



JISC RSC Scotland South & West Case Study @ Cardonald College

Cardonald College: Digital Convergence Programme (DCP)

Summary

The Digital Convergence Programme (DCP), is run by Cardonald College, Glasgow, in partnership with the National Union of Journalists (NUJ). It is a training initiative for journalists, photographers, PRs and others involved or interested in the media. The case study is in the form of an audio interview made by the JISC Regional Support Centre Scotland in discussion with Kathleen Morgan, Senior Lecturer in Journalism and Dario Sinfioriani, Senior Lecturer in Television within the School of Digital Media. A transcript of the interview is also available.

About the Institution

Cardonald College is a large FE college in the south west of Glasgow that was established over 40 years ago and has an enviable reputation for delivering quality education.

The Challenge

The Scottish Trades Union Congress (STUC) wanted to fund a digital convergence course for National Union of Journalism (NUJ) members. The role of a journalist has changed substantially in the past decade. The job has become less of a full time employment with a particular newspaper and has become far more of a freelance occupation. In order to get the freelance jobs that are available, journalists are now expected to be able to cover stories in whatever platform the contract requires. The course was originally aimed at print journalists and photographers as Continuing Professional Development (CPD) to give them hands on experience in video production and editing techniques.

The Activity

Delegates are offered training in converged journalism, allowing them to learn new skills and upgrade existing skills. They are tutored by industry professionals Dario Sinfioriani, Senior Lecturer in Television within the school of Digital Media at Cardonald College and Mike Higgins, a television and radio producer working for the BBC. Trainees have hands-on use of industry standard software and kit. Training includes using cameras and laptops to shoot and edit video, which they then learn how to upload online.

The Outcomes

The programme, launched in September 2009, has run across Scotland with courses in Glasgow, Edinburgh, Dundee and Aberdeen. Training is offered on two levels, with an introductory course lasting three days and a more advanced one over four days. They are now looking to offer this course to a wider audience and proposing to run the course over four levels, instead of just the current two levels. The new levels would be for absolute beginners and then the fourth level would be an advanced one.

The impact

The course was an immediate “hit” with professional journalists and photographers and has now run over a dozen times in various parts of Scotland. The Herald columnist Tom Shields and Tern TV researcher Cat Cob have been among the trainees unleashed into the world of converged journalism by Dario Sinforiani and Mike Higgins.

Lessons Learnt

A key factor in the success of this programme was having the support Cardonald College, Glasgow, which was fully invested in the programme and funded the necessary equipment and software. Resources such as videos and laptops are in high demand for use by staff in any College and equipment is often pre-booked and unavailable to other staff. Ring fencing kit for training ensured that there wasn't any damage to the equipment due to heavy wear and tear and that it was available as and when it was needed.

Useful Links

For further information about the course can be found at Cardonald Training Solutions www.cardonald.ac.uk/ts/ or contact Training Solutions, Cardonald on 0141 272 3331 or email trainingsolutions@cardonald.ac.uk

Skillset manages a range of training funds contributed to by industry and public sources. www.skillset.org/careers/

ILA Scotland is a Scottish Government scheme that helps you pay for learning. www.ilascotland.org.uk/

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