

Letting go of  
what you know:  
Co-designing  
enterprise  
activities

by  
Cath Caldwell



## Central Saint Martins:

Opt-in weekly  
enterprise group  
for BA and MA  
Graphic  
Communication  
Design







**There is a danger that [in education] embedded easily becomes invisible**

(creative industries practitioner, March 2006)\*

Source Creating Entrepreneurship: entrepreneurship education for the creative industries HEA art, Design and Media Subject Centre 2007







**“I can’t deal with it”**

**“not for me”**

**“too busy  
freelancing”**



Source: Heartland Institute @ [heartland.org](https://heartland.org)



## Delivered



## Self-directed











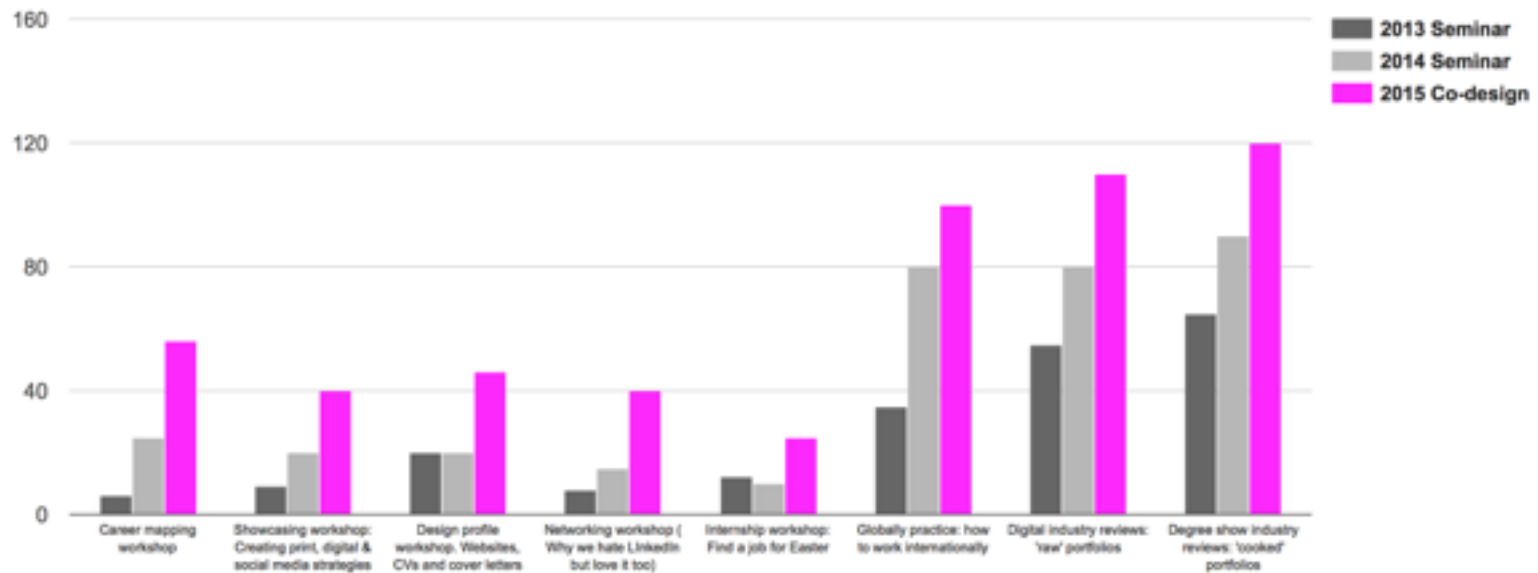






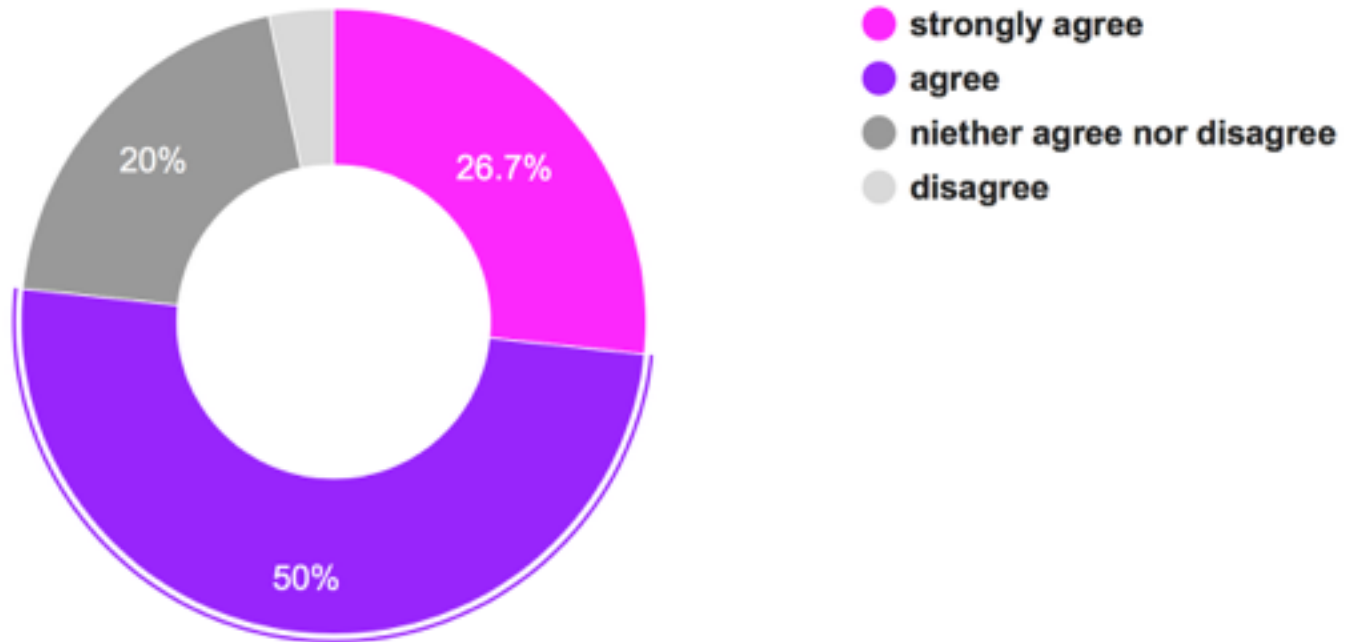


Opt-in attendance for Graphics Enterprise Group at Central Saint Martins



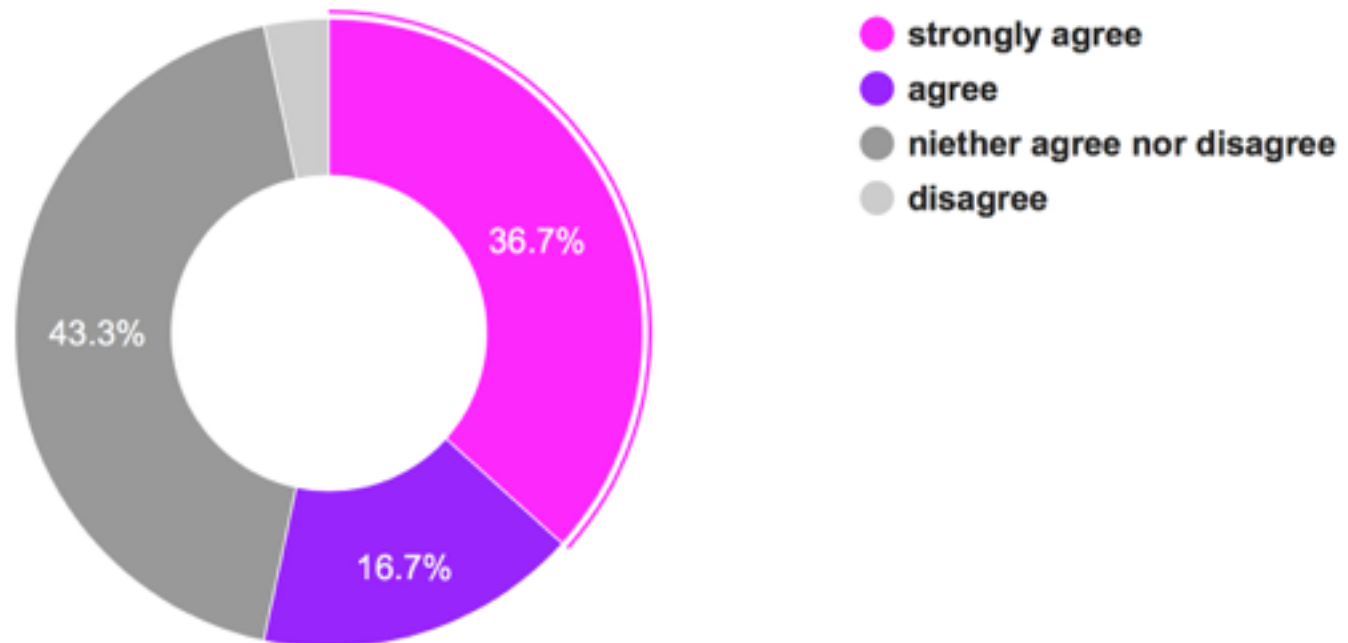
Students from BA Graphic Design and MA Communication Design N = 540

**As a result of my involvement in this group I think more about life after graduation.**





**I benefitted from being involved in the planning and organising of events/talks/portfolio reviews**



# Nearly there

**Practice intellectual humility**

**You are still an expert**

**Let go of preconceptions**

**“Intellectual humility. Without humility, you are unable to learn.”**

Laslo Bokk from the Harvard Business School





**Prepare for setbacks**

**Be empathetic**

**Rethink digital comms**



# thanks

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Thanks to former student Jean Julien Illustration @ [www.jeanjulien.com](http://www.jeanjulien.com)  
Thanks to co-designers Conor Rigby, Kezia Kong, Philippine Sohet,  
Vensia Layhadi, Nadia Hudiana, Chris Baker and many more

