

CREATIVE

EDUCATION

FOR A

CHANGING

WORLD



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IN AN AGE DEFINED BY INCREASING ALIENATION FROM THE NATURAL WORLD, OUR RESEARCH AND EXPERTISE IN MATERIALS IS THE CREATIVE KNOWLEDGE WE CAN APPLY TO SUPPORT THE HEALTH AND WELL-BEING OF THE PLANET AND SOCIETY.

STRATEGIC

VISION

Our vision for Arts University Plymouth is a new kind of arts university for the 21st century, preparing graduates who are uniquely placed to provide creative solutions to the complex global challenges of our times.

- We will champion our people, place and pedagogy at the heart of our mission, delivering sustainable growth and impactful change in terms of creative economies, civic engagement and cultural ambition in Plymouth and the wider region.
- We will enhance our reputation as a catalyst for individual, societal and ecological transformation, delivering innovative and distinctive learning, teaching and research through our interdisciplinary ecosystem of materials, processes, technologies and knowledge exchange.

BY 2030 WE WILL

ESTABLISH ARTS UNIVERSITY PLYMOUTH AS A LEADING UK ARTS UNIVERSITY

ACHIEVE SUSTAINED GROWTH IN STUDENT NUMBERS AND AN OUTSTANDING STUDENT EXPERIENCE

EVIDENCE THE IMPACT OF OUR RESEARCH, INNOVATION AND KNOWLEDGE EXCHANGE

EXTEND CREATIVE OPPORTUNITIES THROUGH PARTNERSHIP AND RESEARCH DEGREE PROVISION

DELIVER ANNUAL SURPLUSES TO REINVEST IN OUR STUDENTS, STAFF AND CAMPUSES



Image created by BA (Hons) Fashion Media & Marketing graduate Corey Hyne using the AI tool Midjourney for 'Riot', a concept for an LGBTQ fashion publication in the South West. Corey's portfolio explored under-represented voices alongside the ethical considerations and groundbreaking possibilities of AI in the realm of creative industries.

Filmmaker and Technical Demonstrator Russell Cleave leading a sound and film workshop during an Open Day event. Image: ©Arts University Plymouth.



**WE WILL ACHIEVE SUSTAINED GROWTH
IN STUDENT NUMBERS AND AN
OUTSTANDING STUDENT EXPERIENCE**

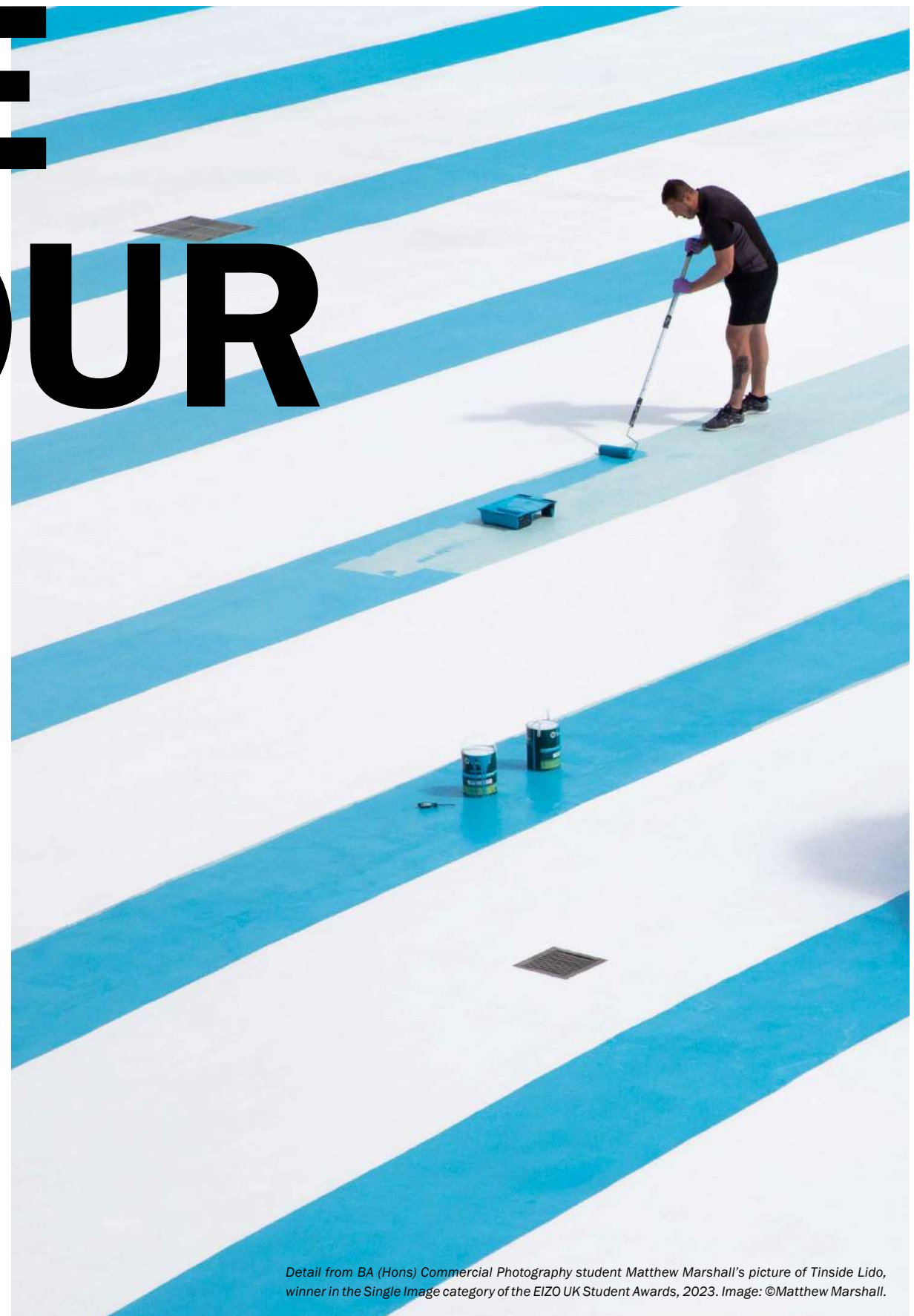


Work by BA (Hons) 3D Design Crafts student Bethany Antliff at London Design Fair, 2018. Image: ©Sarah Packer.

CREATIVE ENDEAVOUR

Arts University Plymouth is an independent specialist arts university, with creativity at the heart of everything we do. Through our portfolio, the University will flourish as a dynamic centre of creative production and innovation within Plymouth, Britain's Ocean City.

- We will deliver excellence in learning, teaching and research through our distinctive ecosystem of materials, processes, technologies and knowledge exchange.
- The University will be recognised as a catalyst for individual, societal and ecological transformation.
- At the heart of our offer will be a portfolio rich in practice-based enquiry and research, harnessing the unique environment of a traditional art school alongside the opportunities afforded by new technologies and creative pedagogy.
- We will remain a teaching-focused university, albeit with a burgeoning research culture and growth in impactful knowledge exchange.



Detail from BA (Hons) Commercial Photography student Matthew Marshall's picture of Tinside Lido, winner in the Single Image category of the EIZO UK Student Awards, 2023. Image: ©Matthew Marshall.

WE WILL EXTEND CREATIVE OPPORTUNITIES THROUGH PARTNERSHIP AND RESEARCH DEGREE PROVISION



**WE WILL
ESTABLISH
ARTS UNIVERSITY
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A LEADING UK
ARTS UNIVERSITY**

PEOPLE & PLACE

In a resource-rich organisation, the principal asset of the University remains its people.

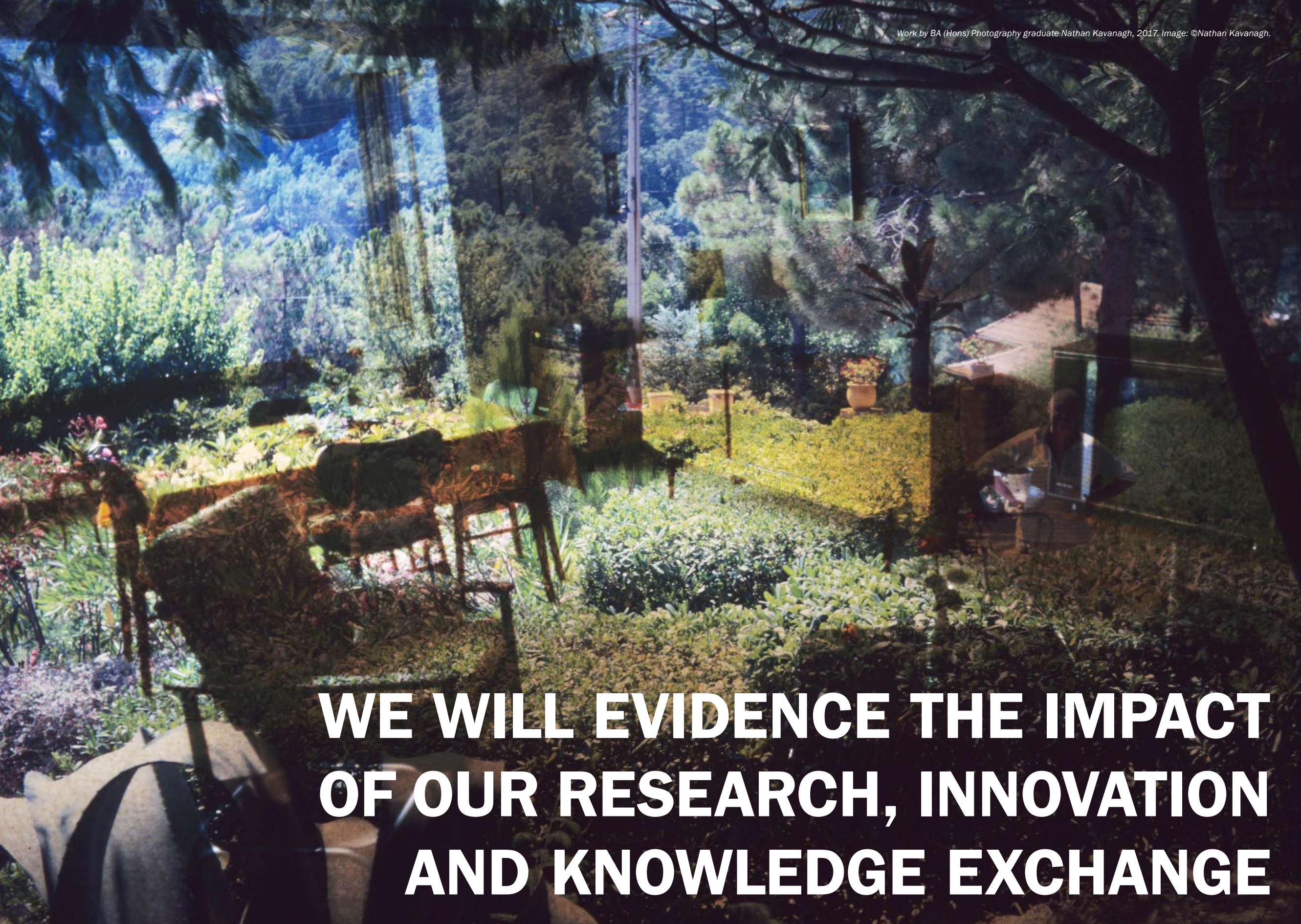
- The strategy will create a framework to recognise, grow and develop our people.
- We will enhance efforts to position the University as an employer of choice, and increase the reach, quality and diversity of applicants applying to work with us.
- We will create more autonomy and space for informed local decision-making that enhances the whole organisation.

The University will embed a long-term vision in its estate planning, seeking to future-proof developments for the growth of student and staff numbers.

- We will develop purposeful relationships across the city, to increase our potential to utilise or acquire resources that support our portfolio ambitions.
- Our studio and workshop spaces will continually evolve, with physical, digital and virtual environments supporting professional contexts for study and knowledge exchange.
- We will align the ecological and environmental aspirations of our campus with that of our curriculum. Arts University Plymouth will adopt a solution-focused approach to deliver carbon, energy and sustainability targets across the University.



*Work by BA (Hons) Fashion Media & Marketing graduate
Harry Langford, 2023. Image: ©Harry Langford.*

A collage of various nature and garden photographs. The background features a dense forest with tall trees and sunlight filtering through. Overlaid on this are several smaller images: a close-up of a tree trunk, a garden with a yellow hedge, a person sitting on a bench, and a person in a hat. In the bottom left foreground, the back of a person's head and shoulders is visible, looking towards the collage.

**WE WILL EVIDENCE THE IMPACT
OF OUR RESEARCH, INNOVATION
AND KNOWLEDGE EXCHANGE**

SUSTAINABLE FUTURES

The financial environment of Higher Education is becoming ever more challenging, predicated on delivery models and structures that sit atypically alongside those of the creative industries. Our university will:

- Retain its distinctive approach to creative learning, through careful consideration of our structures, processes and procedures to promote strong fiscal management, whilst further devolving budget responsibility to those who can best ensure it makes a positive impact for our future.
- Deliver measured growth in student numbers over the period to 2030. We will adopt strategies to optimise our revenue through meaningful partnerships, value added from our physical and intellectual assets, and through new commercial and innovation opportunities.
- Extend the support it offers to students and alumni by providing greater opportunities for work placements, access to incubation space, enhanced services for graduates to develop their practice into burgeoning businesses so they return to inspire and employ new generations of entrepreneurial students.

Detail from poster for 'Of the Ground', a Knowledge Exchange initiative supported by Research England's Knowledge Exchange Funding for Smaller Providers. Natural dyes by Emma Gribble, design by Sam Rowe, photography by Kathryn Hays and Neil Jones, 2023. Image: ©Arts University Plymouth.

**WE WILL DELIVER ANNUAL
SURPLUSES TO REINVEST IN OUR
STUDENTS, STAFF AND CAMPUSES**

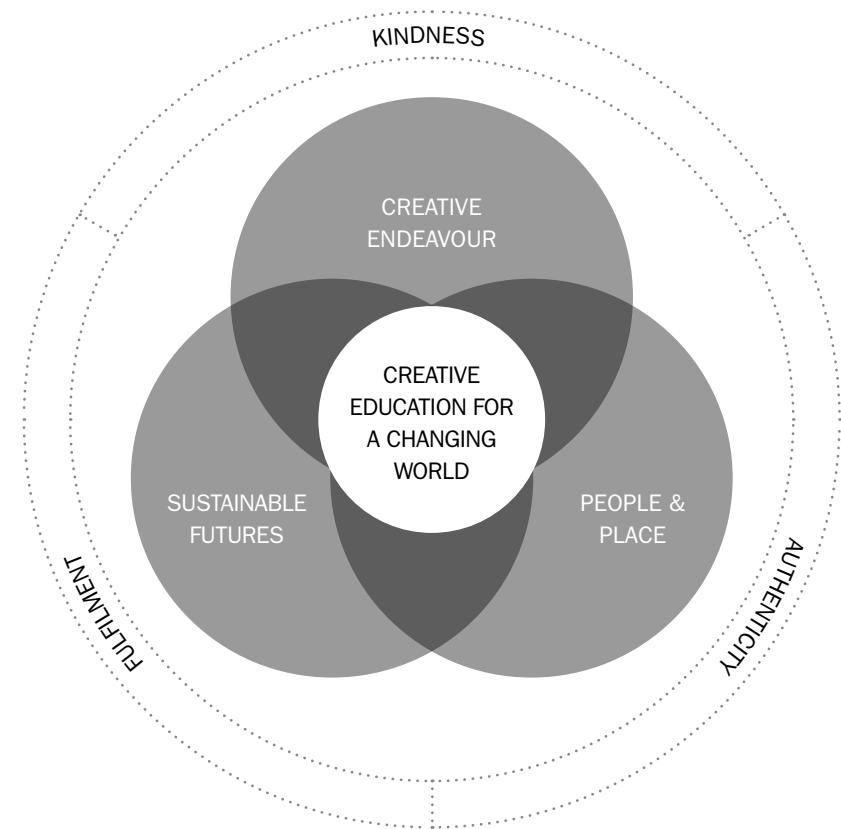


AN EMBEDDED APPROACH

Creative Education for a Changing World

Arts University Plymouth will set a vision towards 2030 based upon sustainable growth, solution focused teaching and research, and a commitment to impactful social justice and ecological change through its people, culture and place. Our strategy, *Creative Education for a Changing World*, will ensure that our work is energised and designed to meet the ambitions of students and staff while acknowledging the shifting realm of creativity through new technologies and the workplaces of tomorrow.

Our strategy is built upon three pillars, Creative Endeavour, Sustainable Futures, and People & Place. We have set a critical path towards a holistic and embedded pedagogical approach called *Teaching for our Time*, that will guide all of our creative endeavours. We believe that authenticity, fulfilment and kindness are indexical qualities in the process of thinking, making and living.





THE WORLD NEEDS
CREATIVES NOW
MORE THAN EVER.

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ARTS UNIVERSITY PLYMOUTH

ARTS UNIVERSITY PLYMOUTH
**A NEW KIND OF
ARTS UNIVERSITY
SINCE 1856.**
TOP ARTS UNIVERSITY FOR STUDENT SATISFACTION 2022
WINNER BEST SMALL OR SPECIALIST UNIVERSITY 2022
NSS

Plymouth Arts Cinema

THE GALLERY
MIRROR
BRIDGE THE TAMAR
30/03/23 - 27/06/23



ESTABLISHED IN 1856,
WE ARE PROUD TO BE
THE ARTS UNIVERSITY
IN PLYMOUTH,
BRITAIN'S OCEAN CITY.

Founded in 1856 as Plymouth Drawing School, Arts University Plymouth offers a range of Undergraduate, Postgraduate and Pre-Degree study across Art, Design and Digital Media. The University campus is home to our creative studios, workspaces and laboratories, our public gallery MIRROR, FabLab Plymouth, and Plymouth Arts Cinema. Making Futures is the University's flagship international research platform.

Office of the Vice-Chancellor

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Design: Thomas Donald, BA (Hons) Graphic Design graduate.

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