Students in graphic design and creative advertising need industry exposure and inclusion in their final year of degree study. Many design studios are relatively small, employing 10-20 people. Supporting student experience becomes a serious drain on the professional studios’ resources.

The problem was how to create a working environment that would allow relatively large numbers of students to engage in a working studio and engage in ‘live’ professional briefs with real clients.

A programme was developed in conjunction with design studios in Perth, Western Australia. The programme uses a rotation system to engage twenty-one students in groups of seven, in an authentic studio-based integrated learning experience. This takes place over fourteen weeks, has minimal impact on the professional working studio and reduces the impact on agency resources.

Interaction between professional designers, academics and students in a ‘live working studio’ creates a strong Work Integrated Learning experience.

The programme is currently being executed and the first round of results will become a part of the conference presentation.

The presentation addresses the inclusive learning experience, the address of WIL impacting on the professional working studio and industry feedback within an academic assessment framework. This creates capacity in small studio environments.

This work follows on from the ACEN presentation in 2012, “Industry assessment of third year creative advertising students potential employability. (Showcase / Best practice / Topical issues).

Keywords: design studios, rotation system, WIL