Evaluating the Extent to Which Higher Education in Creativity Match with Demands of the Industry in Istanbul

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Abstract : Relevant departments of universities in creative fields are increasingly facing the challenge of developing curriculum for more employable creative workforce. In Turkey, as a developing country, the creative industries have not yet argued in the political axis and higher education also has not been addressed in this context. Istanbul has the highest creative and cultural industries share also provides both rooted and developing higher education institutes for these sectors in Turkey. With this in mind, the main purpose of the paper attempts to clarify that how does higher education in creative fields deal with the demands of creative industries in Istanbul? First, the paper elaborated creative class theory, second creative industries, employability and curriculum triangle is examined. The research methodology consisted of a qualitative model based on interview analysis. Data are collected by interviews with the head of the relevant departments and professional associations authorities in selected sectors. Four higher education institutes in Istanbul are selected according to the some clarified factors related to the literature. This also offered a comparing between public and private universities in terms of the adaptability of this changing concept of work. Industry expectations and content of educations were compared and found the blind spots in the education-industry relationships. As a consequence, produced inclusive policies for universities and industries to overcome these spots with collaboration, flexibility, adaptability, openness and feedback management and also for future policies in particular outcomes of university-industry collaborations.

Keywords : creative industries, curriculum, employability, high education, Istanbul

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