £5000 Project Award for the production of his film.

As he planned the final details of his three-month trip, Brice kindly took some time to talk about his documentary.

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## The Dancing Forest



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# Tomorrow's TV talent

In early July, Skillset announced that, following the success of the Screen Academies for the Film Industry, they were widening their scope and seeking to establish Skillset Academies to address the issues identified with the UK's television industry for both the existing workforce and new entrants.

By establishing Skillset Academies – a network of centres of excellence – covering a wider range of sectors and subjects, the industry is seeking to develop real and lasting partnerships with further and higher education. And in return, Academies are expected to set new standards in the design and delivery of practice based education and training.

Barbara Howell, Head of Faculty of Media & Communication, who is leading on the College's application to become part of the Skillset Academy network said: "We believe that becoming a Skillset Academy will enable us to nurture the talent of our students even more and will ensure the future competitiveness of the

industry. Ravensbourne is exceptionally well-placed to provide the right mix of creative and commercial skills vital in influencing and developing tomorrow's TV talent."

## The Skillset Academy network

The network will provide learning programmes aimed at a wide range of different people at different stages of career development, both pre and post entry. It will reflect current industry practice, technological innovation and the importance of producing content for multi-platform distribution.

Skillset Academies will also provide courses that range in scope and level and will include: vocational courses and qualifications, short

courses/CPD programmes, foundation degrees, undergraduate and postgraduate programmes.

## Becoming an Academy

The criteria to become a Skillset Academy will focus on quality – quality of staff, quality of recruitment process, teaching, facilities, industry links and existing provision. Skillset is looking for the best of the best, and once established, the network will be promoted on the basis of a shared reputation for industry-endorsed excellence.

## Benefits

Although this is not an application process for direct funding, the industry will work through Skillset, and directly, to support the Academy network. However, individual employers and

practitioners will continue to play an important role in working with, and in some cases, directly funding Academies. In addition, the network will benefit from enhanced levels of expertise, access to work experience/realistic work environments, mentoring, master-classes, on-line learning resources, careers IAG and other collective initiatives such as summer schools, student shows and outreach programmes.

## Next Steps

There are three stages to the application process. The first is the Expression of Interest and the College will receive feedback on this in November. Applications are then first assessed in Feb 2007 and followed by a more detailed appraisal with assessment visits taking place between March and May 2007. Final decisions will be received in June 2007 and Skillset Academy Status approval will be for a period of three years.

## RELOCATION CLEARS ANOTHER HURDLE

At the Ravensbourne Board of Governors meeting held on 20th September 2006, Governors were presented the final version of the relocation Business Case prior to consideration by the HEFCE Strategic Development Panel.

Governors were reminded that one of the main changes to the Business Case from previous drafts was the proposed reduction in the size of the Greenwich building. The proposed structure would still provide some 20% – 25% more space than the present one and the ability to increase size in the future as necessary would also be retained. This reduction in size is based on HEFCE's insistence that student growth forecasts are based on a very small increase, and in spite of this limitation all other Ravensbourne aspirations regarding the move could be met.

Having expressed their views, it was unanimously agreed that the Business Case document represented the Board's views and this was then considered by the HEFCE Panel on 21st September 2006, receiving 'full approval'. This means that all the major hurdles to the relocation have been overcome, and work on the project has now recommenced with the objective of moving sites in the Academic Year 2009/10.

Agreement of the full HEFCE Board, which meets on 2nd November 2006, is still to be achieved, plus obtaining planning permission on the Greenwich site, but the Board is sufficiently confident that these will be achieved in due course.

## UK – India Education and Research Initiative (UKIERI)

Fashion at Ravensbourne has had a major financial boost to strengthen its international links through a successful bid to the British Council.

The College will receive £53000 to build a successful international partnership between UK and Indian HE/FE institutions and the fashion industry. Our partners in education include Pearl Academy of Fashion, Delhi, and Newham College of Further Education. We are also fortunate to have key industry representation from Lectra (fashion computer systems), Top Man (Arcadia Group), River Island and major industry players in India.

For further information contact Peter Pilgrim or Rosy Crehan.

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Raview is the quarterly magazine for staff, students and friends of Ravensbourne College of Design and Communication. Its aim is to celebrate and showcase the College's creativity, and to provide news and information on the College for the Ravensbourne community.

More detailed information can be found by going to the links in the College website or intranet given at the end of articles, or by contacting the named contributors. Raview is available in pdf format and individual articles can be provided as large print

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# Student surveys show positive results



The results of two student surveys have been published. The National Student Survey (NSS) was introduced in 2005 with the purpose of helping inform future students in their choice of course, university or college, and to contribute to public accountability. The second survey is the Ravensbourne College Course Experience Questionnaire, which provides the College with a measure of student satisfaction and allows the College to identify areas of student dissatisfaction to be addressed.

## College Course Experience Questionnaire

The results from the Ravensbourne Questionnaire for 2005/6 once again showed that 84% of respondents "would recommend their course to others" and 87% thought the quality of teaching was good. And more than 4 out of 5 students expressed satisfaction with the College as an environment to learn in.

The promptness of assessment feedback scored low with only 55% expressing satisfaction with this aspect of the student experience, however, the College has been making determined efforts to rectify this situation. And this summer external examiner reports indicated that there was an improvement in the quality of feedback given to students – a very positive sign although there remains work to be done.

## National Student Survey

The NSS results in 2006 reflect the pattern seen in 2005. Although there were slight improvements in some aspects of the survey results, course planning, timetabling and communication with students were highlighted as areas of priority for the College.

The College has started to introduce a number of initiatives to address these issues. During the last academic year the 'Unit Scheme of Work' was introduced to assist tutors with planning the

delivery of their courses. For the current academic year Business Support have now taken on the timetabling function across the College. While there were inevitably teething problems with the introduction of this system, it is envisaged that in the long run this will strengthen timetabling across the College. We expect that Business Support will have electronic timetabling in place by the end of the current academic year. During the current term the College, along with external consultants, conducted a review of various aspects of the administrative structure – the outcomes of this review are expected to result in further improvements to course administration. In addition to increasing the effectiveness of timetabling, the College is working on mechanisms to communicate with students when problems do arise. The College is investigating the introduction of a system of instant messaging to student mobile phones to alert them of any changes to their timetable. And in this term the Business Support, Quality and Finance teams all relocated to the main College corridor providing a useful information hub for students. But there is still more to be done in the coming year.

Leaving aside the results in the management and organisation section of the survey, Ravensbourne's results are not out of line with the pattern in the creative sector. The full survey reports are available on the intranet.

<http://intranet.rave.ac.uk/quality/ab171006.htm>

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# David Conway

**David Conway is the Chair of the Audit Committee. We asked him to tell us about the role of the committee and also to explain his claim to be the only serving Governor who is also an enrolled student!**

## How do you see the role of the Audit Committee?

I have only recently become Chair of this committee so I believe its role is still evolving. We have a parallel function with the Finance & General Purposes Committee. Where they're concerned with strategy and planning our main focus is on audit, looking at the systems, controls and structures.

## So what do you actually do?

Historically our principal objective has been to support the Board through examining the final accounts before they go to the full Board. Plus liaising with internal and external auditors throughout the financial year.

But we also deal with more general issues of risk management and governance, which will become increasingly important as the College prepares for the proposed move to Greenwich. It's key for the College's future success that these matters are in order.

## Do you think that students might feel the Audit Committee isn't relevant to them?

Yes, I suppose that could be true. But as well as auditing the accounts I believe we're part of the wider College resources that students can draw on for support and advice, particularly in respect of business issues. And I'd like to think that we can encourage students to take greater advantage of this in the future.

## And your role as Chair?

Basically to provide an overview of risk management and corporate governance - but not take any responsibilities as a Committee as that is the prerogative of the Board!

## How did you become a Governor?

The Board were looking for new Governors and my experience in the healthcare sector – which is similar to, but different from, the education sector – means that I approach

things from another perspective. And it was that sort of input they were looking for. It's often easy to be introspective and I hope that by viewing things from a different angle as an 'outsider' I can make a valuable contribution to the running of the College.

## What do you get out of your involvement with the College?

Ravensbourne is a unique institution with huge potential for future development. I really enjoy being involved with a design and communication College because of my previous experience in the textile industry.

'Balancing the books' is really satisfying, as is solving complex problems, but it's the business and analytical aspects that I find attractive. I'm also looking forward to the exciting challenges of moving to Greenwich and working to position the College at the forefront of the sector while at the same time preserving its special character.

## And finally, what's this about your student status?

Well I'm currently researching a PhD in music history at University College London,

so I think I'm the only Ravensbourne Governor who is also an enrolled student. But of course if anyone knows any different.....

David Conway graduated from King's College Cambridge in 1971 and his employment has included the Stock Exchange, the textile industry and management consultancy. He currently divides his time between researching for his PhD and working on development aid projects in the former Soviet Union on behalf of the European Commission and DFID. He is also a non-executive director of a National Health Service Primary Care Trust in London.



# PROFILE

## OUR GOVERNORS

# Employability



Early on in October, Ravensbourne played host to key leading representatives from the communication and media industries.

# Masterclass

The College was extremely fortunate to have Richard Brooking (Broadcast Training Manager (Engineering), BSkyB), David Klafkowski (Technical Director, The Farm), Mike Short (VP, Research and Development, O2), and Mike Southgate (MD, BBC Resources) as panel members, sharing their experience and expertise with students from the Faculty of Communication Media. The Employability Masterclass gave students and staff the opportunity to find out about the latest developments in the industry.

This event is part of the Employability Masterclass series, providing the opportunity for students and staff to hear the opinions of those on the frontline of industry. The next Masterclass is scheduled for later on this term, with panel members sharing their knowledge and experience of how to get on in broadcasting. For further information, check out posters / emails or contact Helen Gleaves.

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The lively discussion was welcomed by all, with students commenting:

**“The panellists were very open and willing to talk about everything they know, which made it accessible for me.”**

**“They reassured me that coming to Ravensbourne was the right thing to do.”**

**“I liked getting answers from (possible) future employers at first hand.”**

**“The advice I will take away is – change is what we’re gonna have to deal with...”**

# CONVOCAATION 2006



Convocation was held at the Fairfield Halls, Croydon, on 18 July one of the hottest days of the summer. This year 300 students graduated, and 900 guests attended the event making it a real ‘family’ day.

Our key note speaker was Professor Geoffery Crossick, who became Warden of Goldsmiths College in May 2005 – a college where over 10% of the student population is enrolled on art & design courses.

**This year awards were made as follows:**

**Student of the Year Award:**  
Adam Eposito of the BA (Hons) Interior Design Environmental Architectures,  
Emma Chiu of BA(Hons) Graphic Design

**Visiting Professor Award:**  
Alan Phillips

**Chair of Governors Award for Staffing Excellence:**  
Professor Karel Dudesek, Mr Bahi Para

# Preparations for QAA Institutional Audit 2007

As reported in the last issue, the College will be subject to a QAA Institutional Audit in Spring 2007.

Shona Patterson, the QAA Assistant Director with responsibility for the Audit undertook a preliminary visit to the College on 9 October to meet with the Director and other senior managers at the College. The purpose of the visit was to discuss the arrangements for the Audit process and the potential 'trails' which the auditors might follow at the College.

Over the next two months, the Director of Quality and Academic Services John O'Boyle will be preparing the Institutional Briefing, a document which explains the mechanisms by which the College sets and maintains the standards of its course and assures the quality of the student experience. Looking at the student experience from admission through to assessment, the document will explain what we do and why we do it, will evaluate the degree to which our current systems work and identify where we might improve it. There will be wide ranging consultations with staff during this process to ensure that the Institutional Briefing accurately portrays our procedures and that we take advantage of the preparations and Audit itself to enhance these. During the same period, the Student Union will prepare a brief report on the student experience at the College and the College will be supporting them to do this. This Student Written Submission will also inform the Auditors during their visits.

In Spring, an Audit Team of 4 Auditors and an Audit Secretary will visit initially for a three day Briefing Visit in the week beginning 19 February 2007. The first visit will involve a 'senior layer' across the College who will meet the Audit Team to explain fully the processes and procedures referred to in the Institutional Briefing and to point them in the direction of evidence to show that we have appropriate procedures in place, are committed to their implementation and are monitoring their effectiveness.

The full Audit in the week beginning 26 March 2007 is likely to last over five days and will involve a much wider cross section of staff and students. Almost any member of staff may be called upon to take part in meetings with the Auditors or to provide documentary evidence in relation to the College processes. By questioning staff in meetings and looking at documentary evidence, the Auditors will then decide whether they have confidence in the College's approach to the setting and maintenance of standards and assuring the quality of the education we offer. Staff will be informed after the Briefing Visit about the meetings which they will need to attend and there will be staff development organised.

John O'Boyle  
Director of Quality and Academic Services

# open days

Ravensbourne Open Days and Information Days during 05/06 attracted 2,200 visitors.

Over the past five years an increase in visitor numbers, has been reflected in an increase in applications. However, this year there has been a slight drop in both visitors and applications. Other 'art and design' institutions across London have been similarly affected and this could be due to changes in the fee structure.

Open Days provide a great opportunity to showcase the College – it has superb facilities and an excellent body of students who often achieve top awards in competitions while studying here, and then go on to prestigious jobs.

Starting with a welcome in the Lecture Theatre, Open Day visitors then have a tour of the building accompanied by Student Guides. A further hour is then allocated for visitors to spend in their area of special interest, for example the fashion or broadcasting department.

But most importantly, it's the teaching staff whose vast collective experience is invaluable on these days – giving presentations and talking to their prospective students. And the dynamic content of each course is greatly enhanced by displays of student work, media & press coverage and audio/visual presentations etc. It is these factors that can provide a real insight into the creative industries and help prospective students to make Ravensbourne their first choice.

Open Day dates for the remainder of this year and early next year are as follows:

<b>2006</b>	14 November	<b>2007</b>	6 February
	28 November		13 February
	5 December		6 March

If you would like advice and support on preparing for Open Days please contact the Marketing Department.

☎ 4910

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## SKILLFEST 2006

The College's Enterprise and Innovation Centre organised a weekend of free events, workshops and Masterclasses for broadcast industry professionals on 7 and 8 October. Supported by the European Social Fund, this two-day event was designed to give broadcast industry professionals the opportunity to improve their existing skills and knowledge – and acquire new ones.

Featuring hands-on practical workshops, business and networking skills and Masterclasses, the event covered topics such as advanced editing and colour management, creating your own website, business survival skills for freelancers, lighting, sound, camera operations, story development, shooting sequences, editing, plus many more. The sessions were delivered by a wide range of tutors with many years of experience both in the industry as well as in delivering training courses.

Michael O'Sullivan, of the College's Enterprise & Innovation Centre, said "The vast majority of people now enter the industry as freelancers, without the benefit of structured development. And they gain skills, knowledge and experience in a largely ad-hoc fashion. The Skillfest event was devised to address this issue and the weekend proved to be hugely successful with over 100 delegates attending the sessions. It's certainly something that we hope to repeat in the future."

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# Brice to tell the human story behind Togo project

## *Continued from page 1*

Brice's documentary will follow Afiwa Gemba, one of the most respected women of the community, as he tells the story of the project through her eyes.

### **Inspiration**

"I lived in Togo from the age of 9 to 16. The vast majority of people in Africa live in rural areas (over 400 million in Sub-Saharan Africa) and from an early age, I was aware of and touched by the extreme poverty of the villages in the Togolese countryside.

"I was 11 when I first went to Baga, a small village in north Togo, and discovered the CIDAP (Centre International pour le Développement Agro-Pastoral) – a development project created by a man from the village. I was fascinated by the work achieved by this Centre, and by the vision of its people for an integrated development in harmony with the traditional values of this particular African society. When I started studying film and video in London, I realised that I had to make a film to tell the world about these people and their fight for survival.

"The CIDAP was created and run by local residents. It has a dramatic impact on Baga and has changed the lives of its people, enabling them to escape hunger and extreme poverty by improving the living conditions in their 'hostile' environment.

"The aims of the CIDAP are orientated towards long-term sustainable development.

By educating and training the people, and by mixing traditional knowledge and modern techniques, the Centre has enabled the villagers to live off a dry unfertile soil, to reorganise the rural world and perpetuate their traditional values and identities, and to restore the degraded environment.

"Despite tensions, oppositions and even death threats coming from the totalitarian government, the CIDAP has managed to resuscitate the dying village, and has therefore become a sort of 'role model' for the region. One of the main reasons for its success is the association with a collective of women from the village: the Bakote women."

### **Preparation**

In order to qualify for a RaveMedia Award, Brice had to show that his documentary idea was commercially viable. Having produced a production folder, he then faced the challenge of finding an external sponsor.

After distributing his Production Folder and a "taster-trailer" to numerous companies and organisations, Brice successfully secured sponsorship from the RaveMedia Award, Conseils en Voyages Solidaires (based in France), and Apatam (an NGO based in Senegal and France).

With the necessary sponsorship in place, Brice is now in a position to turn his idea into reality.

### **A human story**

"When I was developing the idea for my documentary, I wanted to tell a 'human-led' story of the CIDAP. While spending many

years in Africa, I've seen that women have a crucial role in every aspect of the social, familial and economic life of each community. Furthermore, when the CIDAP project was created, the first to help was a collective of women (the BAKOTE women) from the nearby villages, and without them the Development Project would have failed.

"When I went to Baga to do my research, I knew that I wanted to find a woman who would be the main "character" of the film. I was looking for someone with a strong personality and charisma, someone with an interesting and unconventional life story. After spending many days meeting and talking to people, I knew that Afiwa Gemba was the right woman for the film."

As Brice explains: "Afiwa lives in Baga and works as an accountant at the CIDAP. She is one of the oldest and most respected members of the Bakote women movement and has been involved with the CIDAP for more than 15 years. As with most of the Bakote women, working at the CIDAP had a big impact on every aspect of her life – she became an independent woman, earning more money than her husband and becoming a better worker in the fields; therefore, her social and political status within her family and the community of the village changed, enabling her to emancipate herself from the rigid patriarchal society of the Nawdba people (the ethnic group in Baga)."

### **Challenge**

Brice has faced many challenges while undertaking all the stages and roles of the

pre-production process himself. However, he says: "The biggest challenge was to find the sponsors and money to be able to start the production. By being a first-time Director who is not backed up by an established Production Company, it was hard to convince people and organisations to give me funding, but I'm proud I managed to do it."

During his visit, Brice will be discussing one of his sponsors, Conseils en Voyages Solidaires (CVS), with the people of Baga. CVS is an ethical tourism association which aims to support local development projects in "third world" countries and to create more human exchange between tourists and local residents. The people who go on CVS tours live and work with the habitants of the villages concerned.

CVS currently organise three tours in Cameroon, Ecuador and Mexico. Its President, Francoise Taillard, is interested in working with the people of the CIDAP to set up a new tour in the village.

Brice explains: "CVS loved the concept of the documentary and I have agreed to talk with the people of the CIDAP about CVS. Of course, it will be entirely at their discretion to decide if a tour could be organised in Baga."

Brice flew to Togo on the 10th October to begin shooting his documentary, having previously visited Senegal and Togo for a month's recce last year. He will return to London in January 2007 to begin editing the film, which should be completed for the end of the 2007 summer.

"After spending many days meeting and talking to people, I knew that Afiwa Gemba was the right woman for the film."

## James Murphy

### James thanks 'chavs' for tour of Japan

**In November 2005, Graphic Design student, James Murphy, won a competition set by Renaissance Academy of Design, Hamamatsu, Japan, to design a font of digital characters to represent a Western sub-culture. James' 'chav' font – complete with a check design – impressed the judges and won James an all-expenses paid trip to Japan for a week's work placement.**

James' trip of a lifetime began when he arrived in Narita, Japan, at the beginning of September. After a three-hour train journey to Hamamatsu, James arrived at the Renaissance Academy of Design where he spent his first night. The following morning, he was welcomed by Mr Yasatake, the course leader that set the competition, and was given a tour of the university campus and its graphic design department.

By the end of the day, James was heading North on a train back to Tokyo to begin his placement with an advertising agency, AAP – Ad Art Planning. Although James says: "I would call the trip a cultural placement rather than a work placement, as the agency took me to temples, museums and even a traditional Japanese spa in the Izu hills; however, the spa is a client of the agency. I really enjoyed the opportunity to learn more about rural Japanese life during these excursions."

During his time with the agency, James did spend some time proofing the English versions of forthcoming adverts, which are usually produced in Japanese and English. Throughout his placement, he was accompanied by an interpreter but says: "Everyone knew a little bit of English and loved the opportunity to practise speaking it with me. The people made me feel incredibly welcome and the hospitality was brilliant. For three days, I worked and socialised with my hosts, and I really enjoyed meeting everyone."

On the final day of his placement, James faced the challenge of giving a presentation – via his interpreter – comparing London design with Tokyo design. He was able to draw on his 'chavs' font as an example of the influences on London design, and his

audience was intrigued by the idea of such defined social classes, having experienced nothing similar to a 'chav' themselves.

Before flying back to the UK, James spent two days on his own as a tourist in Tokyo. "There was so much to see and do," he says. "I took a river boat from the north of the city to the south, and also used my railcard which let me travel anywhere. A highlight was reaching the top of the Tokyo Tower and taking in the vastness of Tokyo, which dwarves London; the view was incredible. It was nerve wracking at first to head out on my own in an unfamiliar city but the travel system is brilliant and everyone I spoke to made me feel welcome."

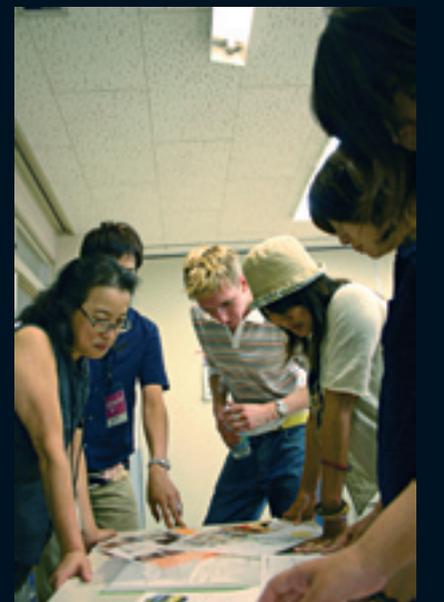
James is now in his third year and is turning his thoughts to his dissertation. However, he says that he is keen to develop his 'chavs' font further and hopes to see it used either in Japanese advertising or on mobile phones. He would love to return to Japan one day and has certainly come away from this experience with good contacts for the future.



Above: Three Bakote women accountants – Afiwa is in the centre



Above: Dancing during the Habbre Below: Santeba dancing



When Natalie Eley's friend, Bev Scott-Mullen, was diagnosed with breast cancer in 2004, the Fashion Imagery student was inspired to design exclusive, hand-printed lingerie specifically for mastectomy patients.

# English Rose restores confidence for mastectomy patients

Her company, English Rose, now produces a 'Dawn' and 'Dusk' range of silk chiffon mastectomy bras with matching briefs and cotton kimonos. Natalie has also developed a custom prosthesis, which enables the wearer to feel comfortable and confident.

When Natalie Eley began her degree as a Fashion Imagery student, she had no intention of designing a collection. However, in 2005, as she began researching her dissertation on lingerie boutiques, she visited Harrogate Lingerie Fair and was struck by an omission – with over 150 stands, not one of them was dedicated to mastectomy bras and those that were available looked medical, bulky and uncomfortable.

At the time, Natalie's close friend – Bev Scott-Mullen – had been diagnosed with breast cancer at the age of 35. It upset Natalie to think about this vibrant and active friend, a mother to two young children, having to wear this kind of mastectomy bra, and Natalie watched as Bev struggled to find feminine lingerie following her surgery.

Natalie says: "I spoke to a number of patients and sent out a questionnaire to

hospitals. When I received the replies, the general opinion was that there was a great need for attractive mastectomy lingerie.

I decided to turn my idea into reality as I wanted to try and give these women some sexy underwear, which would make them feel confident and beautiful again after their traumatic experience."

In talking to Bev, Natalie began to understand that a mastectomy bra needs to have extra fabric to conceal scarring or lack of cleavage and that it also needs to hold a prosthesis securely in place. The student felt that these design features were possible without sacrificing femininity.

Natalie secured a mentor, David Morris, from the lingerie department at Leicester's de Montfort University and travelled to Leicester every other week to learn the basics of lingerie design and pattern cutting. David helped Natalie to make up some samples, which included soft moulded cups in the design rather than underwiring; they were both thrilled with the results.

Describing the thought process behind her 'Dawn' and 'Dusk' collections, Natalie

explains: "I felt passionately – after seeing what was available – that I could produce something that was more individual, looked better, fitted better, felt good and sexy to wear."

"Women of any age who have battled this awful illness deserve the right to feel confident and sexy in their lingerie in front of their husbands, partners or boyfriends. I don't think that is too much to ask."

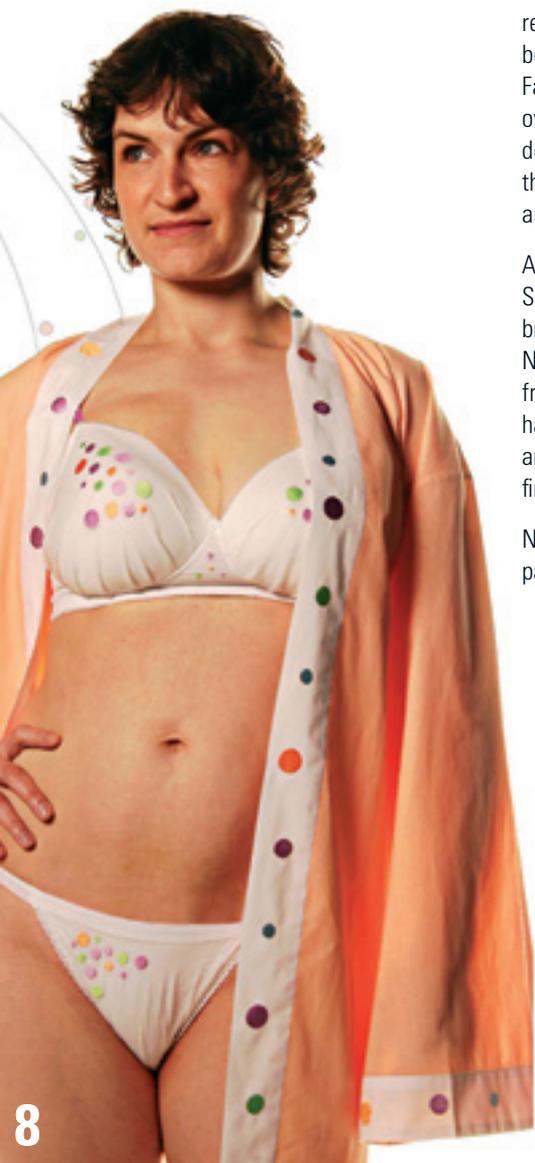
Natalie's 'Dawn' range is designed for daywear and consists of silk chiffon mastectomy bras with matching briefs, plus a colourful range of cotton kimonos. 'Dusk' is an evening wear range and features exclusive, hand-printed designs on black and slate grey silks, embellished with crystals.

Following her graduation this summer, Natalie now plans to concentrate full-time on her company, English Rose. She credits Ravensbourne with giving her a good grounding in starting her own business and says that the promotional side of her degree has been invaluable.

Her mastectomy bras have been positively received by both medical and fashion

"Women of any age who have battled this awful illness deserve the right to feel confident and sexy in their lingerie in front of their husbands, partners or boyfriends.

I don't think that is too much to ask."



# Student Ambassadors

Ben, David and Rosie talk about their roles as Student Ambassadors

**Student Ambassadors work with schools and colleges (along with tutors) to offer support in a wide range of 'events' designed to introduce school students to life within a higher education establishment. David Jackson (Broadcast Ops), Rosie Lidington (Broadcast Ops) and Ben Marshall (Moving Image) have been talking to Nicky Pickett, Educational Partnerships Tutor in the Diversity Department about their roles as Student Ambassadors.**

### So what made you join up as a SA?

**DJ:** I remember one of the first meetings, where the job was explained and what it would involve. It sounded brilliant and I thought why not?

**BM:** I heard about the Summer Challenge you were running, and thought that it sounded fun! Two weeks of building shelters out of cardboard, making short films and life drawing, all in the warm summer sun! And you got paid! It sounded like an opportunity not to be missed.

**RL:** During my gap year I worked in a school helping out with young people, it's something I have always enjoyed and saw a chance to carry it on by becoming a Student Ambassador.

### What qualities do you think you need to be a good SA?

**BM:** I think first and foremost, a SA needs to be enthusiastic and confident.

**RL:** And patient, the job requires quite a lot of patience and you realise that teaching is a difficult skill and hard work. It's very rewarding though.

**DJ:** You definitely have to be a people person and be able to talk to all kinds of people from all walks of life. You also have to be able to engage young people and keep them motivated in projects.

**BM:** The main thing is to enjoy what you are teaching. If people see that you really enjoy it, it makes a big difference to how they respond to you. If you're having fun, chances are they will be too.

### What is the best bit of the job (apart from the money!)?

**BM:** To be honest and this sounds really cheesy, it's the sense of satisfaction that comes from knowing you have made a difference to someone, however small.

**DJ:** For me, it's seeing young people come into Ravensbourne and watching their faces as a project comes together.

**RL:** I have had a lot of fun being a Student Ambassador, especially when we work on a project together for a

week or more, it's great to work as a big teams towards something that encourages young people to carry on with their education.

### And what's the worst bit?

**BM:** I can honestly say that there aren't any, well getting up in the morning's one. But then, I'm terrible at that anyway.

**DJ:** You can't always guarantee that the people you are teaching are going to want to be taught.

**RL:** I had some year 10's in the summer that didn't want to join in with a project and it took a massive amount of effort on my part to carry on encouraging them. That's when it gets very difficult.

### Which project have you enjoyed most and why?

**BM:** Shelter building with Steve in the summer is definitely the best. Having to organise and motivate a group of 15 year olds who have never met one another and get them to build a shelter from cardboard is always a challenge.

**RL:** Yeah, Summer Challenge is always a great project to work on, it's usually nice weather and we get to work outside a lot.

**DJ:** I really enjoyed Quizilla. I spent ages with a group of 6th form students, helping them make a series of audio visual questions and although they couldn't be part of the main show, I knew I had made a difference and helped them to make up their minds about going into higher education.

The Diversity Department is recruiting new Student Ambassadors. If you're interested and want to find out more, please contact Nicky Pickett in Diversity by telephone, or pop into the office next to Fashion (opposite the lift) for an information pack.

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professionals alike, with major companies such as Courtaulds providing support and advice. Derby City Hospital has been particularly helpful in providing access to breast cancer patients and continues to be interested in the development of the mastectomy lingerie collection.

Natalie says: "I am currently spending my time refining my designs – I want to make sure that the lingerie is perfect before going into production. The quality and fit of my lingerie is the most important thing to me.

"Setting up English Rose has been a steep learning curve. There has been so much to do and to learn over a short space of time. On the plus side, I have had some great feedback from customers who are really keen to buy the product."

Looking to the future, Natalie anticipates that her core business will remain in mastectomy lingerie, with her collection diversifying to include more lingerie, nightwear and swimwear.

 [www.myenglishrose.com](http://www.myenglishrose.com)



## TV Hot Shot

Alex Nott who graduated from the College just two years ago now works as a staff producer/director at ITV1's London Programme. 'The Truth About Chip and Pin' the credit card fraud news documentary that he pitched, produced and directed, won the London current affairs award from the Royal Television Society. Since then he's gone on to make other high-impact current affairs documentaries. Most recently, his revelations about crystal meth in 'London's Most Dangerous Drug' influenced a change in the classification of the drug. Alex recently completed work as producer/director on a documentary shot in Ghana about how London's stolen mobile phones are being sold there – this programme was broadcast on ITV in September

## Moving Image gets Gold

Aimed at 2nd year undergraduates, the Promax UK Awards are unique amongst student competitions. It's a tough competition with stringent criteria, judged by the sponsors and the television industries' leading figures. This year Moving Image students won all 3 categories at the Promax UK Awards – Ben Marshall & Matt Osborne – BskyB Award, Sam Williams – Flextech Award, Katerina Tarsouli – Hallmark Award. The winners receive £1000 each, a gold statuette (shared for a joint entry) and a work placement with the company. This year Ravensbourne's Moving Image Design course also won the College Award for excellence – winning £1000, plus gold statuette. Presentations will be made at the Promax Awards ceremony in November.

A full report of the Awards Ceremony will be included in our next issue.

# Intellectual Property & Copyright – how they affect you at College

**Everyone in the creative arena – no matter who they are or where they are - wants to protect, manage and exploit their very valuable Intellectual Property. The LRC has developed a range of very useful student guides – outlined below - to help steer you through this highly complex area.**

### Intellectual Property

During the course of your studies at Ravensbourne, you may generate work which is new, novel and creative. Such work is known as Intellectual Property (IP). As the creator of IP you are considered to be an 'inventor' or 'creator' and together with the College you have rights to the IP.

The College can provide you with help and advice in protecting and managing your Intellectual Property. The Enterprise and Innovation Centre (E & IC) staff can assist you through the process. To find out more about this please refer to the 'Ravensbourne College of Design and Communication: Students' Guide to Intellectual Property'.

### Copyright – the legal stuff

So what is copyright and who own's what? Copyright ensures that the original creator of a piece of work is protected from others coming along and passing the work off as their own. There are however, a number of exceptions within The Copyright, Designs and Patents Act 1988. This Act makes copying acceptable by 'fair dealing'. For example you can photocopy for non-commercial private study or research.

Think about how much you are intending to copy, for example you will infringe copyright if you photocopy more than one article from a magazine, or more than one chapter from a book.

To find out what other print information you can copy, and for further details please see the 'LRC Guide to Copyright'.

Remember if you need help, ask the staff in the LRC for advice on what you can and can't legally copy.

### Referencing your work

When you use other people's ideas in your work make sure you reference them in your bibliography. If you directly use their words make sure you use quotations. You can obtain more information on this from the

'LRC User Guide...How to Reference your academic work'. When you find information from the Internet take care to acknowledge your sources and if you are going to use images make sure you have used images that are cleared of copyright. If in doubt speak to LRC staff.

### Plagiarism

Within Ravensbourne's Academic Regulations, the College has a policy that covers 'Academic Offences, Collusion, Cheating and Plagiarism' (due for revision). So one last thing to remember is that your tutors have access to the JISC Plagiarism Detection Service, which can identify work that already exists in electronic form. You can find out more about this service and how staff can use the software on the intranet

<http://intranet.rave.ac.uk/lrc/jiscPlagiarism.htm>

<http://intranet.rave.ac.uk/lrc/userGuides.htm>

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## Planning for the future

**Speaking about plans for the coming Academic Year, Rosy Crehan Head of Faculty of Design explained: "A key priority for us in the coming academic year is the introduction of a unique group of new courses designed to provide prospective students with some innovative learning programmes as well as meeting the growing needs of the creative industries. Three new courses are proposed: Level Zero Design & Communication, BA (Hons) Digital Live Arts: Performance Video and MA Fashion with further BA courses proposed for next academic year."**

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you photocopy  
more than one  
article from a  
magazine**

### **Level Zero Design & Communication**

Sometimes students want to pursue a career in the creative industries, but have insufficient practical or creative work, or lack the required entry qualifications to be accepted on to an undergraduate course. So Level Zero has been designed to fill this gap. It is a one-year intensive programme that may present the ideal route of entry to a number of the College's foundation and honours degree courses.

It will provide students with a focused introduction to design and communication in a creative, stimulating environment and Higher Education setting. Students will be introduced to the processes of design and communication media, and given a practical and theoretical grounding in design, print, digital and audio-visual technologies. Once students have completed the course they should then have the necessary skills and experience to begin the first year of a foundation course or honours degree.

### **BA (Hons) Digital Live Arts: Performance Video**

In every kind of performance from pop concerts to opera, from sports events to dance, video is being incorporated into the live event and there is a growing need for graduates who are skilled in delivering live multi-media events. This distinctive

new programme represents an exciting collaboration between two HE institutions that specialise in digital creativity and the performing arts – Ravensbourne College and Rose Bruford College. The programme reflects the convergence of live performance and digital media – i.e. the combination of performers with sound, lighting and video presentations. Combining the expertise of Ravensbourne College in video and broadcast with the expertise of Rose Bruford College in making live performance will equip graduates with the skills to be part of this rapidly growing area of the creative industries.

This course aims to prepare graduates for a career as a video professional able to work on different performance types including live music, entertainment events, theatre, dance, corporate events and exhibitions.

### **MA Fashion**

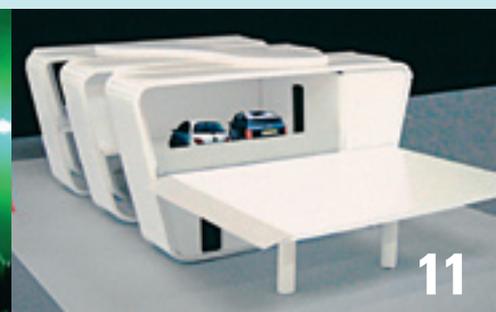
An exciting and innovative MA in Fashion is being developed linking the programme to the major fashion centre of Paris. Studies will include international management and business studies, and the development of entrepreneurial skills designed to enable individuals to realise their full design potential in the international market. Participants will also have the opportunity to advance their knowledge and skills in using cutting edge digital technology in the design and production of fashion, textiles and accessories, an essential element for the future of the global fashion industry.

At the time of going to press the proposed courses are subject to validation, but we'll keep you updated on progress in future issues of Raveiv.

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## Welcome & Well Done

We are pleased to welcome the following new staff to the College:

### July:

Michelle Douglas joined as Subject Leader for Product Design  
Soji Otudeko joined the College as Head of Finance.

### August:

Sonia Verge joined as Counter Services Assistant  
Daniel Carpenter as User Administrator and Operations Developer

### September:

Liz McQuiston joined as Associate Senior Lecturer, Contextual Studies  
Roger Rees as Associate Senior Lecturer, Personal Transferable Skills  
Andy Ellison as Senior Lecturer, Graphic Design  
Val Furphy as Associate Senior Lecturer, Fashion,  
Jenny Udale as Associate Senior Lecturer, Fashion  
Hywel Davies as Associate Senior Lecturer, Fashion  
Amba Sessions as Head of Fundraising.



Daniel Carpenter



Andy Ellison



Soji Otudeko



Amba Sessions

## Congratulations to

Mike Smith for obtaining a distinction in his PGCE

Layton Reid who has been awarded Visiting Professorship at the University of Essex

Barbara Howell, Head of Faculty of Communication Media, and Cathryn Smith, Senior Quality Officer, on their successful application with the Quality Assurance Agency (QAA) on becoming an Auditor and Audit Secretary respectively. The QAA will be conducting an audit of Ravensbourne College in March 2007 and we now have a valuable asset in having both Barbara and Cathryn with inside knowledge of the operations of the audit process. This will allow Ravensbourne to fully prepare for the upcoming audit.



Nick Ford for obtaining his PGCE Post Compulsory Education and Training (FENTO) qualification.

# PROFILE COMMITTEE

## Quality Development Committee

**Quality Development Committee (QDC)** is one of the main sub committees of the Academic Board.

### Responsibilities

It is responsible for keeping a strategic overview of the College's systems for the setting and maintenance of academic standards and assuring the quality of the education we provide. So for instance in relation to the setting of standards, it is responsible for making sure that the College has proper internal validation processes in place. These make sure that our courses are of appropriate standards for the qualifications that they lead to in comparison to standards across the UK higher education sector and to guidance published by organisations such as the Quality Assurance Agency for Higher Education (QAA). It is responsible for procedures such as Annual Course Monitoring, which assure that once the standards of a course have been set then these are maintained and whenever possible improved upon.

### Watching Brief

The Committee keeps a watching brief on developments in the higher education sector and the expectations of external organisations. The latter include our validating partners such as the University of Sussex or those with a regulatory role such as the QAA.

### Working Group

Sometimes QDC delegates responsibility to a working group to review particular aspects of the College's procedures and to propose changes. Most recently, a working party worked on aspects of the College's assessment policy and procedures, and important changes such as the introduction of the new percentage marking scheme followed.

### Current Issues

Amongst the things which the Committee is currently working on is a system for monitoring the effectiveness of College service departments which would complement the Annual Course Monitoring system which academic provision undergoes.

### Membership

Quality Development Committee is currently chaired by the Head of the Faculty of Communication Media. The Committee draws its membership entirely from the staff and students of the College, to ensure that their views are adequately represented in the Committee's deliberations. Ex-officio members include the Director of Quality and Academic Services, Heads of Faculty, and the FE Programme Area Leader and MA Course Leader or their nominees. Representatives of academic staff from each Faculty also sit on the Committee, as well as a student representative nominated by the Student Union.

The Chair may also co-opt two members of sessional academic staff, three Heads of service areas and a further member of staff to represent the views of technical or support functions relevant to the Committee's remit or the diversity of the College community more generally. Staff members interested in becoming a member of the Committee should contact their Head of Faculty or line manager in the first instance or seek advice from the Quality Team.

Minutes and papers for all Committees at the College are available on the Quality Team website <http://intranet.rave.ac.uk/quality/committees.htm>.

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Senior Quality Officer

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