



**GRAFISCH  
LYCEUM**

**ROTTERDAM**

A man in a blue beanie and dark jacket is running to the right. The background is a dark purple space filled with digital and graffiti elements. There are colorful lines, a stylized building, and some text like '2009' and '06'.

**SECTORAL SOCIAL DIALOGUE COMMITTEE  
GRAPHICAL INDUSTRY**

**MEDIA CHALLENGE**

8-5-2013

Crowne Plaza

Brussels





## > WHAT IS THE GLR

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- > 63 YEAR HISTORY STARTED IN 1950
- > STARTED AS A SCHOOL FOR PRINTING, PRE-PRESS AND AFTERPRESS
- > GROWING SINCE
- > STAFF 350
- > STUDENTS 4000
- > GROWTH STILL 6% A YEAR





## > WHAT MAKES THE GLR UNIQUE?

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### RELATED TO OTHER SCHOOLS

- > THE GLR IS A SCHOOL FOR A SPECIFIC FIELD OF STUDIES. (VAKSCHOOL)
- > IN ITS KIND, WITH MORE THAN 4000 STUDENTS, THE BIGGEST SCHOOL.
- > MORE % IN THE HIGHEST LEVEL THAN OTHER VOCATIONAL SCHOOLS.
- > NUMBER TWO IN THE STUDENTS RANKING LIST.
- > MORE ENTRIES THAN WE CAN HANDLE.





## > WHAT MAKES THE GLR UNIQUE?

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### KEEPING UP WITH THE INDUSTRY

- > ALWAYS UP-TO-DATE EDUCATION
- > 3 CHIEF-LECTURERS
- > CLOSE CONNECTION WITH GOC AND SCHOOLS WITH THE SAME PROFILE
- > 15 PEOPLE CONNECTING STUDENTS WITH COMPANIES FOR THEIR INTERNSHIP





## ALL EDUCATION IN THE FIELD OF MEDIA

- > Design:
  - > Graphic Design
  - > Interactive Design
  - > Video Design
  - > Game Design
  - > Sound Design
- > Audio/Video
- > Stage Engineering
- > Management (in the media industry)
- > Print / Sign
- > DTP
- > Mediatechnology





### SPECIAL TOOLS

- Special tools are equipment and knowledge to support different courses and sometimes the industry
- It's all about innovation
- It's our ambition





## > WHY SPECIAL TOOLS

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- > TO PREPARE STUDENTS FOR THE FUTURE
- > TO CONNECT THE INDUSTRY
- > TO DO RESEARCH
- > TO BE IN THE LEAD







# > GLR TOOL DIGITAL PRINTING





# > GLR TOOL 3D VIDEO

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# > GLR TOOL SOUND RECORDING

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# > GLR TOOL CHROMAKEY

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# > GLR TOOL MOTION CAPTURE

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# > GLR TOOL MULTI CAMERA

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## > WHY WE DO

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We are The Dutch creative college for media, design & technology.

A school for “printing and allied industries”!

Prepare the students for to be the best in the world of media and communication and prepare them for the future.





Developing courses together  
with:

- GOC (Dutch Skill Counsel?)
- Other school
- The industry
  
- Always with a some “free space” for the schools.





## > AFTER THE GLR

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- > 50% GOES ON IN HIGHER EDUCATION
- > 30% FIND A JOB
- > 10% START HIS OWN JOB
- > SOME BECOME UNEMPLOYED





- > EQF AND NQF
- > DUAL SYSTEM OR FULL TIME EDUCATION
- > TRADITIONAL OR NEW COURSES
- > TRADITIONAL OR NEW EDUCATION
- > INNOVATION OR NOT
- > EUROPEAN MOBILITY OR
- > WORLDWIDE MOBILITY
- > MOBILITY FOR:
  - > STUDENTS
  - > WORKERS







- > EDGE A EUROPEAN SCHOOLNETWORK
- > CREATIVE ECVET
- > KOSMOPOLIS TV
- > 2015 INTERNATIONAL CONFERENCE BY AND FOR STUDENTS
- > BA IN THE UK
- > EGIN PLATFORM





- > EUROPEAN EDUCATIONAL QUALITY AUDITS
- > EUROPEAN NEW MEDIA EDUCATION
- > EUROPEAN ASSOCIATION OF NEW MEDIA “WORKERS”
- > EUROPEAN INNOVATION AND RESEARCH TEAM FOR NEW MEDIA





## > CONCLUSION

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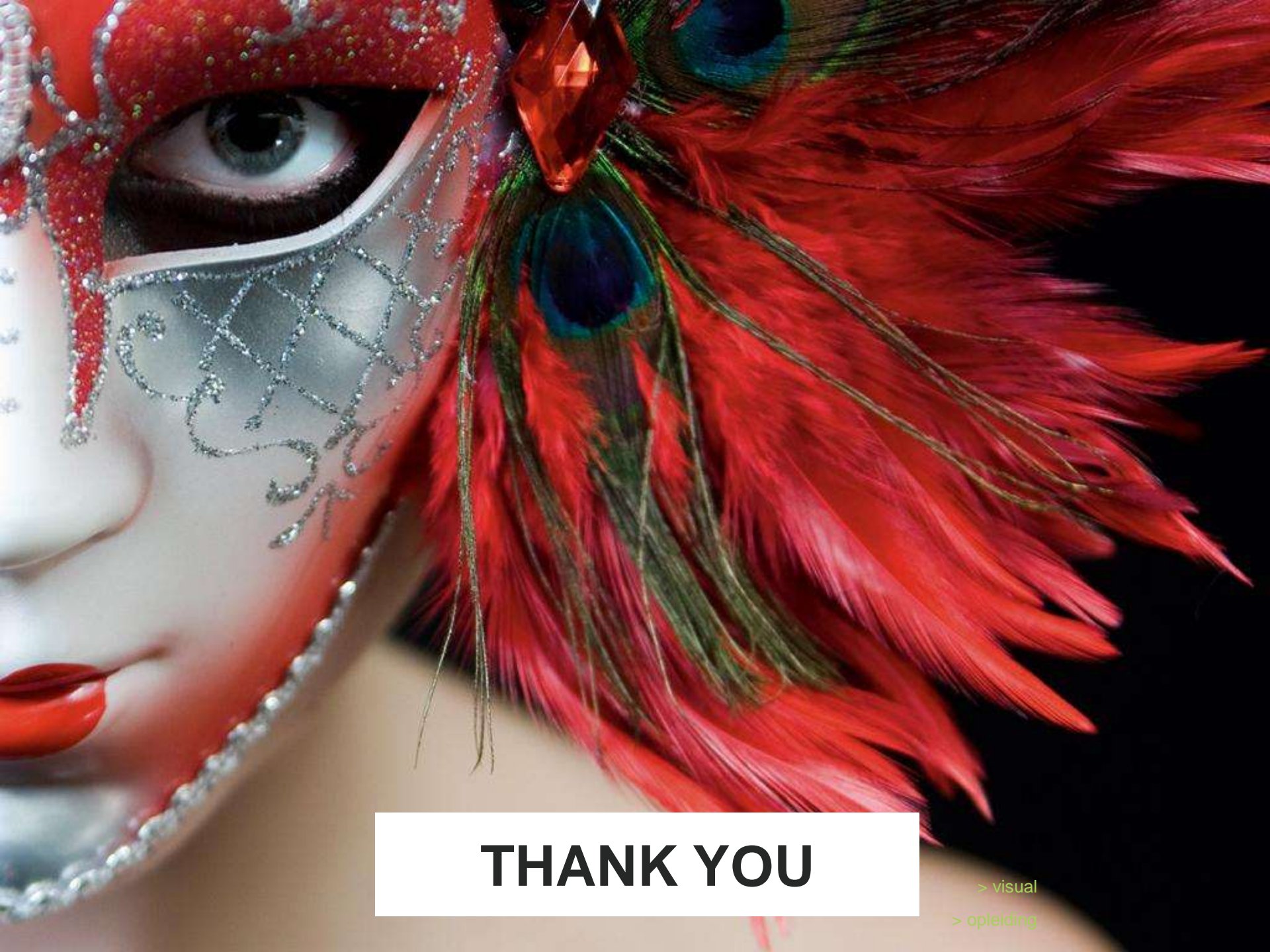
Media is booming.

We have to realize what this means for the industry and the education.

We have prepare new workers and re-educate the existing workers and companies.

Life Long Learning





**THANK YOU**

> visual  
> opleiding