

## PROFESSIONAL ADVICE

In a presentation to ISCA students Anthea Godfrey, Artistic Director of the Embroiderers' Guild, talked about two recent collaborative projects she has managed. The first was a large-scale embroidery designed by Cornelia Parker to mark the 800th anniversary of the Magna Carta. Ms Godfrey described the intricacies and level of collaboration required to produce the 13 metre piece which was commissioned by the Ruskin School of Art at the University of Oxford and the British Library. She emphasised how the importance of teamwork and a practical approach to problem-solving was intrinsic to the success of the project.



In another commission, Ms Godfrey was asked by the producers of Game of Thrones to recreate an embroidery of the hit television show. Describing the completed work as 'a piece of theatre' which has now been exhibited across the country, Ms Godfrey said 160 people had been involved in its realisation. Students were hugely inspired by the talk which highlighted the importance of holding onto and acquiring new skills throughout a career.



## BRAND AWARENESS

Connecting students to art and design professionals is an important part of the learning experience at ISCA. Last week a Skype workshop led by Designer and Artist Meiyl Wang centred on the key skills of delivering a design to a client, problem-solving and transferring experiences into work. Ms Wang, who completed a masters at Royal College of Art, talked about her graphic design projects for leading international companies. In a lively question and answer session, she emphasised the importance of collaborations, making designs effective and how paying attention to the small details is fundamental to success.



## MARYLAND INSTITUTE COLLEGE OF ART (MICA)

Sarah Titford of MICA gave a fascinating insight into life at one of America's oldest art and design institutions. Situated in Baltimore, Maryland, MICA has a variety of programmes which offer great flexibility. Ms Titford gave detailed information about how to put together a successful portfolio and what students can expect to achieve after a MICA education.

