

INDUSTRY LIAISON POLICY

STATEMENT

Industry liaison is reciprocal process of mutually beneficial engagement between students, staff and design industry professionals as a strategic partnership which fosters design excellence in Australian and international forums. Students and staff of Whitehouse Institute will conduct themselves in a professional manner when dealing with industry, through specialisation specific teaching and learning practices, and will foster creativity and innovation whilst delivering sustainable, reasonable and appropriate industry ready design solutions at suitable academic levels. In recognition of student engagement and Institute support, industry partners, where appropriate, will be required to make a donation of at least \$500.

PURPOSE

The purpose of this policy is to provide directions on matters of industry liaison. Students and staff are expected to adhere to the provisions of relevant legislation, and to the rules, policies, regulations, procedures and guidelines at Whitehouse Institute, the accepted ethical practices of the higher education community in Australia, and the standards and confidentiality arrangements relevant to current professional design practice. Further, to outline the mandatory mutual and equitable benefits for both parties.

DEFINITIONS

Industry Liaison is a term which relates to the mutually beneficial and equitable projects undertaken by Whitehouse Institute design students and design professionals, as a means by which **students** may procure experience of industry practises, and procedures, including critique of functional, aesthetic and compliance considerations, whilst fulfilling specification-specific industry design briefs; and **industry** acquires creative, innovative and original design solutions to a specific design brief considerate of a sustainable future.

GUIDANCE FOR STUDENTS

In the preparation of work submitted to industry, students must take great care to create design solutions which are original, creative, using sustainable methods and materials, considerate of all aspects of the industry brief and related compliance considerations, within designated time frames. These include use of standards, measures and materials, budgets, student payments or rewards, and other considerations established by industry consultants and staff.

RIGHTS OF STUDENTS AND STAFF

Students and staff at Whitehouse Institute have the right:

- to have clear and honest representation of industry design brief and rewards;
- to have access to information necessary for industry related design research;
- to develop design theories, concepts and products underpinned by the access to information from a broad and diverse scholarly and industry base for professional application;
- to consult with industry professionals on a basis by which a clear and reasonable expectation of needs may be achieved;
- to create original and innovative design solutions to complex problems with open-

mindful and professional research approaches, unimpeded by preconceived notions of outcomes within the requirements of the industry design brief;

- to receive fair, valid, timely and equitable feedback on design work;
- to be treated with respect at all times;
- to be paid in goods, work experience, money or other, as previously arranged, within one month of the presentation of the design solution;
- copyright of any items produced from this liaison will be in writing and approved by the Institute. The student will at all times have the right to the product image for their portfolio;
- acknowledgement in all references to the collaboration.

RIGHTS OF INDUSTRY

Industry representatives have the right:

- to have clear and honest representation of student skills and attitudes;
- to have access to information about WID,A Policies and Procedures which may directly affect an industry related brief;
- to critique design theories, concepts and products from the broad and diverse industry base for best student outcomes;
- to freely and generously cooperate with other students to reciprocally exchange information and ideas for significant industry advancement;
- to receive original and innovative design solutions to complex problems with open-minded and professional research approaches, unimpeded by preconceived notions of staff and students;
- to give fair, valid, timely and equitable feedback on design work;
- to be treated with respect at all times;
- to pay student and WID,A in goods, work experience, money or other, as previously arranged, within one month of the presentation of the design solution;
- copyright of any items produced from this liaison once approved by the Institute, will remain with industry;
- acknowledgement in all references to the collaboration.

This policy was approved by the Academic Committee on 27 August 2008 and is set out in the Student Handbook, Staff Handbook, Policy and Procedures manual and published on the Whitehouse Institute website www.whitehouse-design.edu.au