

# STIRLING DIGITAL MEDIA BOOTCAMP

*"Software, soft skills, soft landing?"*

## PROJECT DESIGN

scoping meetings  
survey  
focus groups (x2)  
**bootcamp design**  
evaluation

articulation, orientation, expectations, attainment

## FINDINGS

- communication & coaching key
- informal & extra-curricular opportunities missed
- managing expectations & demystifying Stirling
- Concerns that Stirling students have 2-year "head start" on theory.
- Uncertainty about Stirling expectations revealed in focus groups.
- Demand for more presentation skills.

## WHAT IS YOUR UNDERSTANDING OF PRODUCTION WORK?

*Production as process - not just practice.*

*Shoot everything that moves?*

## WHAT ARE THE ESSENTIALS OF GOOD PRODUCTION WORK?

*'Trustworthy, professional, current'*

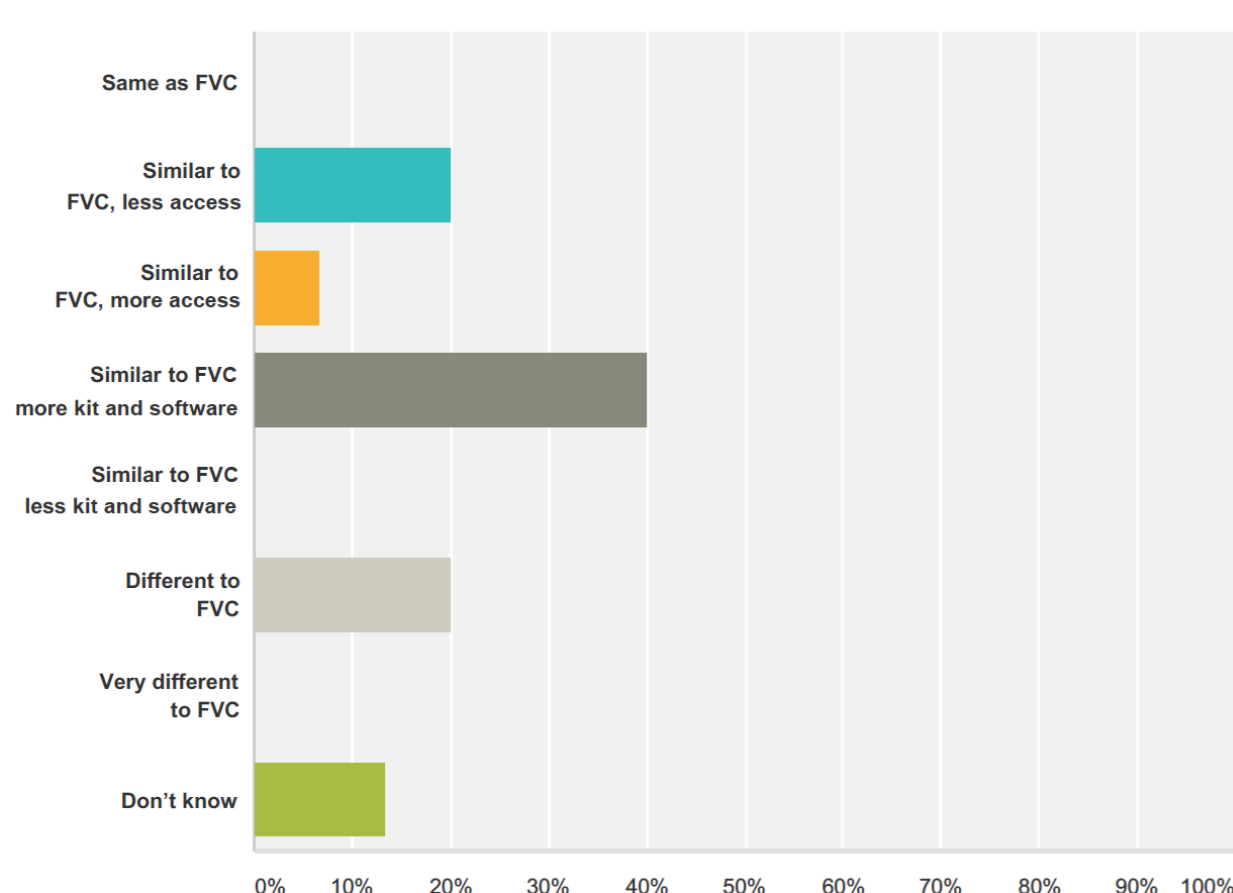
*'accuracy, narrative, research'*

*'Good contacts, a competent set of skills and a good idea'*

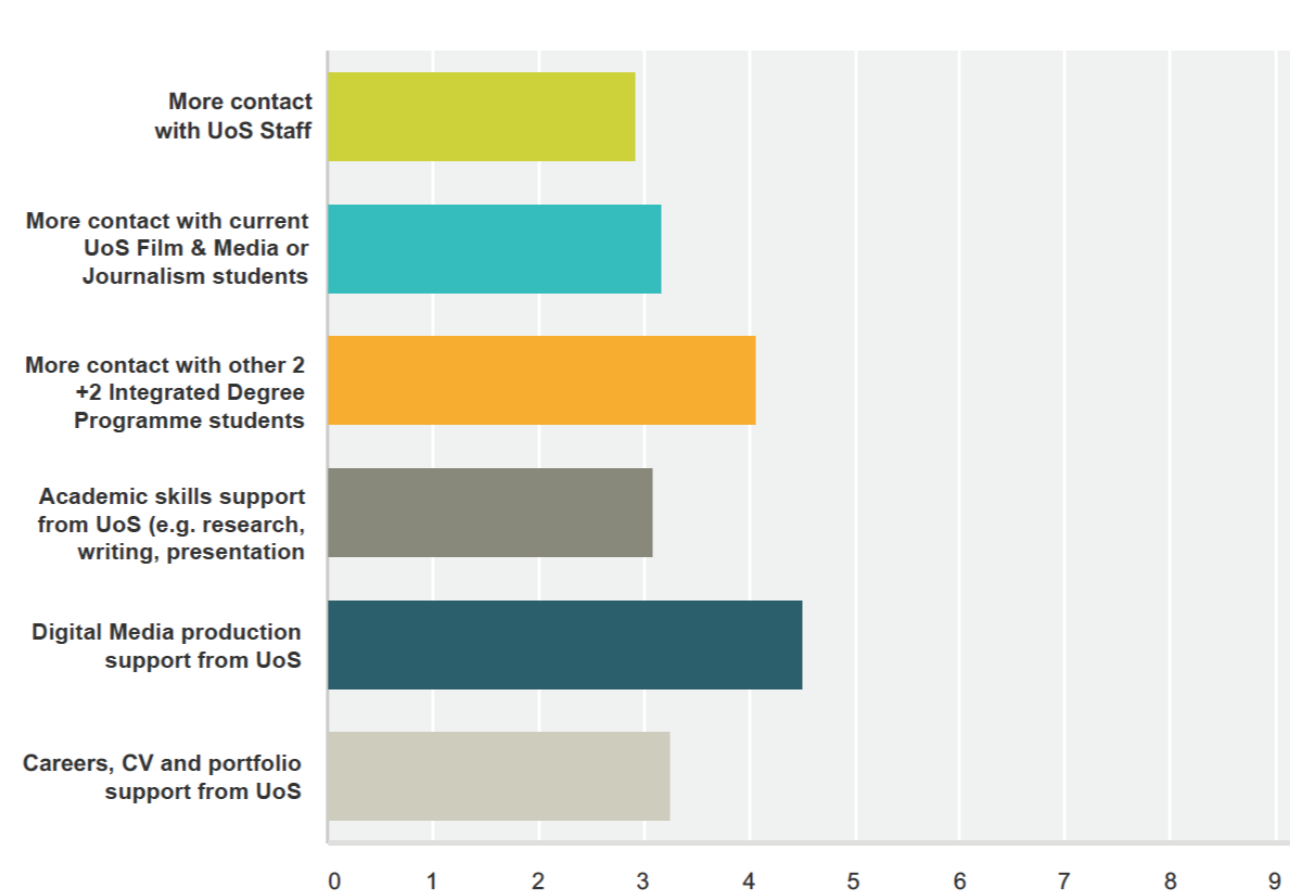
*'Planning, Preparation, Being creative'*

*'As much fluff as possible'*

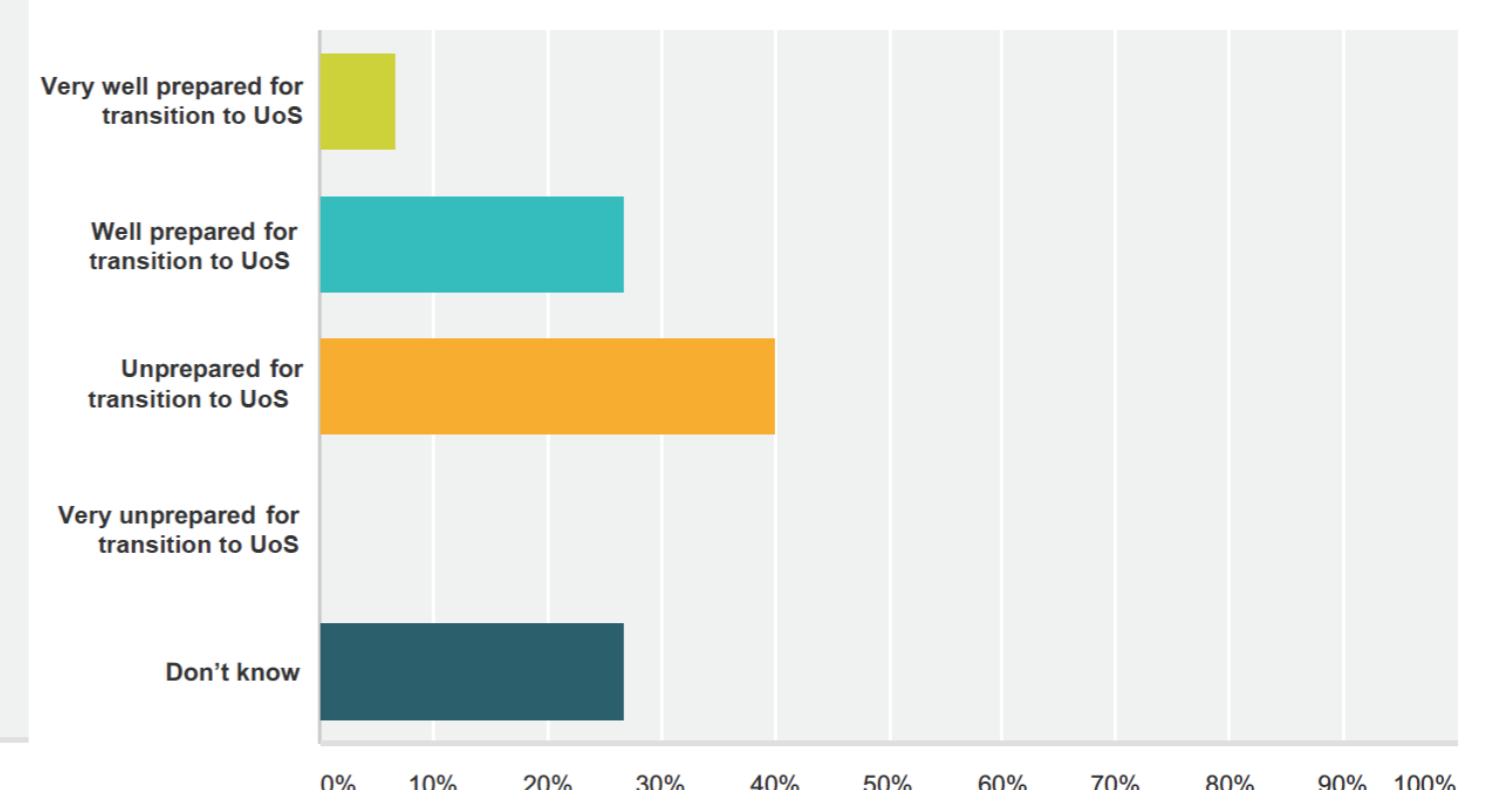
Do you expect that the facilities on Digital Media programme at University of Stirling will be...



Things that would help my transition (rank in order of importance. 1 = most important, 6 = least important)



My skills. I feel...



## THE BOOTCAMP

The research undertaken suggests an emphasis on planning & creative and conceptual work in a bootcamp:

- general orientation on campus
- introduction to production staff & digital production facilities at Stirling
- explaining the learning & teaching culture through a project, reflective exercise & formative feedback
- instilling confidence & promoting engagement

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