

HYPER ISLAND

“Hyper Island seems to provide students an interesting educational system which consistently produces students with a rare balance of conceptual and executional skills... It just seems that Sweden bleeds interactive.”

David Lee, Creative, Wieden + Kennedy, London

Methodology

We know that real problem solving and meetings with industry professionals and expertise offer you more than what thick books and written exams can deliver. This is why we apply a method that involves learning things by experiencing, doing, reflecting, and finally drawing your own conclusions together with others.

Learning at Hyper Island is not only about situations where all goes well and you understand everything. Obstacles and detours are important. Therefore, “failures” are not the worst things that can happen here; they are often your best learning experiences.

Reflection-Based Learning

Whenever you have not quite reached one of your educational goals, we will never be satisfied by acknowledging that fact. On the contrary, we will encourage you to pursue the missing knowledge and to reflect over why you haven't been able to find it. By analysing the situation together with others and evaluating what went wrong, you will understand more and will be able to act in an appropriate way. We call this reflection-based learning.

Real-Life Projects

At Hyper Island you will work in projectbased courses, which focus upon many different areas. With our guidance, you will solve realistic problems while working together with others, or alone. This might involve creating a digital campaign, developing a business plan, or creating a graphical profile, while at the same time participating in lectures, workshops and seminars. By working with real clients and real needs you will acquire invaluable experience. This means you may not always notice the difference between a day at school or at work. When you study at Hyper Island, you are in principle already at work. It is exactly these experiences that make you so attractive for the industry.

Team Work and Individual Development

At Hyper Island we lay great emphasis upon how we function together in teams because the ability to cooperate is important in a workplace. This is why you will practice working together with others, learning to be part of a group without disappearing as an individual. To sum it up: you will learn to be a good team player and a good leader.

By giving and taking, listening and being listened to, you will gain knowledge and insight about yourself and others. You will become aware of how entertaining and energising it can be to participate in an incredibly successful team. You will understand more about how teams can develop and which paths are most productive, both in terms of well-being and profit. This knowledge is of great importance regardless of your future professional role.

The network you establish while studying here is priceless

You will not only gain from your own relations with clients, other students and people in the industry. You will benefit from the entire Hyper Island network: 500 companies around the world and over 600 graduated Hyper Island students.

Internship

Our network will even be useful during your time as a student, especially during your internship period at our full-time programs. This is an important period when you will have the opportunity to gather both specific industry knowledge and new life experiences. You are free to choose where you want to spend this time. Perhaps in Barcelona, New York, or Sydney? Or why not Sweden?

Hyper Island is proud to work with the best professionals in the world. To see examples of contributors to the Hyper Island experience, please visit www.hyperisland.se

To sum it up simply, Hyper Island is about:

- Active participation and learning by experiencing, doing and reflecting.
- Trial and error. Mistakes are often the strongest learning experiences.
- Working and developing as an individual in teams.
- Using interactive media as a tool for implementing change and improvement.
- Guidance to self insight and group dynamics.
- Real clients, real needs, real learning.

"Here in the UK Hyper Island is regarded as the pre-eminent breeding ground for top-class digital talent. A Hyper Island student is practically guaranteed a job the moment they walk through the doors."

Gavin Gordon Rogers, Creative Director, Agency Republic, London