





Distributed Global Learning Networks

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HI

I'm Jim Ralley.

I'm a Programme Manager at Hyper Island. Part of the team running our MA in Digital Media Management at the school in Manchester.

@jimrali

WHAT ARE YOU ON ABOUT?

- A Brief History of Hyper Island
- Our Methodology
- My Role
- Our MA Programme
- Distributed Global Learning Network



Karlskrona, Sweden

HYPER ISLAND



Stockholm, Sweden

HYPER ISLAND

WATTS BROS.

HYPER ISLAND

Manchester, UK

HYPER ISLAND

I ♥
MCR



Singapore

HYPER ISLAND

OUR METHODOLOGY



Experience-based learning

Reflective practice

Effective feedback

Pastoral support

Designed by industry/students/HI

Real briefs from real clients

Delivered by industry

Responsive content

Group dynamics

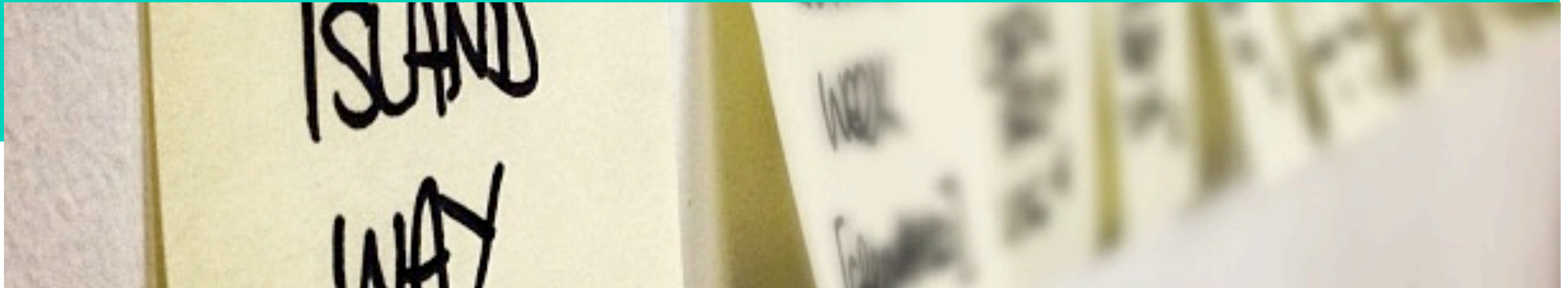
Leadership

Process-oriented

Personal development

HYPER ISLAND

MY ROLE



I DO

Learning design

Facilitation

Documentation

Assessment process

CPD work

Learning partnerships

Project management

Evaluation

I DON'T

Teach

Grade work

Know much about MarComms

HYPER ISLAND

M.A. IN DIGITAL MEDIA MGMT



24 weeks in school

12 week work-based research
project (dissertation)

Integrated group projects and
individual research

Formative assessment toolkit

Accredited by Teesside University
through the School of Arts and
Media

1st year second marking

2nd year moderation

Global accreditation?

HYPER ISLAND

CLIENT ROSTER

Briefs delivered and developed through learning partnerships

Google

BBC

The Post Office

Kraft

Greenpeace

Women’s Refuge

Unilever

Mozilla (Firefox)

Comedy Central

Penguin Books

Information is Beautiful

etc.

DISTRIBUTED GLOBAL LEARNING



WINS

- Real-world situation
- 24 hr global projects
- Cost-effective
- Competitive advantage

CHALLENGES

Infrastructure	Quality control
Communication	Unified offer
Relevance/keeping up	Travel costs
Complexity of scale	Cultural differences

HYPER ISLAND

LEAD
THE
CHANGE

?

?

?

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