

POP GOES THE NOW

Cross-Disciplinary Innovation



University of Sussex 1970s



Final Year Assessment

MODERN EUROPEAN MIND

2 semester optional module

A mind-blowing journey from Plato and Aristotle to Foucault and Barthes via Nietzsche, Marx and Freud

Yes it was patriarchal and mono-racial

But still great for teenagers

How to create something similar for U of W students with a focus on popular culture?



U of W University Wide Electives

CROSS-DISCIPLINARITY



To achieve cross-disciplinarity you need a team coming from different disciplines

Adrian York Commercial Music

Caroline Baruah Illustration

Nuala OSullivan Business/ OB

How do you attract students to an optional module that their course leaders will actively discourage them from taking and that will be poorly marketed?

WHAT'S IN A NAME?

POP GOES THE NOW

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IMPACT



Module Development Sessions

We did a lot of shouting

We learnt that we thought differently

We embraced that

We created a module structure and a way of working that integrated our different approaches

We did a presentation about the module- We sang and danced and popped balloons and successfully communicated the spirit of the module to the students

Courses Covered: 36 students

Business Management

Radio & Digital Production

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Fashion

LAW

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Psychology

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Digital Media

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Public Relations

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**Illustration & Visual
Communication**

**&
Advertising**

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**Marketing
Management**

**Commercial Music
Performance**

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NOW

Journalism

On-Boarding



Framing Expectations

- Greeting Email
 - Follow Up Emails
 - All 3 academics attend
 - Culture of attendance
 - Group Contract
- RS Overview Briefing
 - Week one Trip
 - Tumblr



Cross Disciplinary Groups

- Set up in week 2
- 8 Commercial Music students ~ so 8 groups
- Icebreaking
- Presentations weekly
- Emails to non-attendees
- 33 / 36 per week attendance
- Contact Individual and Personal

Issues in Groups

- Where *is* s/he?
- Settling in
- Ego Issues
- Shuffling Groups
- One Group up to 7
- One group reduced to 3 ~ losing all males!



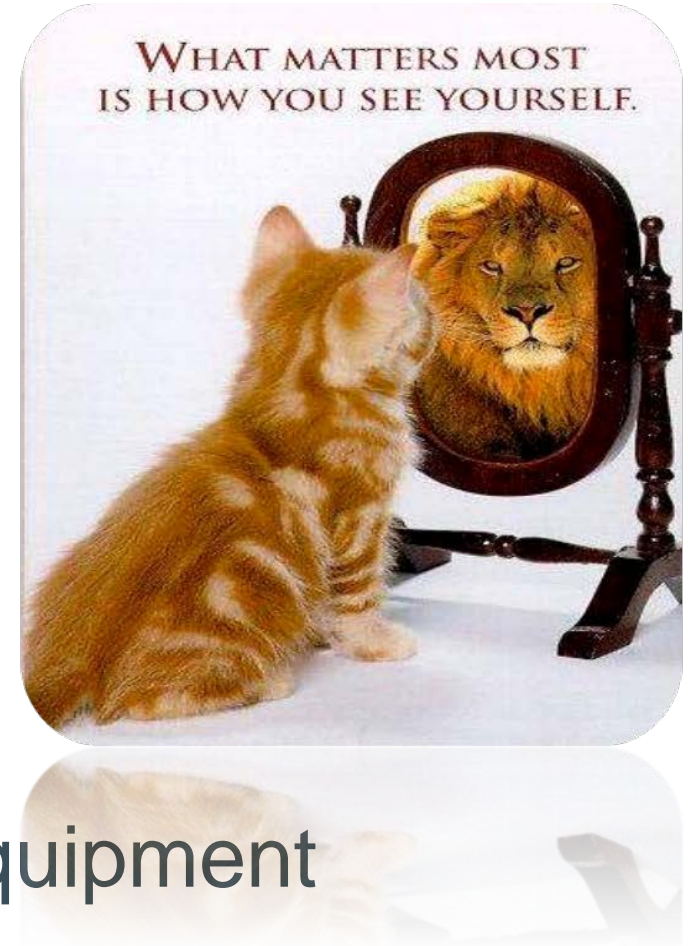
- Ego Management



Caroline's Slides

Student Feedback

- Confusion
- Bonding
- Fun!
- Enjoyment
- Creative Challenge appreciated
- Availability of staff
- Like no other Module
- Would like earlier access to the equipment
- Wanted to choose teams
- Asked for more guidelines early on
- Would take the module again & recommended it



Staff Feedback

- Fascinated by the lectures of others
- Recognise that we could edit
- Post marking we revisited the weeks' content
- Edits and revisions agreed
- 3 lecturer attendance proved beneficial to all
- Fluid open style facilitated creativity
- Would do more on Group formation next time
- More on Contextualising