

[Name of project] (Adopted year: FY2011, Type-B-I)
Global Innovation Design Program (“GID Program” hereafter)

[Aim of project, Ideals of Global Human Resource on the project]

This program aims to educate “Global Innovation Design Leaders”, defined as internationally-oriented innovative individuals, who have skills in innovation design, communication, conducting projects, and are able to think creatively.

[Summary of project]

This project is an international educational program led by universities in three major centers in the US, Japan and UK. We offer a trans-national design education where students study for one semester at each partner school in different cultures amongst three of the largest economies in the world. Students earn a Master’s degree upon completion of the program.

Forming the University Network with Quality Assurance

Designing the joint educational curriculum of GID Main Program

We established a framework for the GID program, accredited as a Master’s degree that will last two and a half years, starting 2013. Through regular joint meetings and a pilot exchange program (“Pre-Program”), we created a consistent, integrated curriculum.

Selection of GID Main Program students and commencement of the program

In addition to the selection of GID students who will begin studying abroad in 2013, we conducted three-way negotiations on an agreement for the GID Program and worked out the relevant terms: the field of study, credit transfer, grade managements and coordination of curriculum. A website providing information for prospective students was also launched. (<http://gid.kmd.keio.ac.jp/>)



Extension lecture by Prof. Josh Spear

Recruitment of full-time faculty/Offering extension lectures by visiting professors from abroad

In order to improve the quality of trans-national education, we hired faculty including a non-Japanese full-time faculty from the USA in September 2012. We also invited three guest lecturers from abroad who are internationally recognized as leading innovators. We held special extension lectures about business and innovation design.

Contents of the Programs, Preparation for the Start of the Programs



At GID Short Program



From GID Pre-Program

Putting GID Short Program into practice

We sent 10 undergraduate students to a partner university, Pratt Institute in the USA, for a 1 week Short Program(a trial exchange). Instructors from three institutions took charge of lectures and workshops.

GID Pre-Program and a commencement of a Main Program

We held a mutual exchange educational program for students at each center for approximately one month. Based on this experience, we have improved the joint curriculum provided by the three centers. We commence the GID Main Program and student exchanges starting in September 2013.

Student-Mobility

Outbound

In the Academic year 2012, we sent 10 undergraduate students (Japanese) to the USA. Under the Pre-Program, we sent 7 students to the USA (3 were Japanese) and 4 students to the UK (3 were Japanese). In total, we have sent 21 students (16 were Japanese).

Inbound

11 international students participated in the Pre-Program (5 students from KMD, 3 from the partner institution in the UK, and 3 from the partner institution in USA) and 2 international students in the Main Program (1 from China, 1 from Canada).

Total Number of Students	2011	2012	2013	2014	2015
Outbound (Japanese)	3	16	20	20	20
Inbound (International)	5	13	25	25	25

Note: FY2011-2012 results, FY2013-2015 planned

Promotion of Student-Mobility Environment

GID project room use and maintenance

In 2012 we held workshops for exchange students in our GID Project Room which was set up exclusively for GID students’ project work and GID workshops. We keep the facilities in good working order.

Maintaining the environment for exchange students

We have finished working out the details of the administration framework and checked over the paperwork for visas, housing, and other matters related to students’ stays abroad for the Pre-Program. We learned about accessibility issues by hosting a hearing-impaired student for the Short Program and developed a method of assistance for students in similar circumstances.

Visualization of the Content of Education, Dissemination of the Outcomes

GID Symposium and Workshop

We held a GID Symposium on November 21st, 2012 and broadly publicized the philosophy behind GID to the world. On November 23rd, GID Workshops were held at Keio University’s Hiyoshi Campus where we showcased trans-national design education. Finally, we published an Annual Book that summarized all our efforts and achievements in Academic Year 2012, including essays and photographs.



GID Symposium



GID Workshop

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Forming the University Network with Quality Assurance

〈Special lecture by Prof. Garr Reynolds〉

Practices to achieve better program quality with US & UK partner schools

As GID Main Program commenced, the curriculum had got fine-tuned through regular discussions with faculty of partner institutions. The external advisory committee was organized and the members provided useful insights for further development of the program.



Employment of GID professor and special lectures by visiting professors

To offer transnational educational experience of assured quality, a GID exclusive faculty member has been employed since Dec 2013. Additionally, 4 visiting professors, who are globally renown, held special lectures on the subjects of business and innovation design.

Contents of the Programs, Preparation for the Start of the Programs



Start of GID Main Program student exchange among the US, UK and Japan

Student exchange of GID Main Program started in Sep. 2013, partnering Royal College of Art/Imperial College London in UK and Pratt Institute in the US. 8 students of Keio studied at RCA/Imperial Sep – Dec, then at Pratt from Jan – May. At Keio 7 Pratt students and 12 RCA/Imperial students studied Sep – Jan. The 4 schools jointly launched and conducted the flagship ‘GID International Project’ making use of our video conference systems.

Hosted GID Short Program featuring each partner school’s strength

10 undergraduate students joined a one-week GID short program organized by Keio at Pratt. The professors from 3 different institutions offered workshops to introduce unique design techniques of the home institutions.

〈Keio students in class at RCA/Imperial, UK〉

Student-Mobility

Outbound

All outbound students were full-time students of Keio university. 8 students (6 were Japanese) of GID Main program studied in the US and UK respectively. Including 10 undergraduates (all Japanese) of Short Program, 26 students (22 were Japanese) studies abroad in 2013FY in total.

Inbound

7 students from Pratt and 12 students from RCA/Imperial (19 in total) of GID Main program studied at Keio University.

	2011	2012	2013	2014	2015
Outbound	4	21	26	20	20
Inbound	4	6	19	25	25

Note : FY2011-2013 results, FY2014 -2015 planned

Promotion of Student-Mobility Environment

GID project room use and maintenance

The facility was upgraded to meet educational requirements. For instance, considering the need of GID students carrying out projects, one side of the GID project room wall was transformed into a white board.

Improvement of student-mobility environment

As proceeding GID Main Program, outbound and inbound students were provided necessary supports, especially for Visa application and arrangement of student accommodations. Incoming students consulted GID faculty and students whenever faced a daily life issue.

Visualization of the Content of Education, Dissemination of the Outcomes

GID symposium, Workshop and PR

Achievements and efforts of GID program were announced to the world through GID symposium on Feb. 28, 2013, inviting faculty members of partner institutions and a keynote speaker. Outcomes of ‘GID International Project’ were exhibited as well. GID workshop held on Mar. 1 to introduce the unique features of GID design education model. GID annual book and promotional video were produced to introduce GID activities. The video can be watched on YouTube.



〈Keynote by Mr. Gordon Bruce (GID symposium)〉



〈GID Workshop〉

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■ Forming the University Network with Quality Assurance

< Special lecture by Prof. Julia Cassim >

○ Practices to Improve the Quality of Program with US & UK Partner Schools

As GID Main Program entered into its second term, joint meetings of the faculty and staff from the partner schools were held monthly via remote conference system for the curriculum and program improvement and smooth administration. In addition, a face to face joint meeting was held at one of the partner institutions in July 2014 and details of curriculum for GID Main Program for the 2nd batch students were refined.

○ Lectures by Visiting Professors and Hearing from External Advisory Committee

Three internationally influential professors and innovation designers were invited and gave special lectures as visiting professors. An audit by the external advisory committee members, who are national/international experts, was conducted to assess the quality of the Program so that it can produce international leaders who are required in the real world.



■ Contents of the Programs, Preparation for the Start of the Programs

< Students in class >



○ GID Main Program Student Exchange among the US, UK and Japan

Continuing from FY2014, GID Main program was collaborated with Pratt Institute in the US and Royal College of Art/Imperial College in the UK. The first batch students returned from their study abroad in May 2014 and had a presentation session to show their achievements. All of them fulfilled the requirements for completing the Main Program and received GID Program certificate. Among them, 4 students completed Master’s program at KMD in March 2015. One of them started a business in Silicon Valley in the US; the others got employed by international corporations. The other 4 students are expected to complete their Master’s program in September 2015.

■ Student-Mobility

○ Outbound

In GID Mail Program, 8 students (5 Japanese) studied in the US and UK respectively. In GID Short Program, 11 undergraduate students (all Japanese) studied in the US. In total, 27 students (21 Japanese) studied abroad in 2014 FY.

○ Inbound

In GID Main Program, 11 students from Pratt in the US and 11 students from RCA/Imperial in UK (22 in total) studies at Keio University.

	2011	2012	2013	2014	2015
Outbound	4	21	26	27	20
Inbound	4	6	19	22	25

Note : FY2011-2014 results, FY2015 planned

■ Promotion of Student-Mobility Environment

○ Improvement on Curriculum

To improve students’ English skills, language courses at the both partner institutions were arranged. Curriculum to learn the combination of design and technology in a collaborative setting of society and business, which is the KMD’s specialty, was offered to the incoming students.

○ Voluntary International Exchange by Returnees

Students who have returned to KMD from their study abroad voluntarily give support to students from the partner schools at KMD. It helps the returnee students to keep their English proficiency level and fosters international cultural exchange not only during but also after their study abroad periods.

■ Internationalization of the university, Information disclosure and Publication of outcome

○ Exhibition/Presentations and Awards

5 exhibition/presentation sessions in Japan and one session in the US (May 2015) were held to share the activities and achievements of the GID Program. Students in the GID Program presented and won awards at “Tokyo Designers’ Week 2014” (October, 2014), “IE-KMD Venture Day” (December, 2014) in Japan, and an international conference “Augmented Human 2015” in Singapore (March, 2015).

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■ Forming the University Network with Quality Assurance

○Strengthening Ties Among the Partner Schools

Held monthly video conferences of the faculty and staff from the partner schools to enable close cooperation and coordination and help establish a relationship of trust.

○ Establishing Assessment System by the External Advisory Committee

Continued the practice of having the GID Program assessed by a three-member external advisory committee to improve curriculum and various operations.

○Enhancing Faculty Resources to Enrich Educational Experience

Appointed professors specialized in engineering and international education fields to offer technology-based design education, which is one of the strength of Keio Media Design (KMD). Invited globally influential professors from abroad to give lectures on start-up strategy and presentation skills.

Special Lecture by Prof. Paris de L’Etraz



■ Contents of the Programs, Preparation for the Start of the Programs

Dubai Design Week 2015



○Trilateral Student Exchange among the US, UK, and Japan

Hosted Short Program for undergraduate students (4th program year) in which they can experience the essence of GID Program, and Main Program (3rd program year) that offers unique design education approaches of partner schools. The outcome of student activities are attracting more and more public attention. For example, a KMD student’s work was invited as one of 50 works to be exhibited at the Global Grad Show during Dubai Design Week 2015, and presented to the participants in attendance from all over the world.

■ Student-Mobility

○Outbound

In GID Main Program, 12 students (7 Japanese) studied in the US and UK respectively. In GID Short Program, 10 undergraduate students (all Japanese) studied in the US. In total, 34 students (24 Japanese) studied abroad in FY2015.

○ Inbound

In GID Main Program, a total of 18 students, of which 6 students from Pratt (US) and 12 students from RCA/Imperial (UK), studied at Keio University.

	2011	2012	2013	2014	2015
Outbound	4	21	26	27	34
Inbound	4	6	19	22	18

■ Promotion of Student Mobility Environment

○Enhancing Interactions with KMD Students

Provided opportunities for visiting students to meet and interact with other KMD students by opening up the common research spaces to them.

○Providing Better Research Environment

Offered pre-exchange study support program and distance learning environment to program participants to help them engage in sustained research activities. Provided reasonable and safe accommodations at each exchange location.

■ Internationalization of the university, Information disclosure and Publication of outcome

○Sharing Know-how on How We Invent and Shape International Programs

Held exhibitions in New York (‘Pratt Design 2015’) and Tokyo (‘KMD Salon’) to present achievements, a symposium ‘GID Conference 2016’ to share Project outcomes over the course of 5-year period with other universities and global companies. Established ‘KMD Global Design Leadership Consortium’ to provide a global talent training platform built upon the experiences of KMD international partnership programs, and to develop cutting-edge projects with partner organizations. Saw increases in the number of applicants to KMD due to these activities. Led to the creation of a new program based upon the knowledge accumulated through the Project.