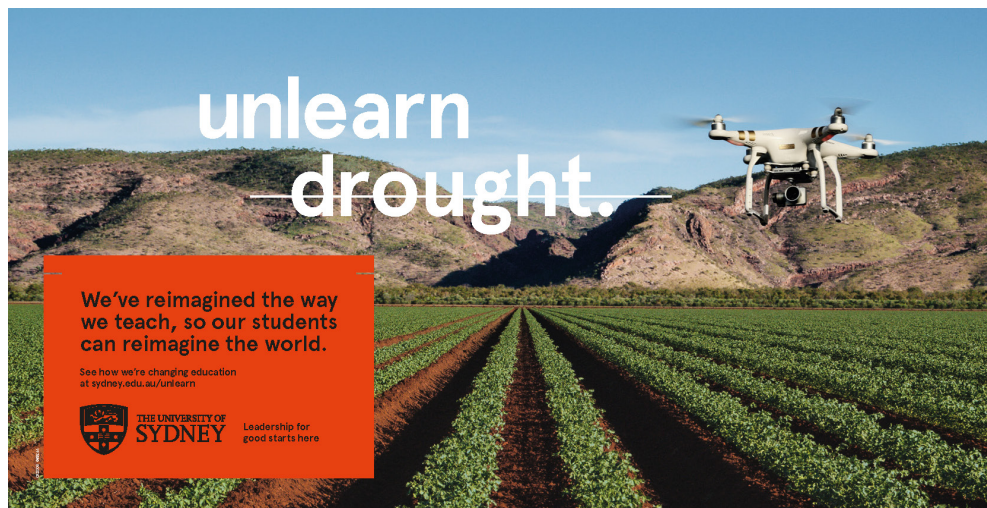
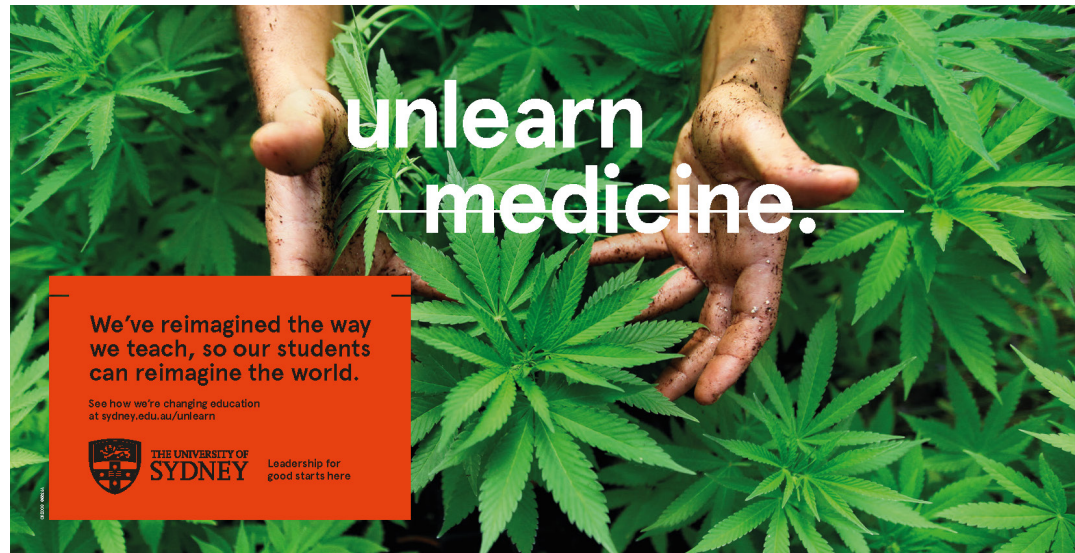


The University of Sydney Advertising Campaign | Supporting Information

Creative idea – ‘Unlearn’



Creative idea – 'Unlearn'

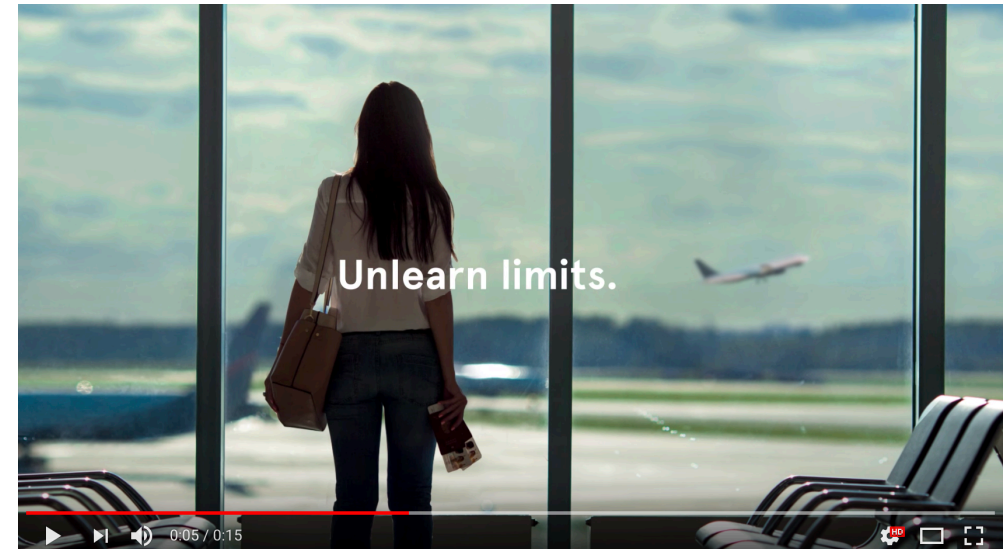


Video content

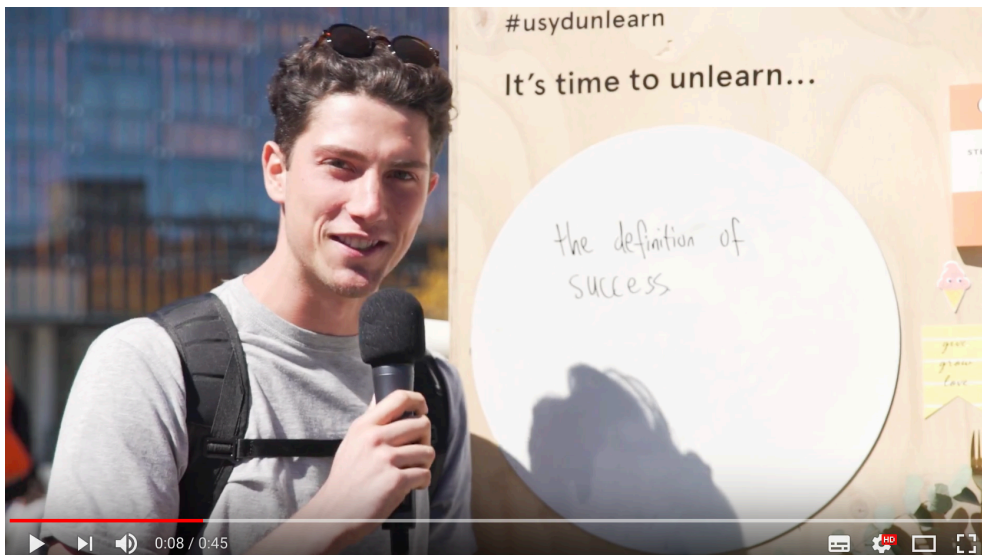
Hero video – 60", 30", 15" versions



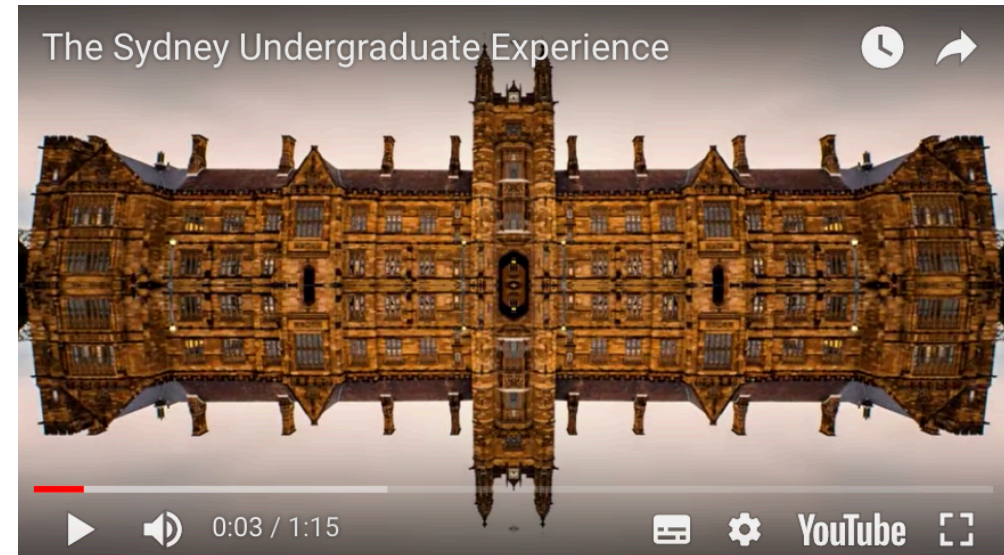
Unlearn classroom snackable 15" video



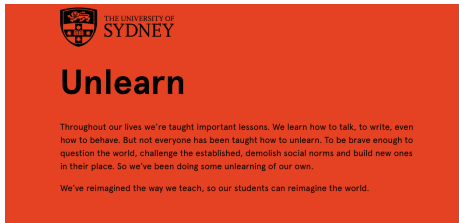
What our students think it's time to unlearn activation video



Sydney Undergraduate Experience video



Website content



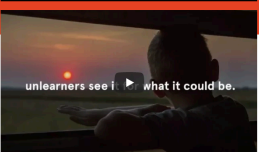
Unlearn

Throughout our lives we're taught important lessons. We learn how to talk, to write, even how to behave. But not everyone has been taught how to unlearn. To be brave enough to question the world, challenge the established, demolish social norms and build new ones in their place. So we've been doing some unlearning of our own. We've reimaged the way we teach, so our students can reimagine the world.

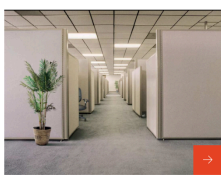
unlearners see it what it could be.

5 ways the classroom has changed

Hear from our students



Unlearn classroom



Unlearn career path

University of Sydney launches new undergraduate curriculum

27 February 2017

Reimagined undergraduate curriculum to start from 2018

The University of Sydney has formally launched the Sydney Undergraduate Experience, a new undergraduate curriculum which will enable students to tailor their degrees to their interests and prepare graduates for global possibilities.

Undergraduate courses
Explore the Sydney experience

Emily Cook

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Mobile

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emily.cook@sydney.edu.au



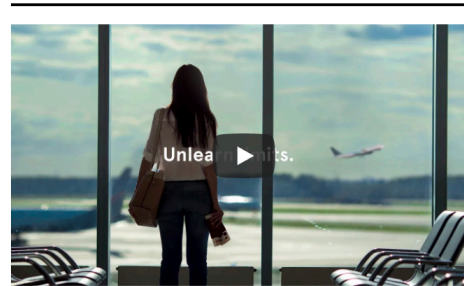
The curriculum, to commence from 2018, was launched on Friday at an on-campus event before an audience of 300 high school career advisers and teachers, who were briefed on the reimagined undergraduate offering.

"As society changes and confronts new challenges, university graduates need to have the capacity to contribute to and provide leadership in a changing world. And to ensure students are prepared for these changes and challenges, undergraduate education also needs to change," said Dr Michael Spence AC, Vice-Chancellor and Principal of the University of Sydney.

"We have transformed our undergraduate curriculum so that Sydney graduates will have the skills, knowledge and values they need to lead confident and productive lives. It will not only provide them with a broad range of academic expertise, but also exceptional opportunities to enrich their personal qualities and values."

The new Sydney Undergraduate Experience will offer students a new course architecture with broad, structured choices that ensure that students not only develop deep expertise in their primary field of study but also build an understanding of broader intellectual landscapes and the skills for collaboration, invention and influence. Every student will also have the opportunity to:

Unlearn classroom



We're told from an early age that everything worth knowing is taught inside the classroom. Sit up straight. Face the front. Raise your hand if you know the answer.

But doesn't this way of learning just raise more questions? Where would be a better place to learn? The answer: everywhere.

For our students, the world is their classroom: from learning within companies and government organisations, to workshops in the desert and deep inside rainforests.

We understand the importance of our students having an international perspective, so we've embedded cultural competence in our new curriculum, with courses in our [Open Learning Environment](#) and opportunities for students to communicate and interact across cultures.

Top 5 things to know about the Sydney Undergraduate Experience

27 March 2017

Preparing you not just for your first job, but your whole life

Thinking of studying with us in 2018? Here are the top five things you need to know about the Sydney Undergraduate Experience when choosing the right undergraduate degree for you.

1. The world is changing, and so is our curriculum

Our undergraduate courses will provide you with access to the most flexibility and choice of any university, and the opportunity to:

- study across or work with other disciplines
- build the skills and understanding to work across cultural boundaries
- get involved with real-world projects and research.

This means when you graduate from Sydney you'll have the confidence and ability to think critically, collaborate productively and influence the world.

"The Business School offers many opportunities to gain practical, real-world experience and advice, so that you will graduate industry-ready. Whether it be through consulting with a career adviser, being mentored by an industry partner or undertaking further studies overseas, there is always a person or service available to help you towards achieving your career goals."

– Mihajla Gavin, Bachelor of Commerce (Liberal Studies) (Honours) 2012

5 ways the classroom has changed

25 August 2017

Ever wondered what it would be like to step into a living cell?

Times really have changed: you might not recognise the classroom now, with online courses, hands-on learning, overseas exchange, collaborative spaces, and even research talks in pubs.

Today, the classroom is flexible, creative, and agile – our students are learning in and learning from all over the globe. The modern tutorial room, lecture theatre and laboratory are still hives of activity, but not in the way you remember it. Here are a handful of ways the classrooms at Sydney have changed since you were strolling the halls.

1. Online learning: from the comfort of home

Gone are the days of having to be in the same place as your teacher to learn. As part of our new undergraduate curriculum, we're making more than 100 units of study available for students through our [Open Learning Environment \(OLE\)](#) so you don't even have to leave home to learn.

All students have access to self-contained online learning modules to build their skills and breadth of knowledge, and explore new fields of study in a range of areas, including entrepreneurship, cultural competency, ethics, digital literacy and the ability to ask the 'big' questions.

Students will be able to earn credit points in many modules, while zero credit point modules will also be available for free. Staff can also take zero credit point units for free.

With our [Massive Open Online Courses \(MOOCs\)](#) – we're opening the classroom doors to everyone by combining video and written information about topics from positive psychiatry to chronic disease prevention to astronomy.

2. Study abroad and student exchange: a global perspective

Some of our classrooms aren't even in Australia – spin any world globe and chances are you'll end up pointing to an area our students are studying in right now.

We offer more than 270 exchange opportunities in 41 countries – from short-term three-week trips to year-long programs.

A lesson in unlearning

See how we're reimagining education



Our new curriculum

Learn more



Undergraduate courses

How to choose the right bachelor degree for your undergraduate studies

The world is changing, and university education needs to change too. We've added a new level of flexibility to our undergraduate degree; giving you access to a breadth and depth of excellence in disciplines and professional fields that is unparalleled in Australia.



What is an undergraduate degree?

An undergraduate degree, or bachelor degree, is the first degree you obtain at university. If you have just completed high school, or have never graduated from university before, then an undergraduate course is for you.

A degree designed for you

Whether you've had your career path mapped out since childhood or you're convinced that your dream job doesn't exist yet, one of our three degree pathways – professional, specialist and liberal studies – will prepare you for the future.

Professional degrees

Specialist degrees

Liberal studies degrees

Find a course

Start learning with us



Plan your degree

Live chat with an academic adviser



Undergraduate guide

7.2MB

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News...



Top 5 things to know about the Sydney Undergraduate Experience

Outdoor advertising

Railway station outdoor posters



Street furniture



Digital display advertising

Digital banners and pre-roll video on targeted websites

The Sydney Morning Herald Video

Business World Politics Comment Property Entertainment Lifestyle Travel Cars Tech Video All

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\$40,990 DRIVE AWAY
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Reese Witherspoon speaks of teenage assault

Kathy Griffin: 'You're full of crap'

First-time novelist wins Man Booker Prize

For the second year running an American has been awarded the Man Booker Prize, as George Sanders wins with his novel 'Lincoln the Bardo.'

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Throughout our lives we're taught important lessons. We learn how to talk, to write, even how to behave. But there's one important lesson most of us never get – a lesson in unlearning. It's only by challenging the established, questioning the accepted and being brave enough to break down old rules, that we can write new ones. That's why we've been doing some unlearning of our own. We've reimagined the way we teach, so our students can reimagine the world.

a lesson in unlearning.

See how we're changing education at sydney.edu.au/unlearn

 THE UNIVERSITY OF SYDNEY
Leadership for good starts here

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Social media

University of Sydney • September 22, 2017

Will your job be taken by a robot in the near future? Or will Artificial Intelligent help create new career opportunities? Meet the academics unlearning the future of work: <http://bit.ly/2wD3thf>



Will robots take our jobs?
At the University of Sydney, our academics are unlearning what 'threat' means. We're researching how artificial intelligence can help us – read more here.
SYDNEY.EDU.AU

You, Allison Winstone and 57 others • 9 Comments 4 Shares

University of Sydney Sponsored

Imagine what could be possible if we all learned to unlearn. We've changed the way we teach so our students can reimagine the world.




It's time to unlearn
sydney.edu.au/unlearn [Learn More](#)

17 • 5 comments 31.5K views

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Daisy Shu @EyeDaisyShu • 5 Sep 2017
Time to unlearn and rethink everything starting with #womeninscience
[#usydunlearn](#) [@sydney_uni](#)



It's time to unlearn...
Women in Science

#usydunlearn

1 • 7 • 11

Reza Kahlaee @RezaKahlaee • 6 Sep 2017
[#usydunlearn](#) It is such a brilliant idea to break all the Norm barriers existing in our minds for generations. I admire this initiative. #USyd



1 • 1

Snapchat treasure hunt and geofilter



Activation

Students and staff contributed to an installation on what they think it's time to unlearn

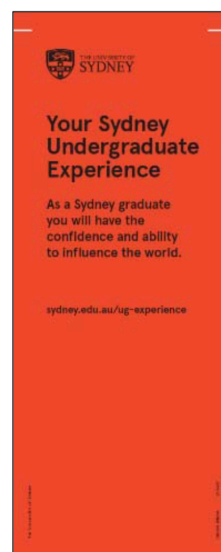


Sydney Undergraduate Experience collateral

Printed guide



Pull-up banner



Postcard

