

# What is the WBS Media Lab?



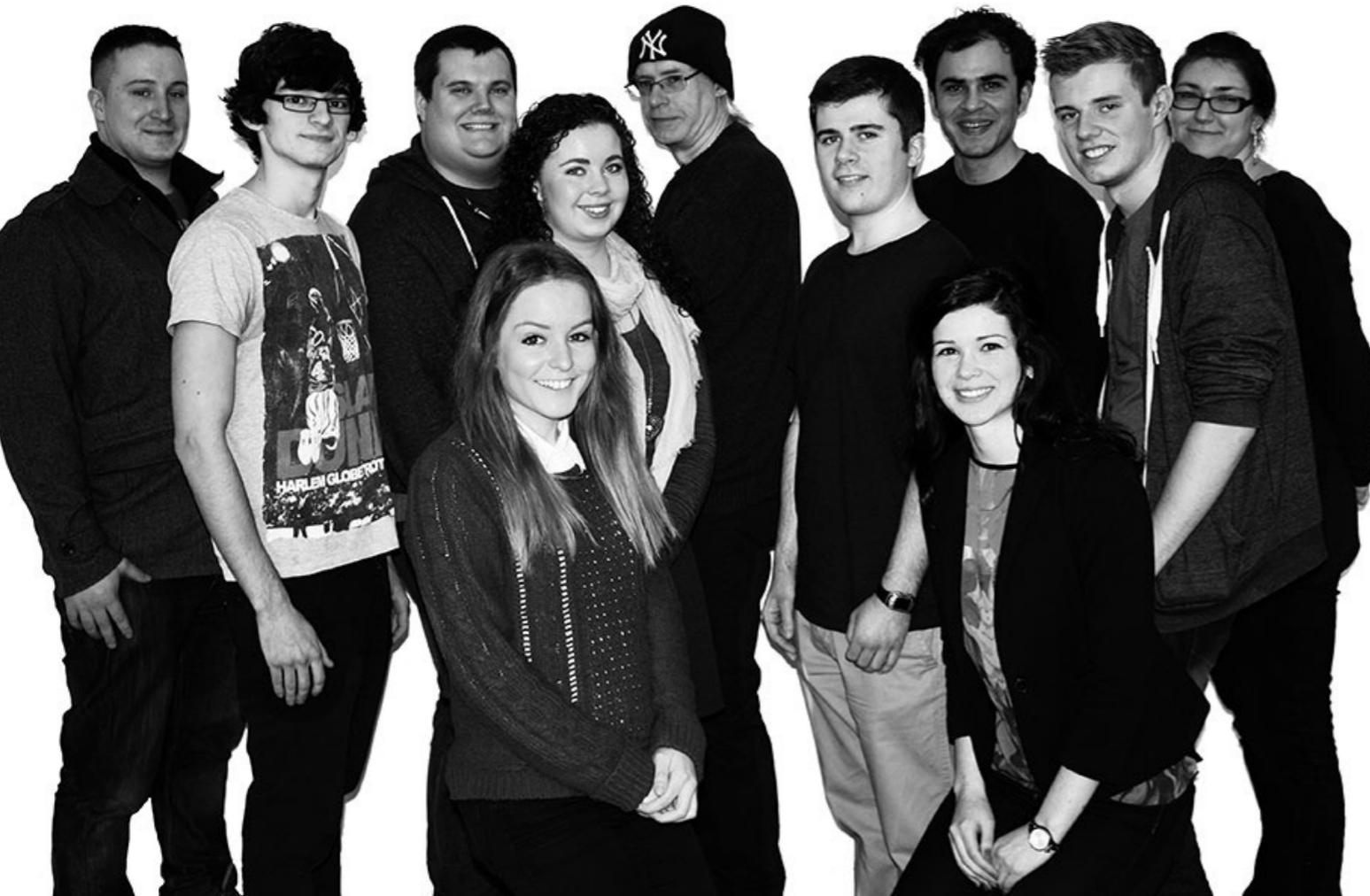
11 of the 21  
members  
of our  
Media Lab  
March 2014

liz coulter-smith  
senior lecturer in web design & development  
media lab lead, mentor and coach

# What is the Media Lab?

The primary purpose of the Media Lab is to provide a means for students to work on 'live' client projects, outside the classroom, through mentoring and coaching from academic staff, and through team/ peer collaboration.

current projects include mobile applications/ games, responsive website/ redesign, helping local charities with website work and developing web applications.



# Why was the Media Lab started?



# Why was the Media Lab started?

- models of good practice from the US and Australia
- it started with an informal discussion with students
- that revealed the need to help create a better community across year groups
- this led to a proposal (May 2013) to the Worcester Business School
- after 7 months of many ups and downs our new home is finally operational (projects began in September)



Ionela Darle  
frontend designer

# What results and surprises so far?



# What results and **surprises** so far?



Joel Stanford  
mobile and backend developer

... we are just beginning — to see growth, ambition and development of entrepreneurial activities through collaboration and our first big project with **Hereford & Worcester Fire and Rescue Service**

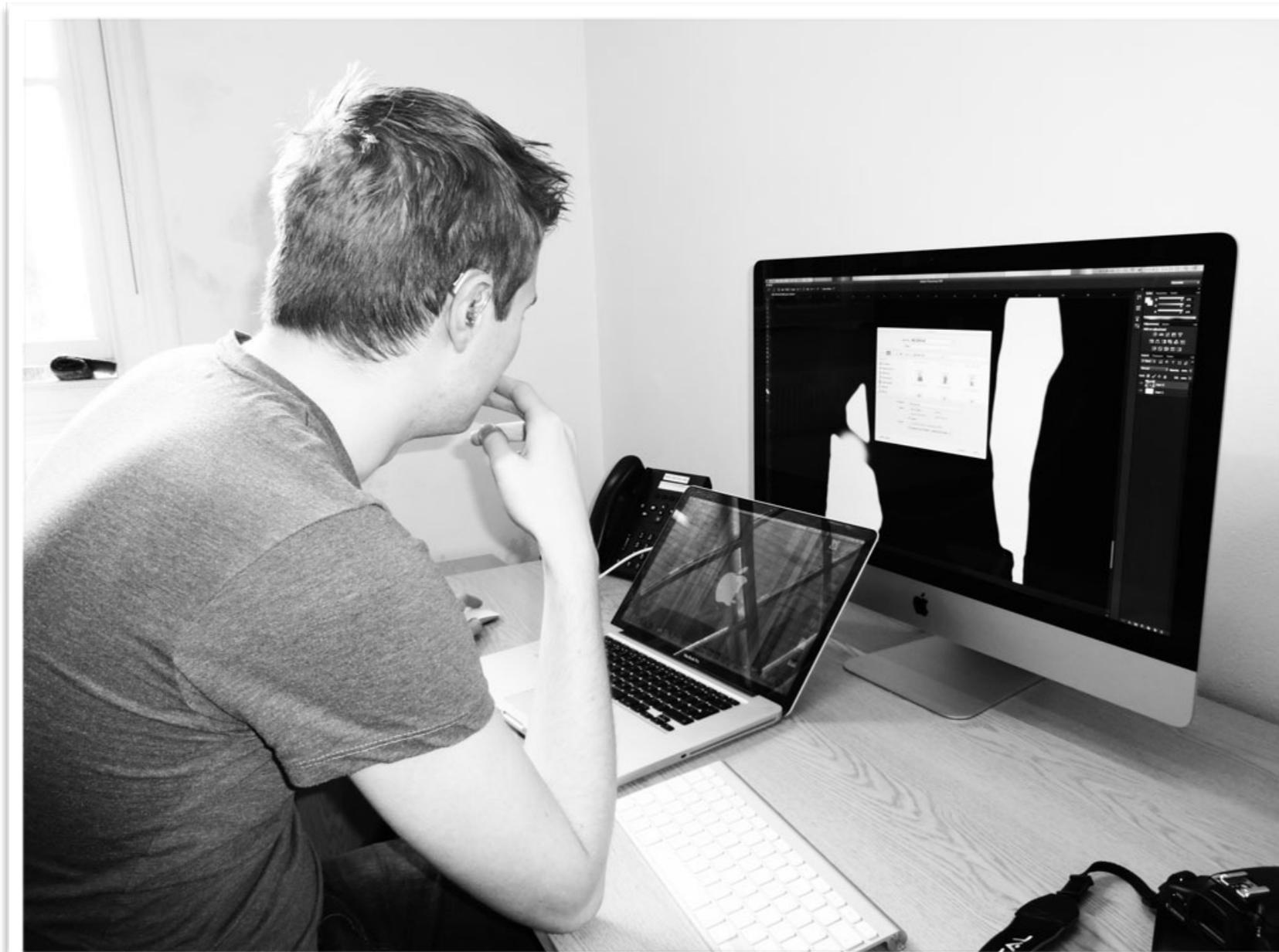
“The Media Lab has opened up a world of knowledge, innovation and challenges for students like me aspiring to break into the fast paced world of web development and design.

The environment in the lab is one of sharing, collaboration and learning, and the opportunity to work for real world clients is a fantastic experience for everyone to put a great pool of skills and talent to use and benefit the wider community too”.

Joel Stanford



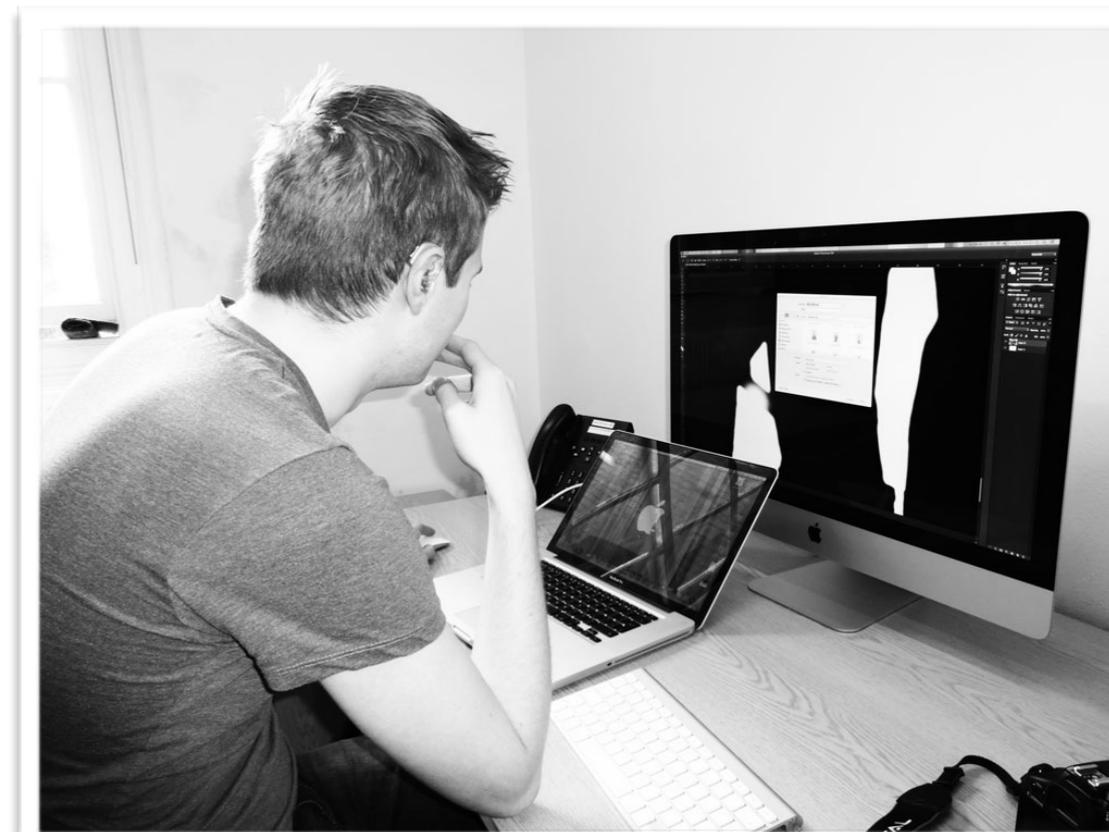
# Where did the funding come from?



Ian Beresford  
web designer

# Where did the **funding** come from?

- The **Worcester Business School** provided **£10k+** plus ongoing running costs, support staff, and space allocation)
- Additional internal funding bids raised **£3500**, for **sustainability, social enterprise** and **'students as partners'** projects



What are  
the challenges so far?



# What are the challenges so far?

- finding a dedicated **space** for the Lab
- working with HR on the nature of changing **roles, expertise** and **hourly pay**
- falling between the (admin) cracks— are we a **teaching facility** or a **commercial business?**
- trying to get support from information services: and whether they would **support or not**
- chasing **accounts, clients, systems, contracts** and **ordering**

Rashid Ameli  
project manager



# What is the **student/** **client** response?



# What is the **student/** **client** response?

“As a mature student switching careers, I have found the media lab to be a fantastic stepping stone toward my new career.

It enables me to put my newly learned skills into practice with clients as well as building a network of collaborators and friends”.

**Martin Bindon**  
frontend developer



# What is the **student/** **client** response?



“With being introduced to the media lab I have gained a lot of skills in a short period of time.

I’m now helping a non-profitable organisation with their CMS, and am experiencing how a business environment works.

I can’t wait to see what other projects I could be apart of next.”

**Breda O’Hare**  
web designer

# What is the **student/** **client** response?



“The Media Lab is a startup based and backed by the University of Worcester which has a fantastic ethos.

With on-the-job learning and live projects it is a great platform to learn new things and meet like minded people in a client based environment.”

**Nick Williams**  
lab manager

# What challenges remain?

project management and growth

managing high student turnover

coaching in client centred approaches

business skills mentoring

developing a sustainable and flexible business model

raising funds, marketing and

creating efficient systems for accounts contracts and ordering



Basecamp

Projects

Calendar

Everything

Progress

Everyone

Me

Jump to a project, person, label, or search...



New Project



Templates

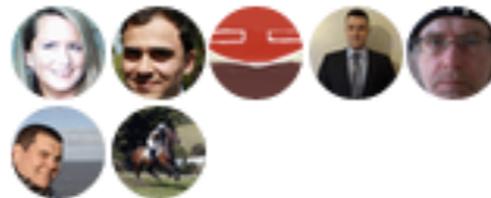
### SAP - Media Lab Web site

Students as Partners:  
Designing our Web presence  
Last updated 12 hours ago



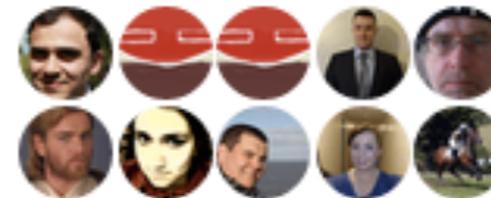
### Sustainability in Computing/ Hereford & Worcester Fire & Res...

Media and communications  
partnership project: fund...  
Last updated 8 hours ago



### Explore Basecamp!

A sample project to help you  
discover Basecamp.  
Last updated on Feb 25



### Media Lab members

All members as of February  
25th  
Last updated 11 hours ago



### Kat and Liz: Our Projects

Projects, papers, and ongoing  
stuff  
Last updated 15 hours ago



### Purple Granite App

Designing an app for  
selecting granite and  
related...  
Last updated Monday at 2:39pm



### The Media Lab as a Social Enterprise

This project will develop  
ideas and processes to e...  
Last updated Monday at 3:54pm

### Web Entrepreneur - EU Framework Funding Project

Last updated Saturday at 1:07pm