

# Industry as Partner:

# Industry as Student

*A Case Study: Co-developing and co-delivering L9*

*Certificate in Live Studio Broadcasting*



**Institute of  
Art, Design +  
Technology  
Dún Laoghaire**



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# Collaborating with Industry

What are some of the common challenges, opportunities and reflections we can share?

Industry as Partner:  
Industry as Student

*L9 Certificate in Live Studio  
Broadcast with Virgin Media  
and RTÉ*

Defining 'industry': private sector, independent sector, public sector, HEIs.

Collaborations or Compromises: Bridging the gaps between HEIs and different sectors: language and priorities.

Pedagogical Balances. Deep Learning vs Immediate Skill Needs: Co-Developing a programme

## Industry as Partner: Industry as Student

*An Overview  
and Some Reflections*

Understanding learners'  
needs, anxieties and  
expectations

The importance of RPL

The value of accreditation:  
micro-credentials and  
stackable learning

Problem-based Learning

**Industry as Partner:  
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*Industry based Learners*

Co-designing assessment

Reflective Learning

Teaching is harder than it looks!

QA and explaining the need for academic rigour

Life after the programme

**Industry as Partner:**

**Industry as Student**

*Industry based Tutors*

INews

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TV3 NEWS PROGRAMMES EVENTS STUDIO-2 RUNDOWN OPENING TITLES

PA	SLUG	FORMA	C	NOTES	SOURCE
				IADT TRAINING	
01	OPENING TITLES	VT	A	Plasma on set	K2
02	WELCOME	READ		Presenters Standing in fron	
03	MENU FESTIVAL MUST HA	SHOT		camera 2	
04	MENU FASHION	SHOT		WIPE shot of model and d	STUDIO 1
05	MENU WEATHER	INTRO		Weather Presenter	
06	MENU WEATHER	SHOT		Half Frame Jodie	STUDIO 2
07	IRISH MUSIC ACTS	INTRO		Plasma	
08	IRISH MUSIC ACTS	1+2		Abi and Valerie	K2
09	IRISH MUSIC ACTS	OLAY	A	U2	
10	IRISH MUSIC ACTS	OLAY	A	Chasing Abbey	
11	IRISH MUSIC ACTS	OLAY	A	The Coronas	
12	IRISH MUSIC ACTS	OLAY	A	Fontaines DC	
13	IRISH MUSIC ACTS	OLAY	A	Pillow Queens	
	AQ INTRO TO DERMOT	VT	A	Dermot Kennedy WIPE IN	
14	IRISH MUSIC ACTS	WRAP			
15	IRISH MUSIC ACTS	WRAP			
16	THROW TO BREAK	READ			
17	STING	VT	A		
	COMMERCIAL BREAK				
18	STING	VT	A		STUDIO 1
19	MAKE-UP PRODUCTS	INTRO		Soft Set	
20	MAKE-UP PRODUCTS	2+1		Kate	

Show is exact, segment is exact

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PROGRAM

12:15:05

PREVIEW

LIVE

SVR - B

...e like! Sophie ho  
 ...the weather  
 ...oking for this  
 ...weekend?!

# Summary, L9 Live Studio Broadcast

2 weeks in the National Film School at IADT.

1 week work placement with RTÉ/VMTV.

CCI Skillnet provided a subvention to 10 out of the 14 students reduced the fee from €1,700 to €1,190.

3 scholarships awarded via IADT (full fee waiver).

Assessment: 40% Training; 30% Live Shows; 30% Work Experience and Reflective Learning report

Age range: 23-47

Gender: 10 male, 3 female, 1 queer/non-binary

14 learners. 100% completion and pass rate

100% completion and pass rate

13 got jobs immediately

40% Training - 30% Live Shows - 30% Work experience + Reflective Report.

Industry tutors as teachers are key to this type of delivery – micro-credentials.

Learning through this module - teaching and training as different skills.

Acknowledged and recognised the value of QA – benchmarks, assessment points, academic rigour and reflection.

Future needs - better supports when bringing tutors in from industry / teacher training / teaching prep in the future.

T&L Certificate for the Creative Arts (2025)

**Industry as Partner:  
Industry as Student**

*Assessment and  
Industry Tutor Feedback*

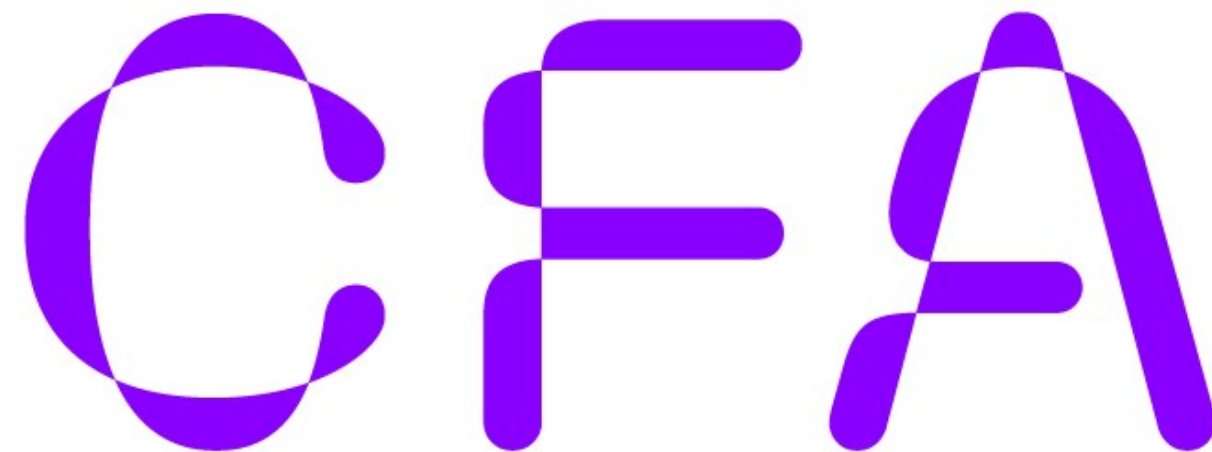


*This course has been a wonderful experience due to the highly experienced teachers and great studio equipment, but also the creative, collaborative atmosphere and fantastic networking opportunities.”*

*“CFA provided the education and resources necessary to allow me to further my skills/abilities with hands on practical experience.”*

*“Learning from industry professionals provides real world experience in a setting that allows you to learn from your mistakes.”*

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**Creative  
Futures  
Academy**

Working with industry is rewarding for us, for learners, for industry-based tutors.

Co-developing programmes is highly resource intensive: in time, expertise, and money

Institutional challenges in scaling up: function areas, organisational structure, Creative Futures Academy @ IADT has enabled us to scope these out.

