

Overview: UniSA pilot study

The UniSA pilot brought together students from communication, marketing and digital media to develop a social media campaign for an industry client. Over a 10 week study period the students co-designed and developed an industry standard communication plan complete with campaign prototypes. The South Australian Department for Innovation and Skills supported the pilot and provided the campaign challenge to increase Apprentice and Trainee participation. The Department provided the students with market research and campaign feedback.

UniSA Match Studio's design thinking methodology was employed to support student's interdisciplinary learning and problem-based approach. This enables students to not only focus on applying their disciplinary knowledge and skills in developing solutions to the client challenge, but also to develop transferable skills that will be critical in workplaces of the future

The pilot was delivered online and was supported by inbuilt pedagogical tools, such as GoogleDocs and discussion forums that enhanced opportunities for collaborative learning, and an online tutor who provided oversight and individualised feedback on developing campaigns.

Examples of student work



Government of South Australia
Department for Industry and Skills