

*For the implementation of a new learning and teaching model for digital media design students in order to enhance real-world learning and graduate employability.*

**Overview of contribution and context**

Most undergraduate digital media design students seek employm

*Citation for Outstanding Contributions to Student Learning 2009*  
Katja Fleischmann (Jam

**Statement on sustained student learning, engagement and recognition**

*Recognition from students:*

The subject Web Authoring 1 is a focused example of the *POOL model* in action, where three industry input points are integrated into a real-world scenario which required the redesign of a community arts group's website presence (La Luna Youth Arts). The introduction of a real client, the integration of feedback from an industry professional during the project development process, and the launch of a research activity that engaged students in the exploration of their future workplace (i.e. multimedia companies and trends in North Queensland) created an authentic learning experience for students. Through the collaborative multidisciplinary team approach and the shared learning process, each student had additional time to concentrate on the de( th)ts oe to c(trat)-hee( thi)-6.92(h)1.4ip0od tren

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**Katja Fleischmann (James Cook University)**

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*are relatively traditional: ..., their integration into the overall project is new. The web design example and information about actual design-IT teams assembled by Katja is cutting edge and typify her application of her research and teaching (B. Litow, A/Professor).*

When investigating the employability of design graduates in three major metropolitan areas (Sydney, Melbourne and Perth), as well as in major regional centres of North Queensland (Townsville, Cairns and Mackay) the feedback from the Australian multimedia design industry shows strong support for these initiatives, for example:

*I think that's really excellent for the development of students,*