

RESUME, TARJA TOIKKA

Born 21. 8. 19961

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PROFILE

Researcher

DA, Doctor of Arts Student

The University of Art and Design Helsinki is an international university dedicated to design, audiovisual communication, art education and art. It is the largest university of its kind in Scandinavia and has a strong and active international presence. The University founded in 1871 is a pioneer in research and education. The School of Art and Media Pori is located in the University Consortium of Pori. The Consortium houses experts from 190 different fields and 2500 students.

Creative Leadership project

Creative Leadership is a joint project of Turku School of Economics, Pori Unit and University of Art and Design, Pori School of Art and Media. The project is funded by the local EU-authorities and the city of Pori. Creative Leadership studies creative economy from a truly multidisciplinary point of view. The researchers of the project all represent their respective sciences and different approaches towards the creative economy: leadership and organisation, design and innovations, marketing, accounting, sociology and anthropology.

EDUCATION

Master of Art 1992, Visual Communication, University of Art and Design, Helsinki

Art School of Kankaanpää 1981-82

WORK EXPERIENCE

Five years experience in the art and design pedagogy: teacher, media management studies, in the Medialab, University of Art and Design Helsinki; a course leader "digital media processes" which was skills-related, development and supplementary training of the University of Art and Design Helsinki. Experience of 14 years in the media business in different professions: graphic designer, art director, producer and concept designer.

Mosaic Productions Oy, which is a service provider of www-communications for mainly SME sector: Concept Designer 15. 10. 2001 – 30. 5. 2003

Satama Interactive Finland, Internet consulting

Concept Designer 04. 2000 - 06. 2001

Sanoma-WSOY, a strong European media group operating in diverse fields of media in over 20 countries: worked as a CD-ROM producer, graphic designer, team leader 08. 1995 - 04. 2000

Starting in the year 1995 New Media department developed among the pioneers the new media production concepts: new product categories, new production practices, new marketing processes etc.

Weilin&Göös, book publisher (<http://www.wg.fi/>)
 Multimedia producer, graphic designer 1994 – 1995 Concepts for multimedia products,
 practice based research with Lahti University of Applied Sciences, production process models
 and practices studied in cooperation.

Smile Audiovisual Oy

PR and Corporate communication: Producer of Audiovisula programs, slide shows and
 videos, AD, graphic designer 21.4. 1987 - 14. 2. 1994

PROFESSIONAL DEVELOPMENT, PEDAGOGY

Participated to several courses for university teachers organized by: Five Years, Two Degrees.
 The W5W2 project (2007-2009) supports the implementation of the Bologna process in the
 Finnish Universities. (1ov equals 40 hours of work, the system has been replaced by echts)

The curricula planning and the impact of the study counselling methods for the personal study
 plans (4ov) 08. 2006-11.2006

<http://www.oulu.fi/w5w/koulutukset/opshops.htm>

Information- and communication technology in educational use (15 ov) 08 2005-04. 2006

<http://tievie.oulu.fi/vanhat/2005/tievieasiantuntijakoulutus/rakenne.htm>

Information- and communication technology in educational use (10 ov) 09. 2004-03. 2005

<http://tievie.oulu.fi/vanhat/2004/tieviekoulutus/rakenne.htm>

Tutoring Personal Study Planning in Higher Education (2ov) 1. 6.- 31.10 2005

<http://www.uku.fi/opk/hops/index.html>

University Pedagogy in Art Universities (10 ov) 2004-2005

<http://www.taikopeda.fi/koulutus/index.html>

CONFERENCE PAPERS

Complexity as a paradigm in the Creative leadership

– *design processes as a component in leadership that supports the creativity.*

Creative Futures Conference Pori University Consortium 10.-11. 10. 2007

What Do You Mean, Creative Economy ?

– *A Conceptual Mapping from Five Fields of Science*

Creative Ladershi-team paper, Turku 16. 6. 2007

Questions about the roles of the universities and business life in the innovation system

Call for Creative Futures Conference, Oulu 10. 10. 2006

*Managing Innovations & Design in Digital Media –The Challenges of Media Management
 studies together with Marjo Mäenpää.* (<http://mlab.uiah.fi/mediamanagement/cread.html>),

EURAM 2005, München, 20.5.2005.

Narrative Simulations for Museum Visitors, together with Marjo Mäenpää,

Cumulus Conference, Utrecht, October 1st 2004.

(Cumulus - Cumulus International Association of Universities and Colleges of Art, Design
 and Media)

The Building Blocks for Creative Milieu, together with Marjo Mäenpää,

Cumulus Conference, Utrecht, October 1st 2004.

Cross Cultural pedagogical experience: Planning of interactive museum installation as Finnish American web-based cooperation, together with Marjo Mäenpää
Interactive Technology in Education (ITE 04) -conference, expert workshop 21.4.2004
Hämeenlinna