

# **Innovation for Creatives**

Media Cymru × PDR × Alacrity Foundation

## Table of Contents

|                             |          |
|-----------------------------|----------|
| <b>Overview</b> .....       | <b>2</b> |
| <b>Course details</b> ..... | <b>3</b> |
| <b>Accessibility</b> .....  | <b>3</b> |
| <b>Key Dates</b> .....      | <b>3</b> |
| <b>Eligibility</b> .....    | <b>4</b> |
| <b>Application</b> .....    | <b>5</b> |



## Overview

Media Cymru's aim is to support the growth of the Cardiff Capital Region's thriving media sector by investing in Research and Development (R&D) to deliver outstanding innovation. Cardiff is the UK's third largest film and TV production centre, with a wealth of talent and networks.

We want to invest in people, companies and projects that have the potential to match global competitors in their scale of ambition and skilled innovation.

The five-day Innovation for Creatives course will support 20 participants who are thinking about developing a first R&D funding proposal.

Participants generally will not have a fully formed R&D proposal and this course will allow them to explore the idea of entrepreneurship, with concepts of innovative user-centred design and commercialisation at the forefront.

The course will provide three days with [PDR](#) and two days with the [Alacrity Foundation](#) alongside access to an online digital learning portal.

PDR are a world leading design consultancy and applied research facility. The Alacrity Foundation are an educational institution who provide mentorship for the next generation of entrepreneurs.

At the end of the course, participants will understand how to translate ideas into innovative proposals that incorporate the needs of end users.

The course content will cover:

- How to collaborate with others.
- Research, development, and innovation (R,D&I) processes.
- Business development and entrepreneurship.
- How to create and test new prototypes.

- Why a user centred design approach is an accessible way to innovate.

## Course details

The course will take place 13 – 16 January 2025 with the final day taking place 24 January. Please note, you will be asked to complete a written task between 16 January and your final day of the course. You will be required to attend each day of the course.

We will support your attendance at the course with a stipend of £500 for the 5 days as well as any further childcare/carer costs.

The course will be held in person at:

PDR  
Excelsior Rd,  
Cardiff  
CF14 3AT

If you require further information, please email: [media.cymru@cardiff.ac.uk](mailto:media.cymru@cardiff.ac.uk)

## Accessibility

If you have any specific requirements that would make the application more accessible to you (such as advice, scribing or reading support) or would like to discuss this application in an alternative format (video or audio formats, audio narration, large font, plain text, or alternative language) please email [media.cymru@cardiff.ac.uk](mailto:media.cymru@cardiff.ac.uk) or phone 02922 511 434.

## Key Dates

- 5 November 2024 – Applications Open
- 29 November 2024, noon – Applications Close (please note, applications will not be accepted after this time)
- 6 December 2024 – Applicants Notified
- 13 January 2025 - Course Begins

## Eligibility


With all our activity we are keen to ensure we reach the widest audience possible to ensure we hear the best ideas. We recognise that too often, R&D investment circulates around networks which are not representative of our wider community in its social and cultural diversity. We aim to change that pattern and are working to address these structural imbalances in our organisation and in the wider sector. We hope to inspire transformative and inclusive lines of research and development that will challenge existing ways of producing and thinking.

This course is suitable for people from all backgrounds or stages of life who are developing or thinking about developing a career in the Creative Industries.

### **Eligibility criteria:**

- I am based in Wales.
- I have no/little Research and Development (R&D) experience in the Creative Industries.
- I currently work in the creative industries / I am new to or considering a career in the creative industries.
- I am available to attend five days in person in the Cardiff on the dates: 13 – 16 and 24 January 2025.

### **What we are looking for:**

- A willingness to learn and to collaborate
  - A desire to contribute to the creative industries
  - An appetite to challenge the status quo
  - An interest in discovering more about how to develop ideas
  - A motivation for being commercially aware, environmentally sustainable and inclusive in your practice.
- 

## Application

### **Assessment Criteria**

Your application proposals will be assessed in three key areas:

#### **1. Your Motivation**

- Why attending this course would be important to you
- What you believe you can bring to the course

#### **2. Your Aspirations**

- What skills and knowledge you would like to gain from your attendance
- How this learning would support your future career aspirations

#### **3. Your Interest in the Creative Industries**

- Previous experiences and interests in the Creative Industries