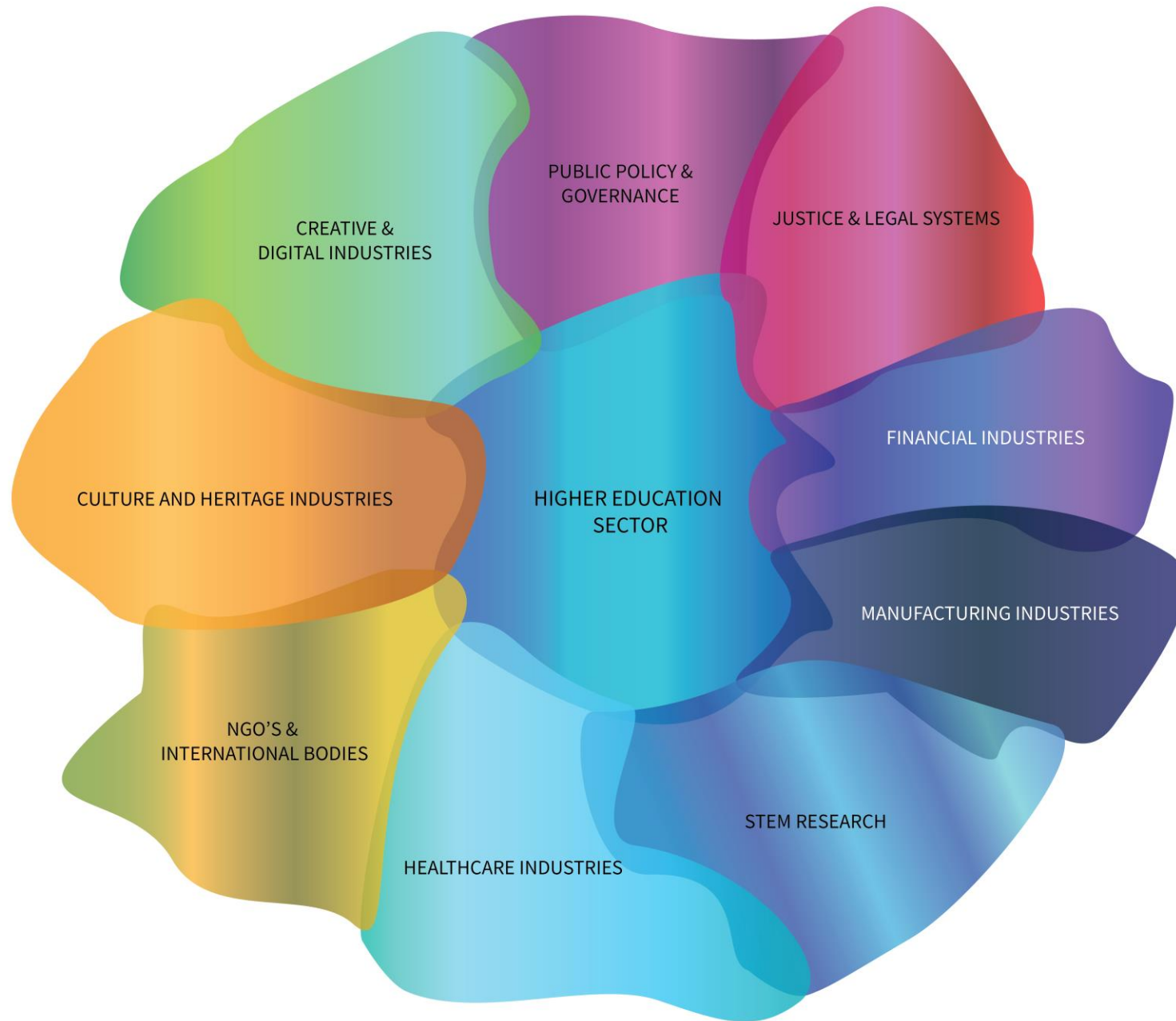


THE THIRD SPACE CARTOGRAPHER

**CO-DESIGNING THE BOUNDARY OBJECT AS A
STRATEGY FOR ACTIVATING STUDENT EXPERTISE**

DR MIM SORRENTINO

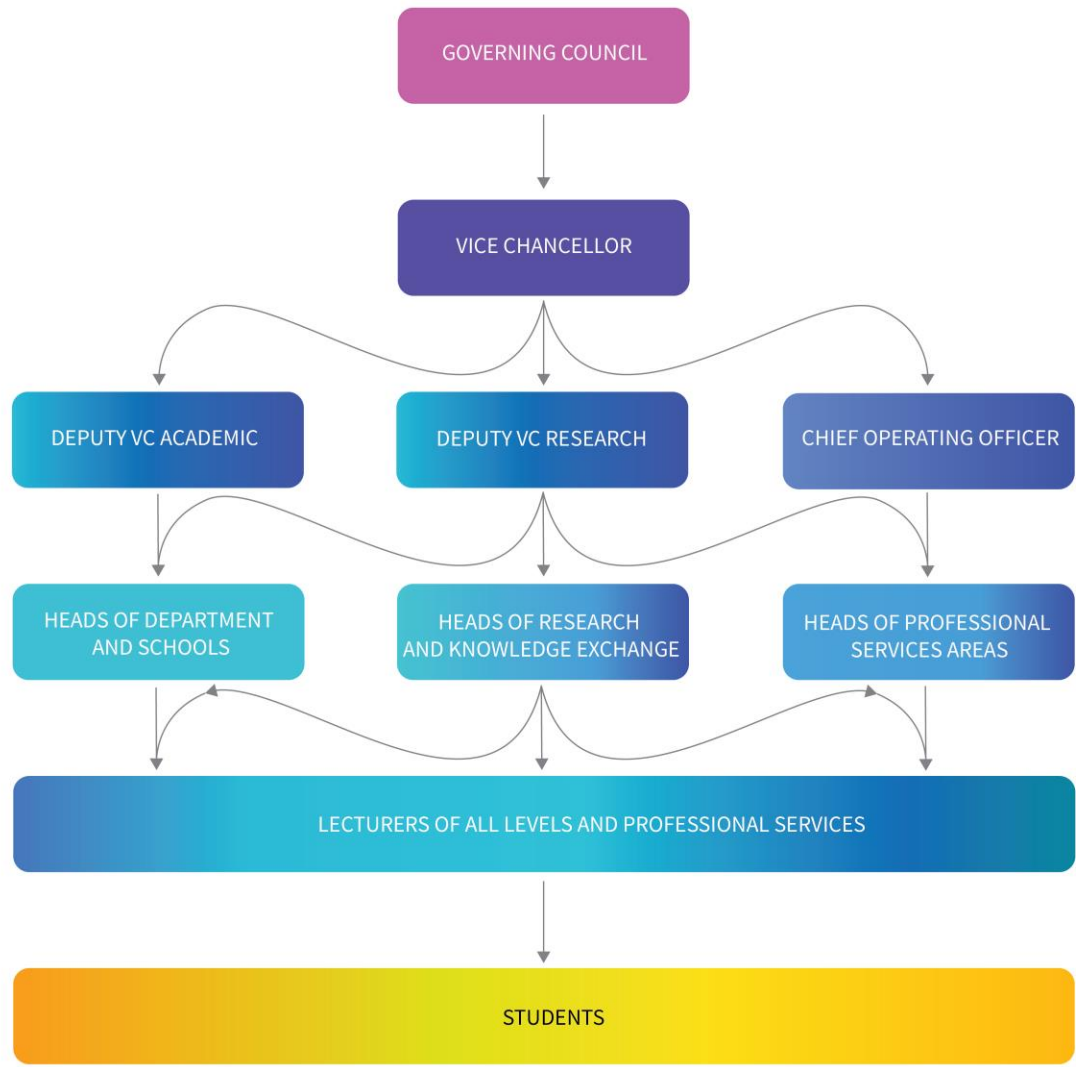


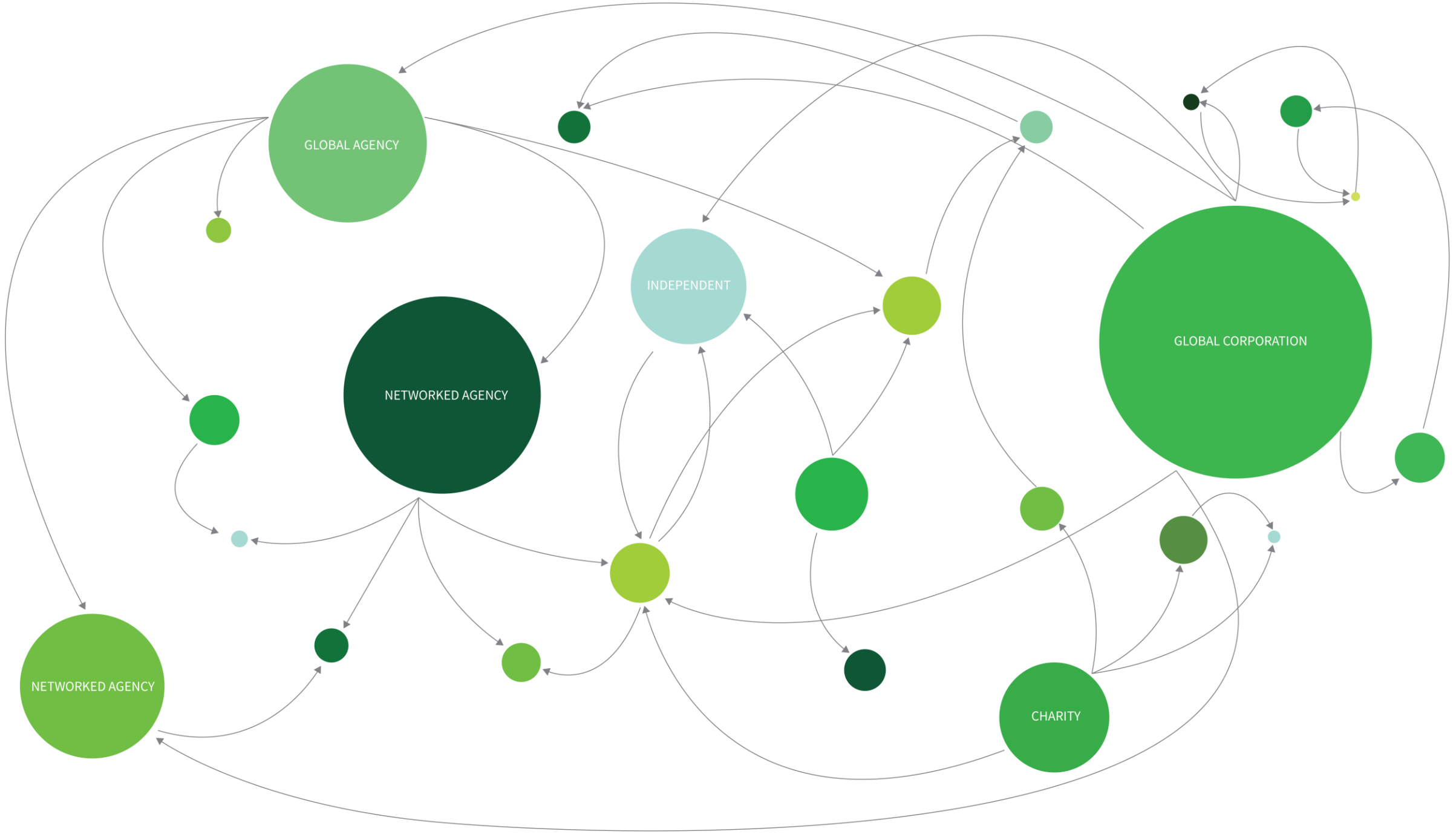


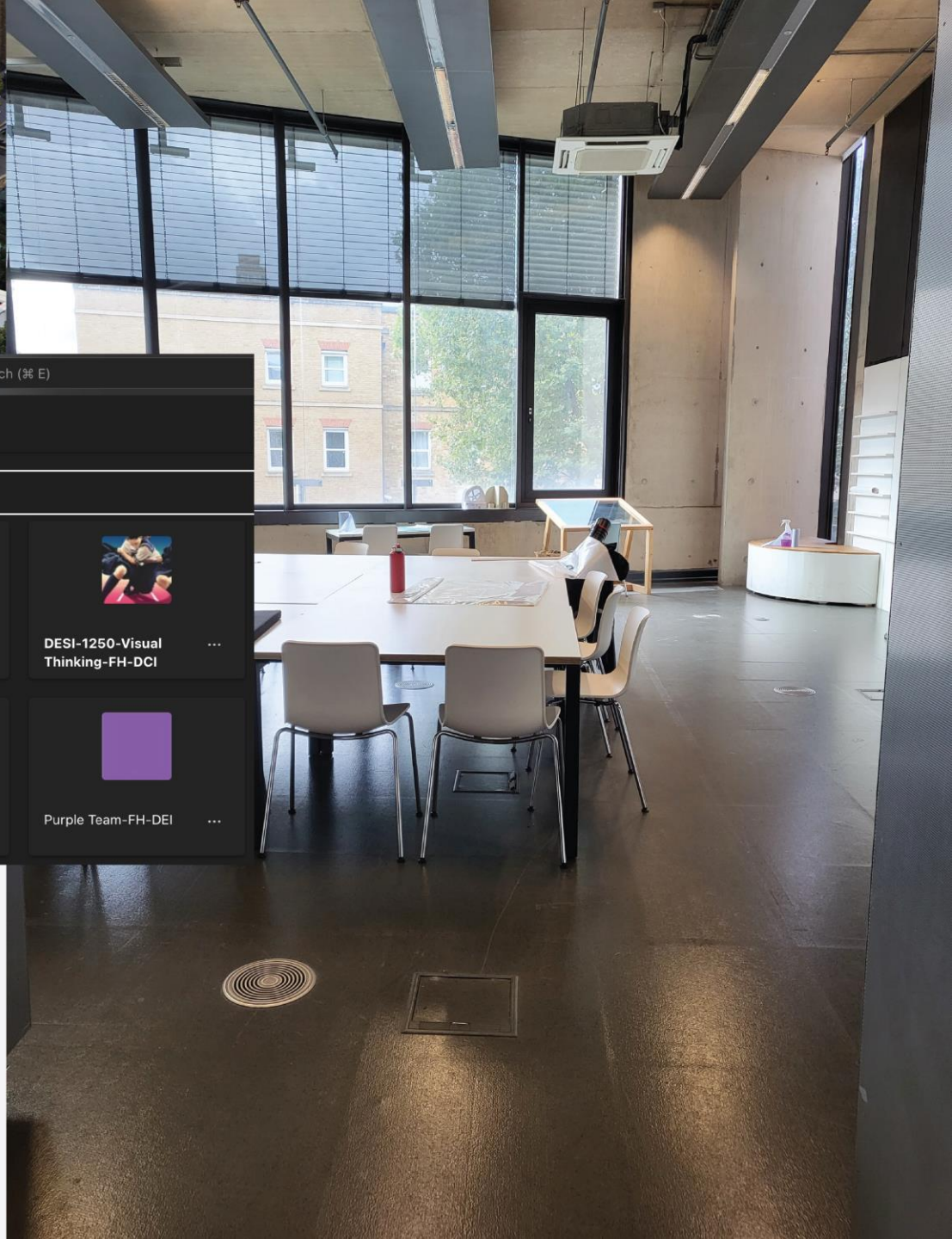
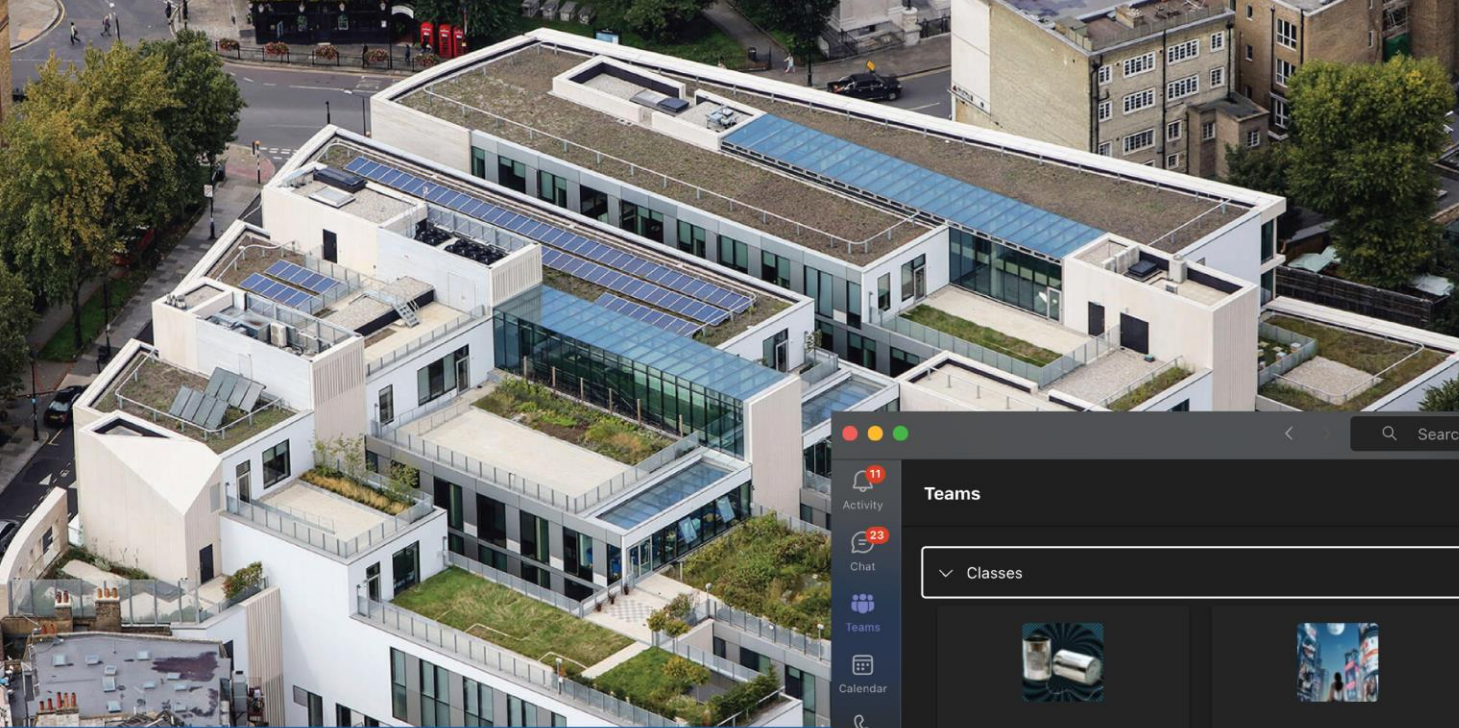
CREATIVE &
DIGITAL INDUSTRIES

The image features two overlapping, irregularly shaped regions. The left region is filled with a green-to-teal gradient and contains the text 'CREATIVE & DIGITAL INDUSTRIES'. The right region is filled with a blue-to-cyan gradient and contains the text 'HIGHER EDUCATION SECTOR'. The overlapping area between the two regions is highlighted with a yellow-to-orange gradient.

HIGHER EDUCATION
SECTOR







Bookmarks: Apple, Yahoo!, Google Maps, YouTube, W

miro Brand New 25 26







Activity, Chat, Teams, Calendar, Calls, OneDrive, Apps

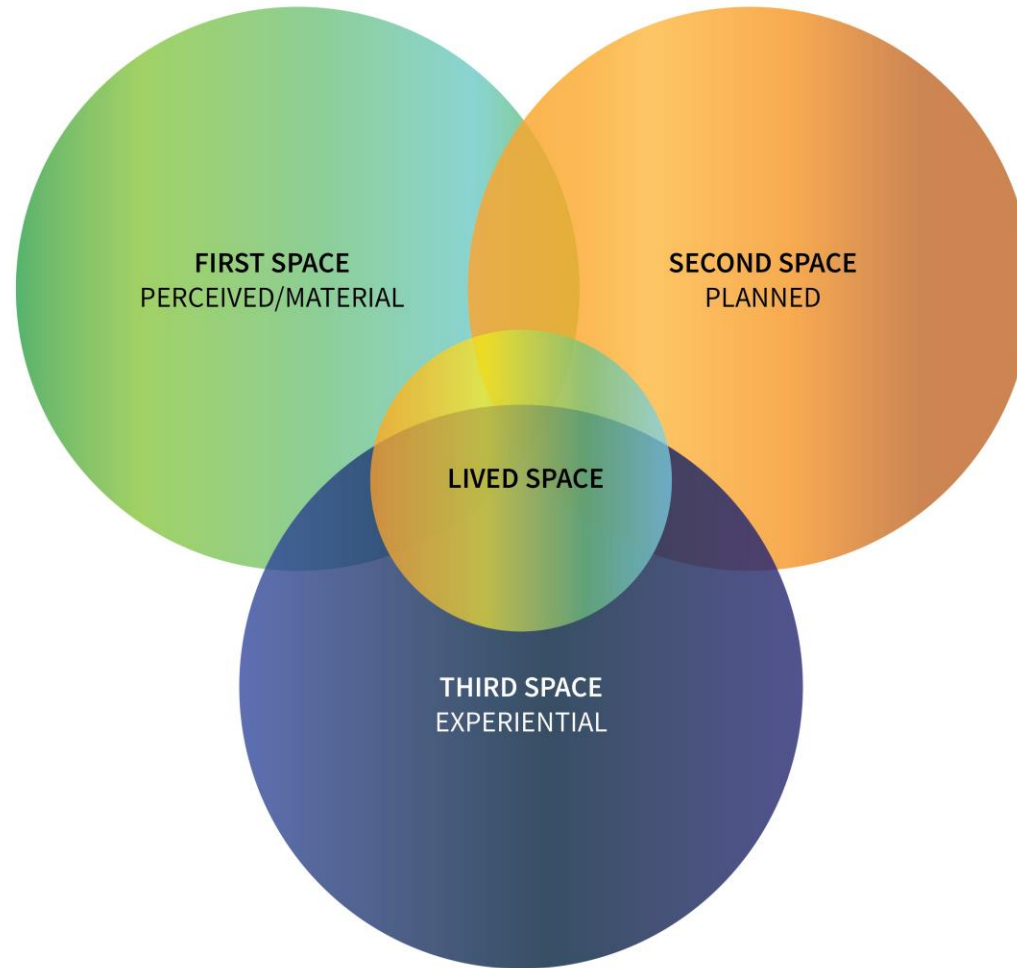
Navigation icons: Home, Back, Forward, Search, Refresh, etc.

Teams

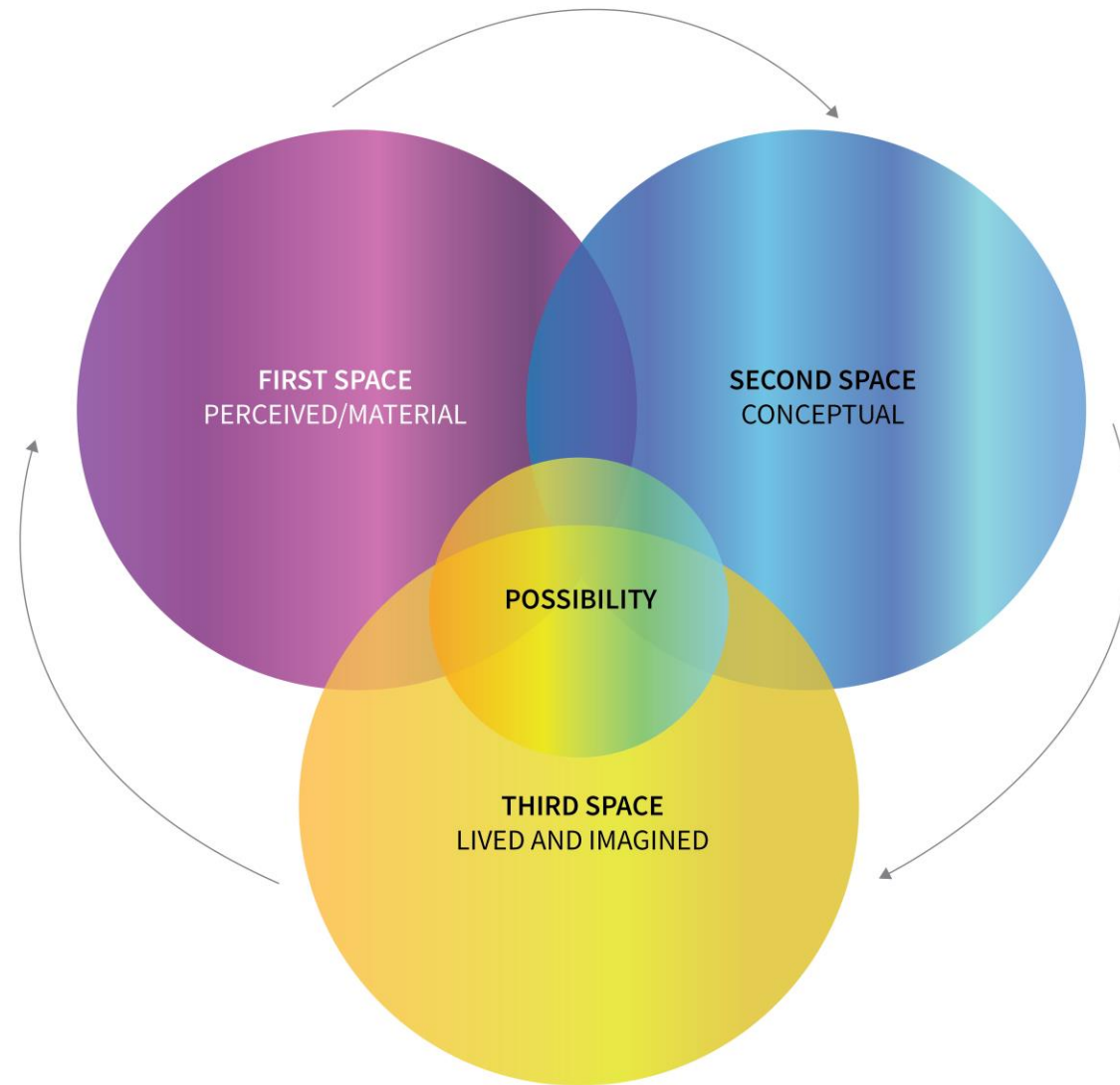
Search (# E)

Classes

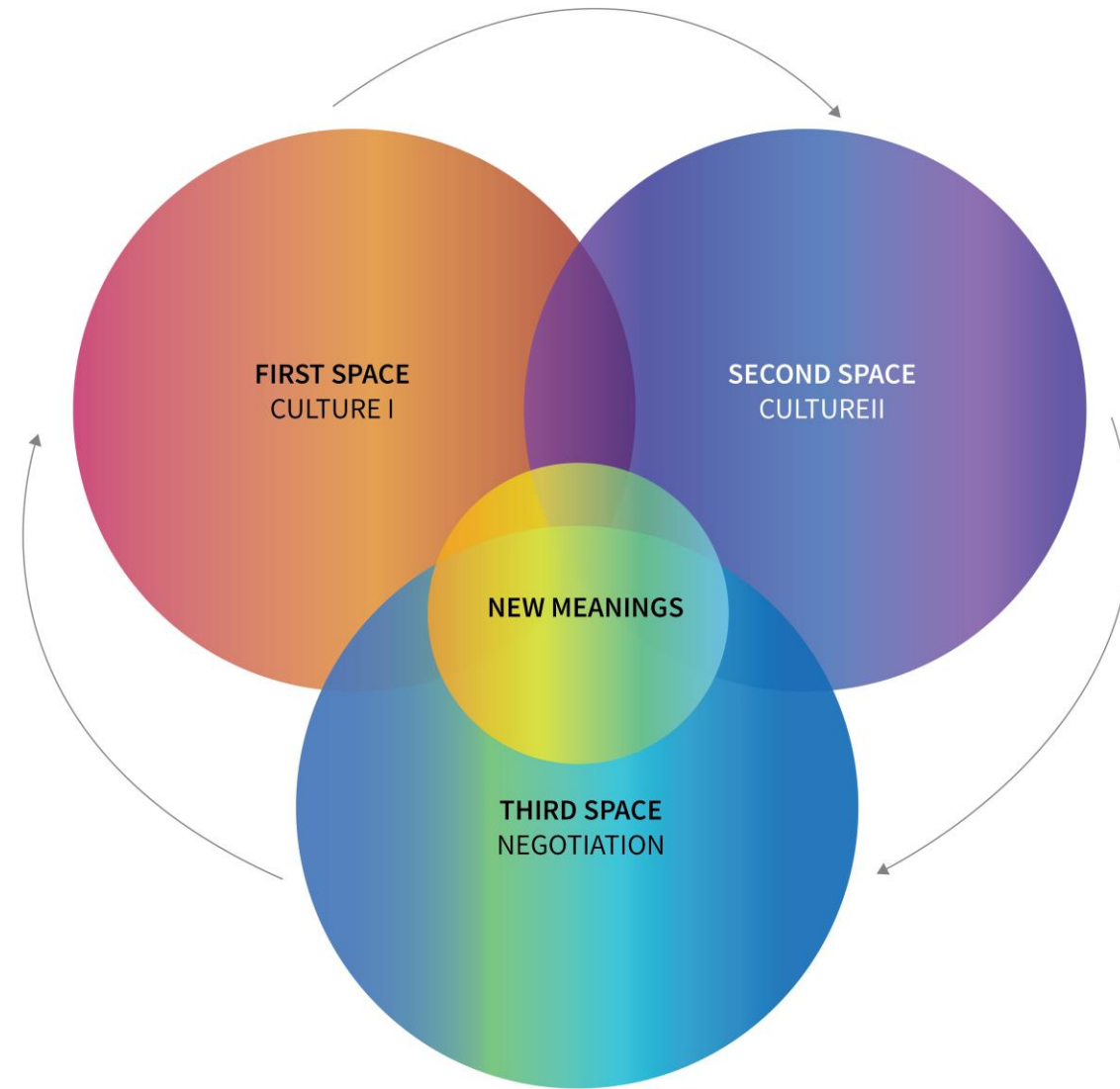
 creative comms MEDS-1161 25 26-F...	 MEDS-1175-M01- 2025-26-130	 DESI-1250-Visual Thinking-FH-DCI
 Green Team-FH-DEI	 Red Team-FH-DEI	 Purple Team-FH-DEI



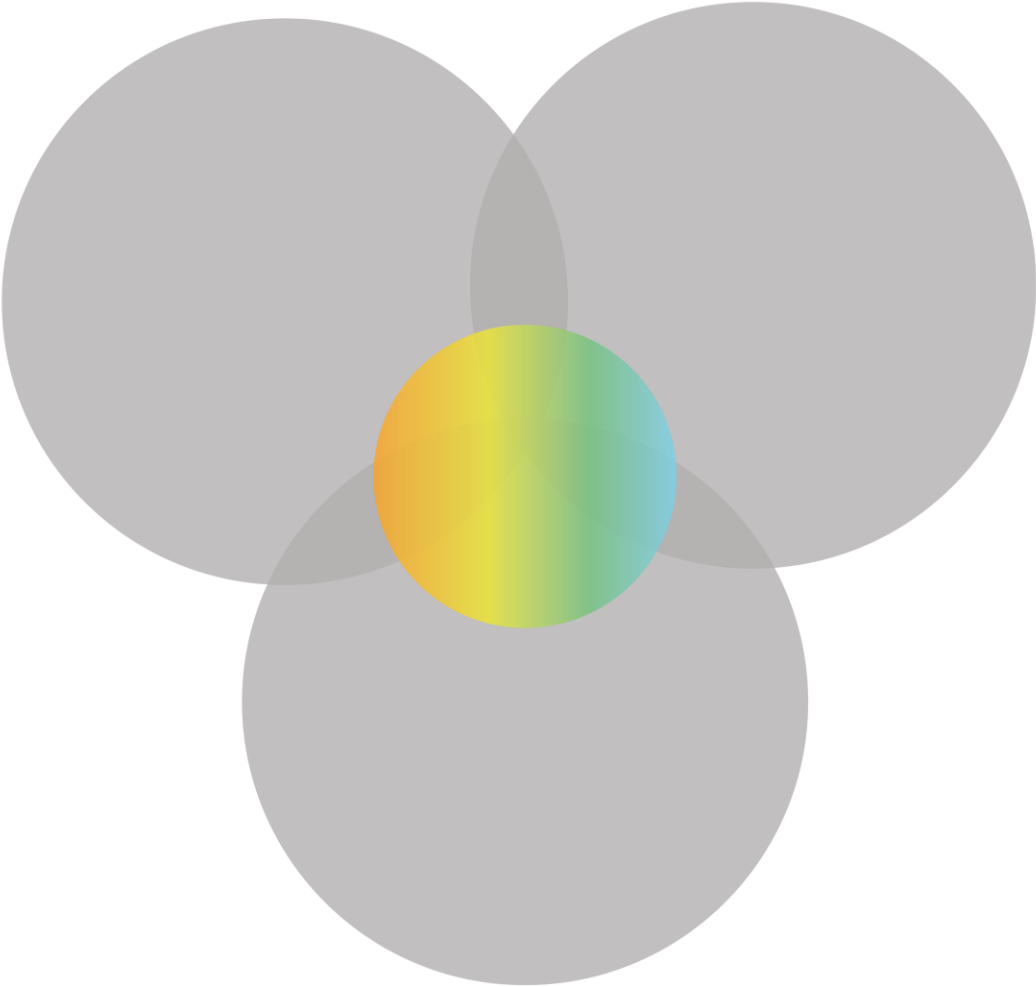
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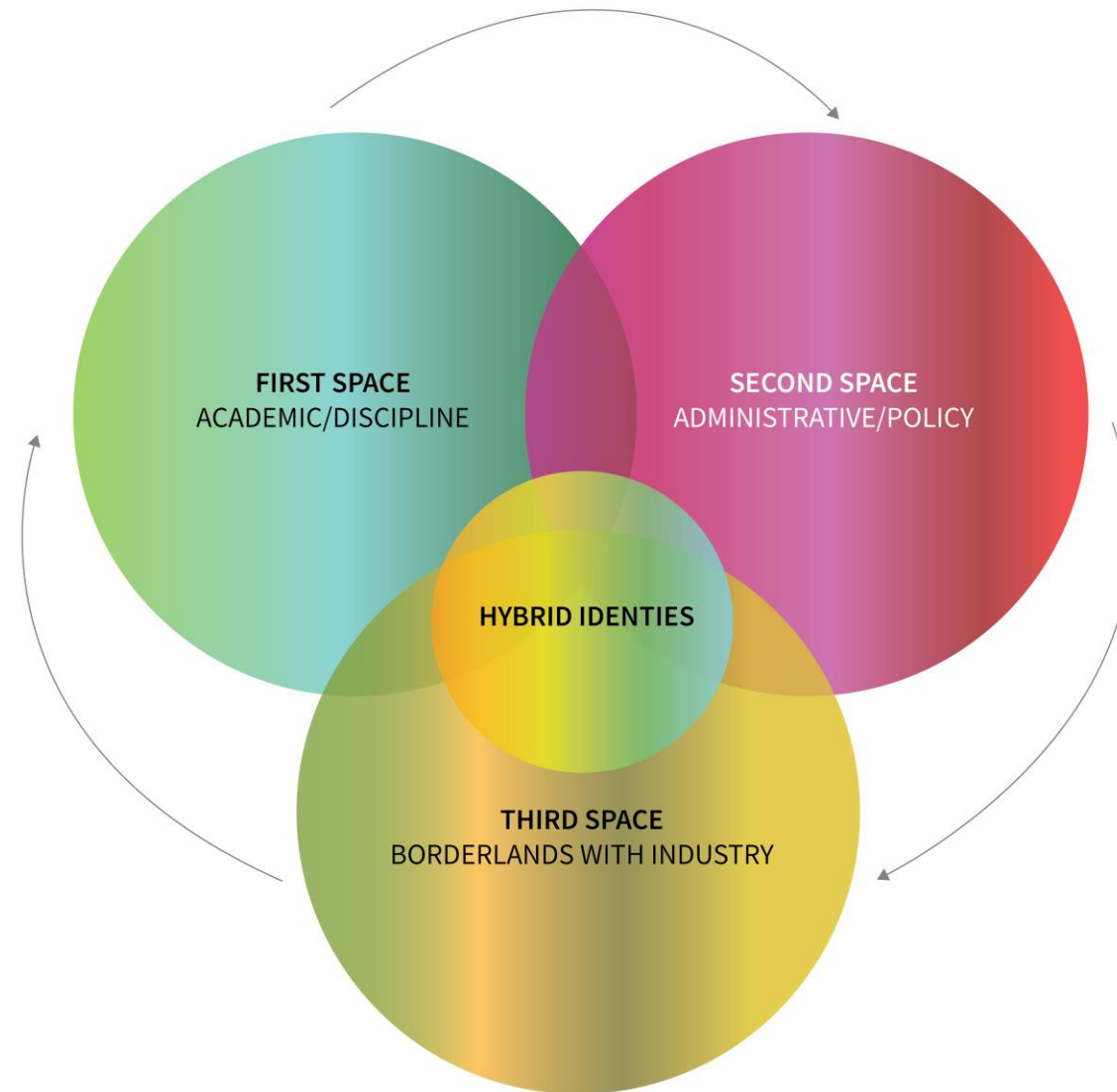


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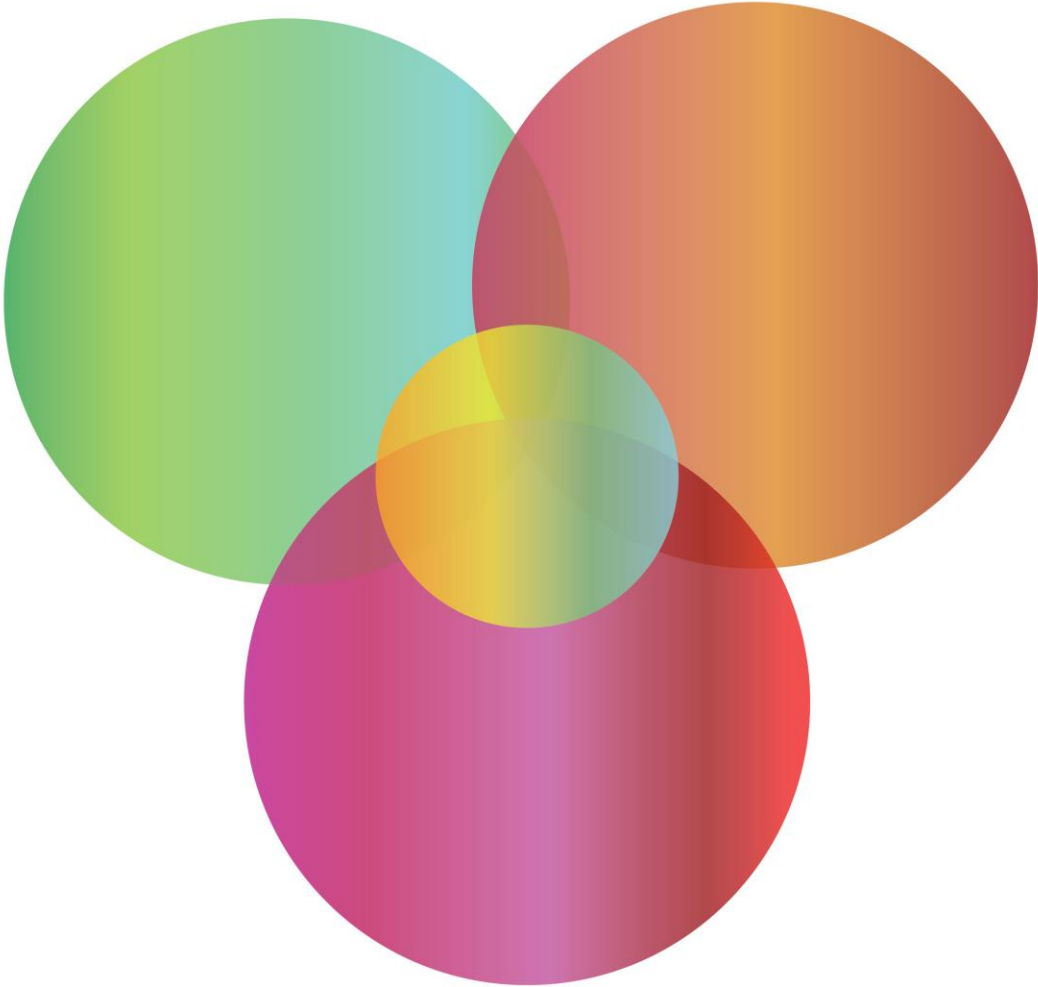


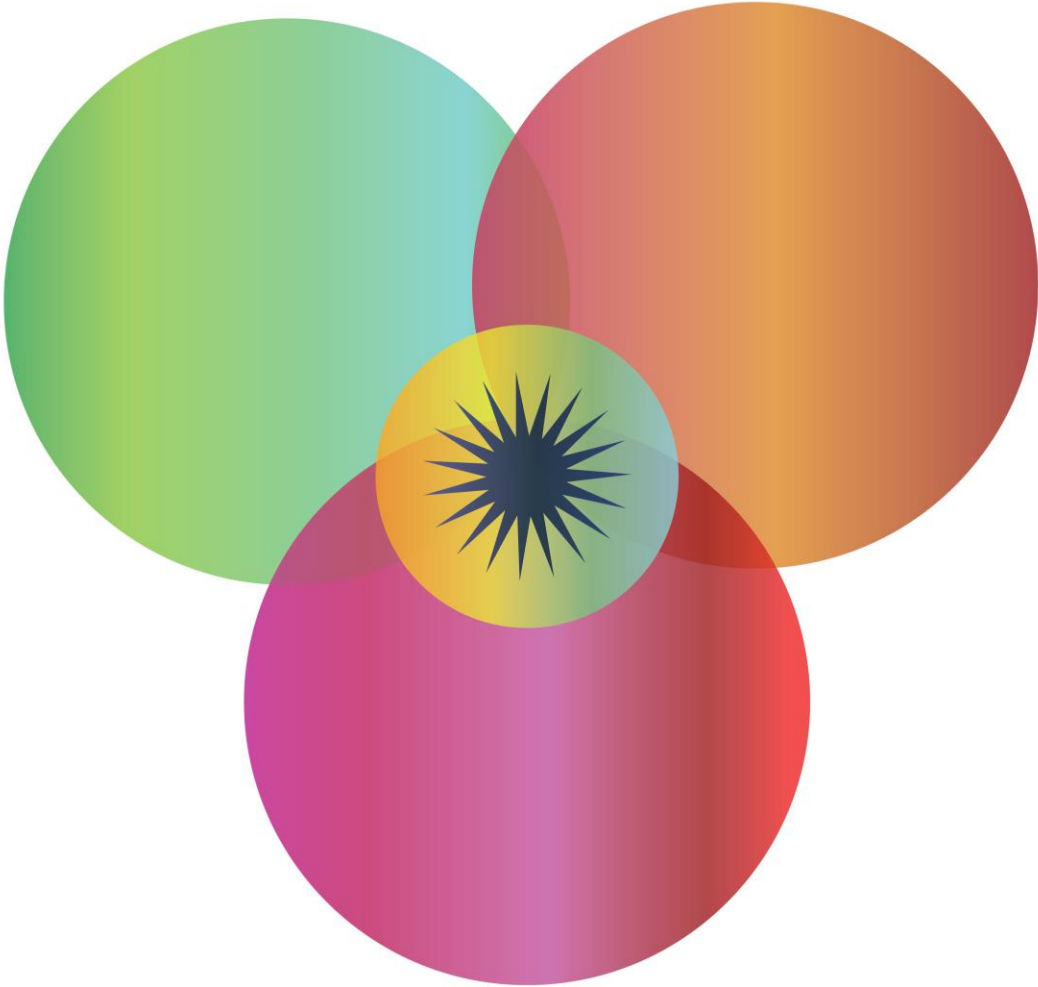
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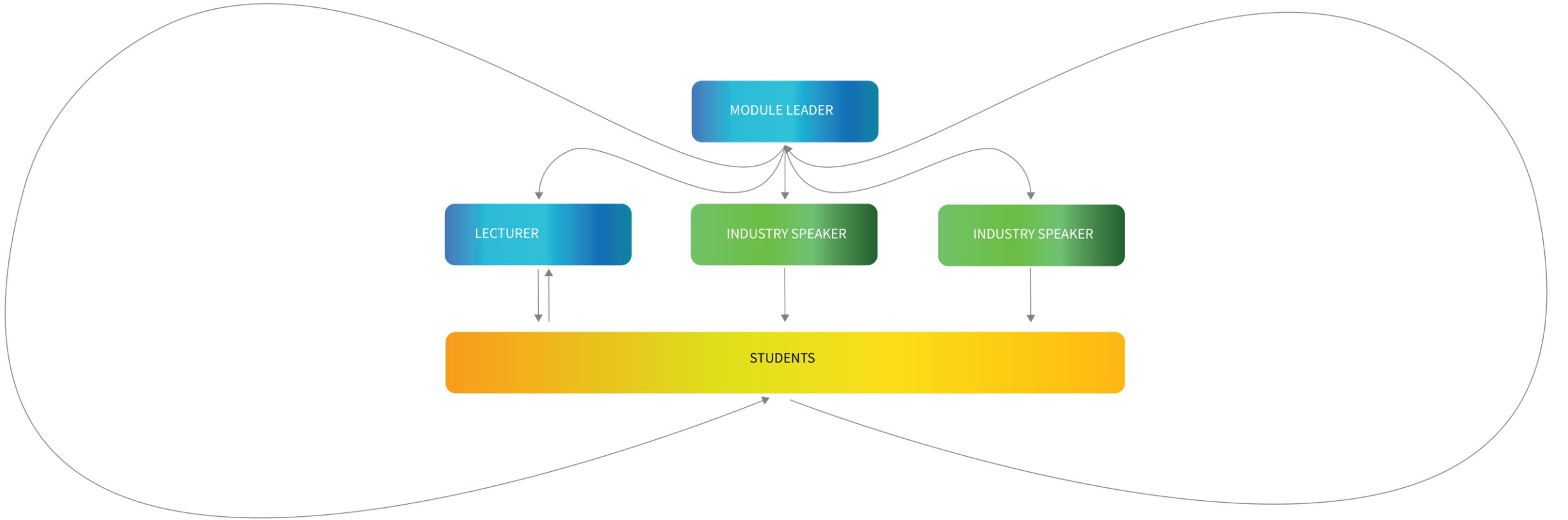


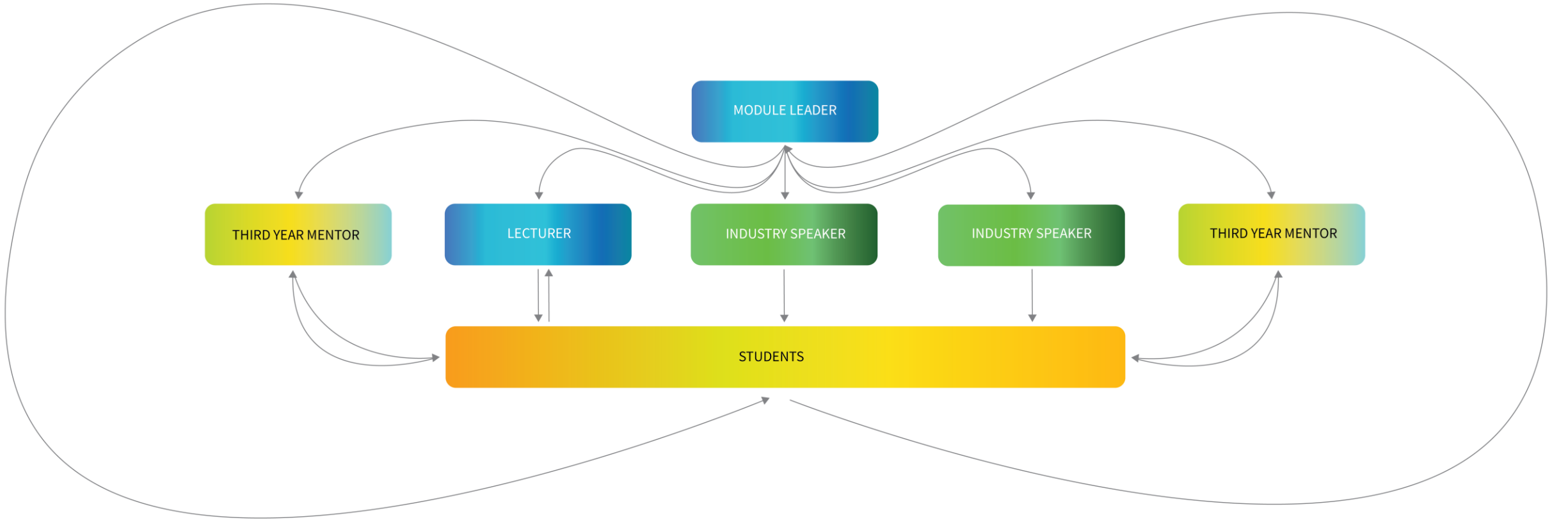


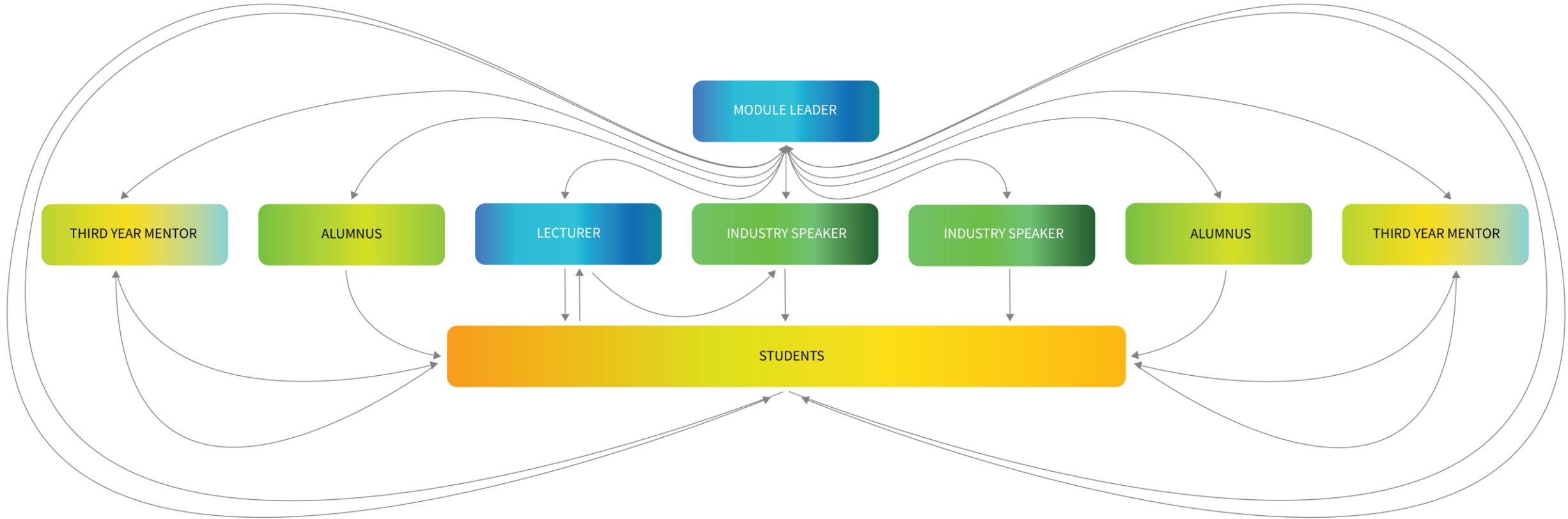
WHITECHURCH, C. AND HEALY, G. (2024) THE CONCEPT OF THIRD SPACE AS AN ENABLER IN COMPLEX HIGHER EDUCATION ENVIRONMENTS, LONDON REVIEW OF EDUCATION, 22(1).

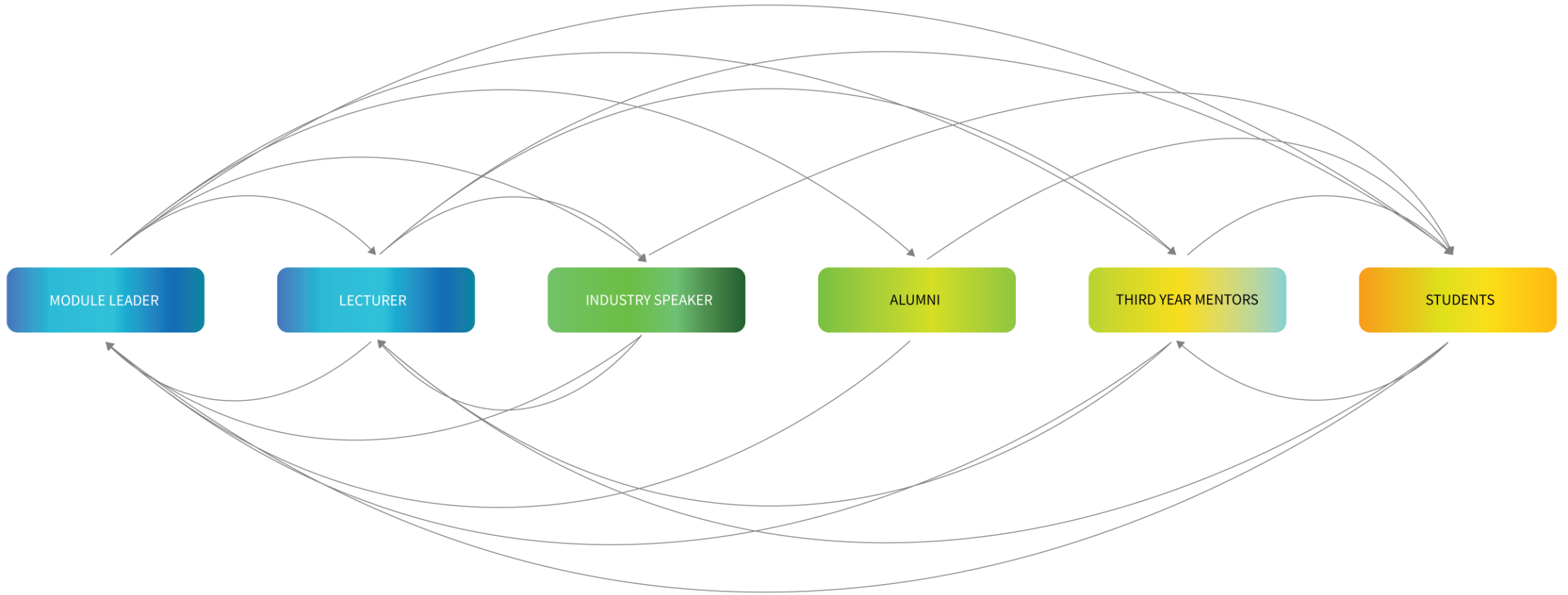


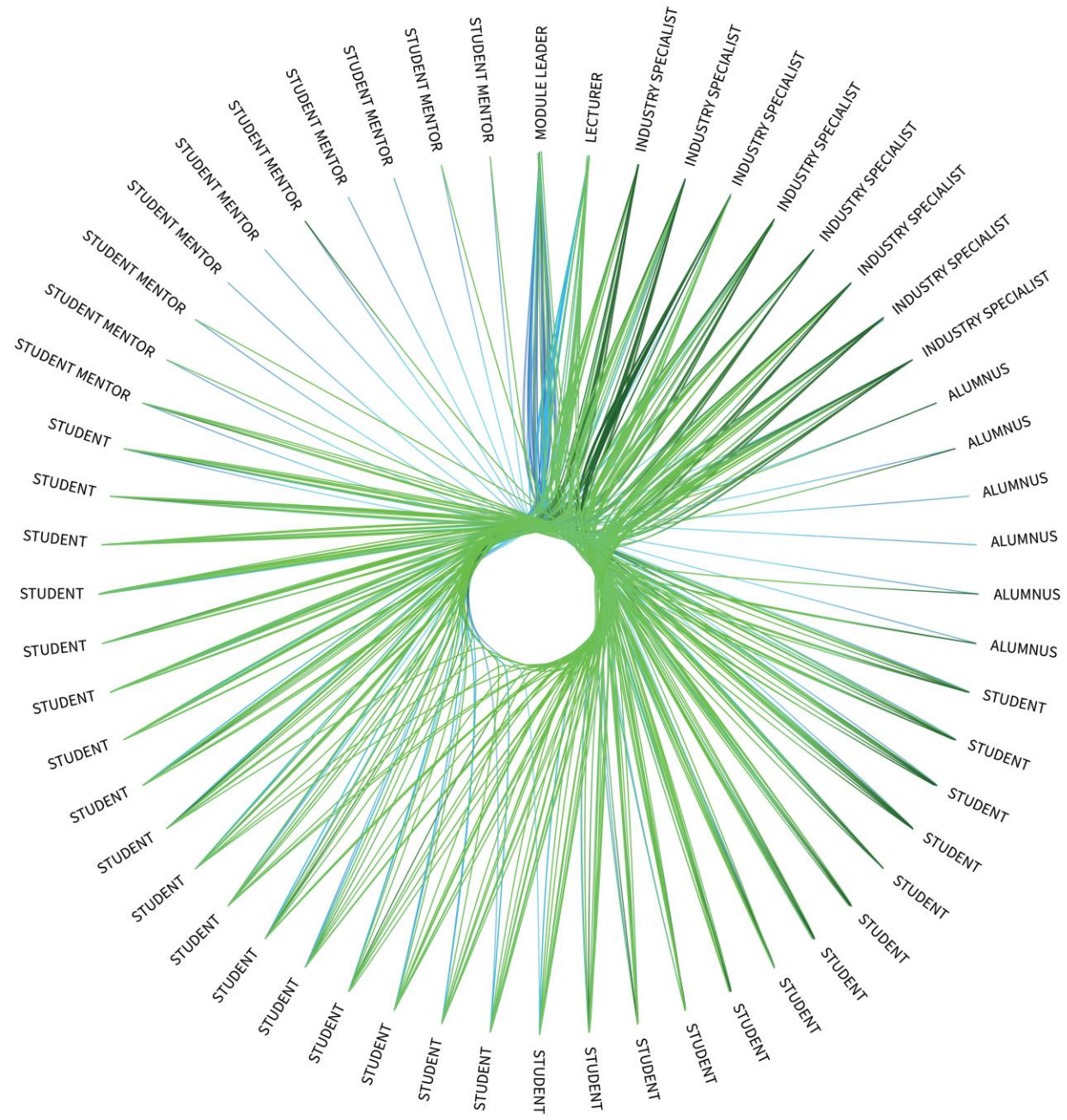


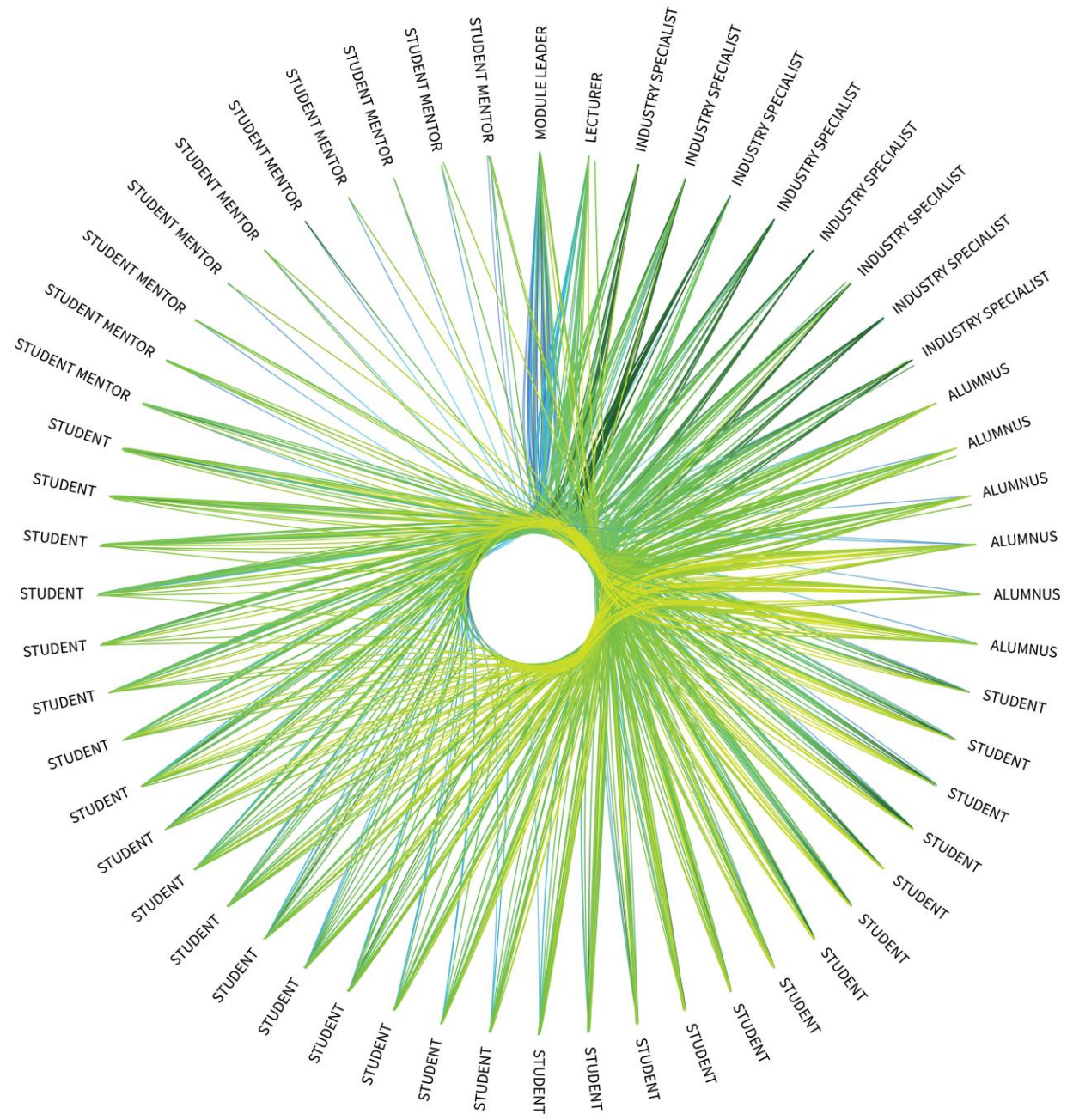


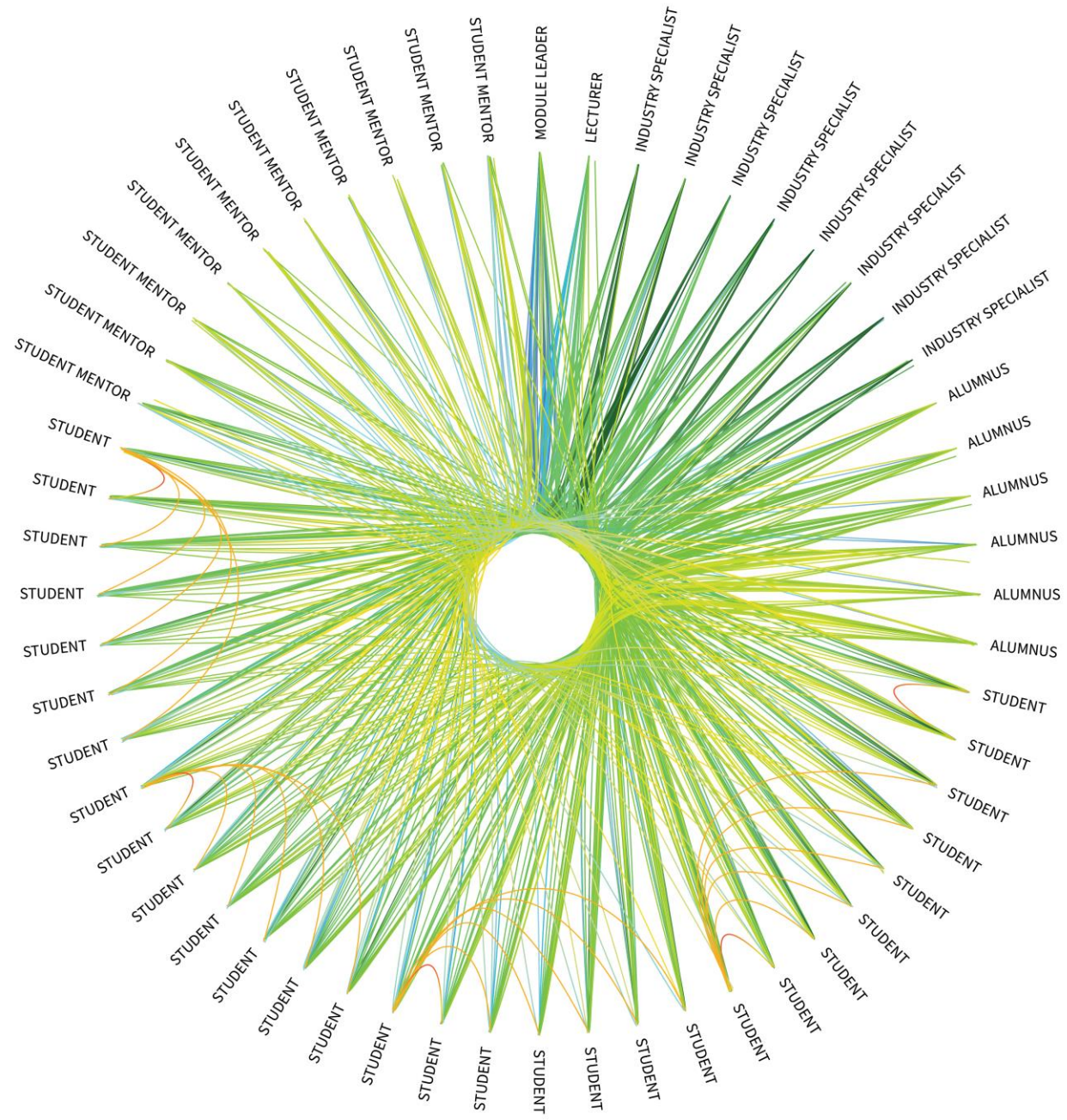


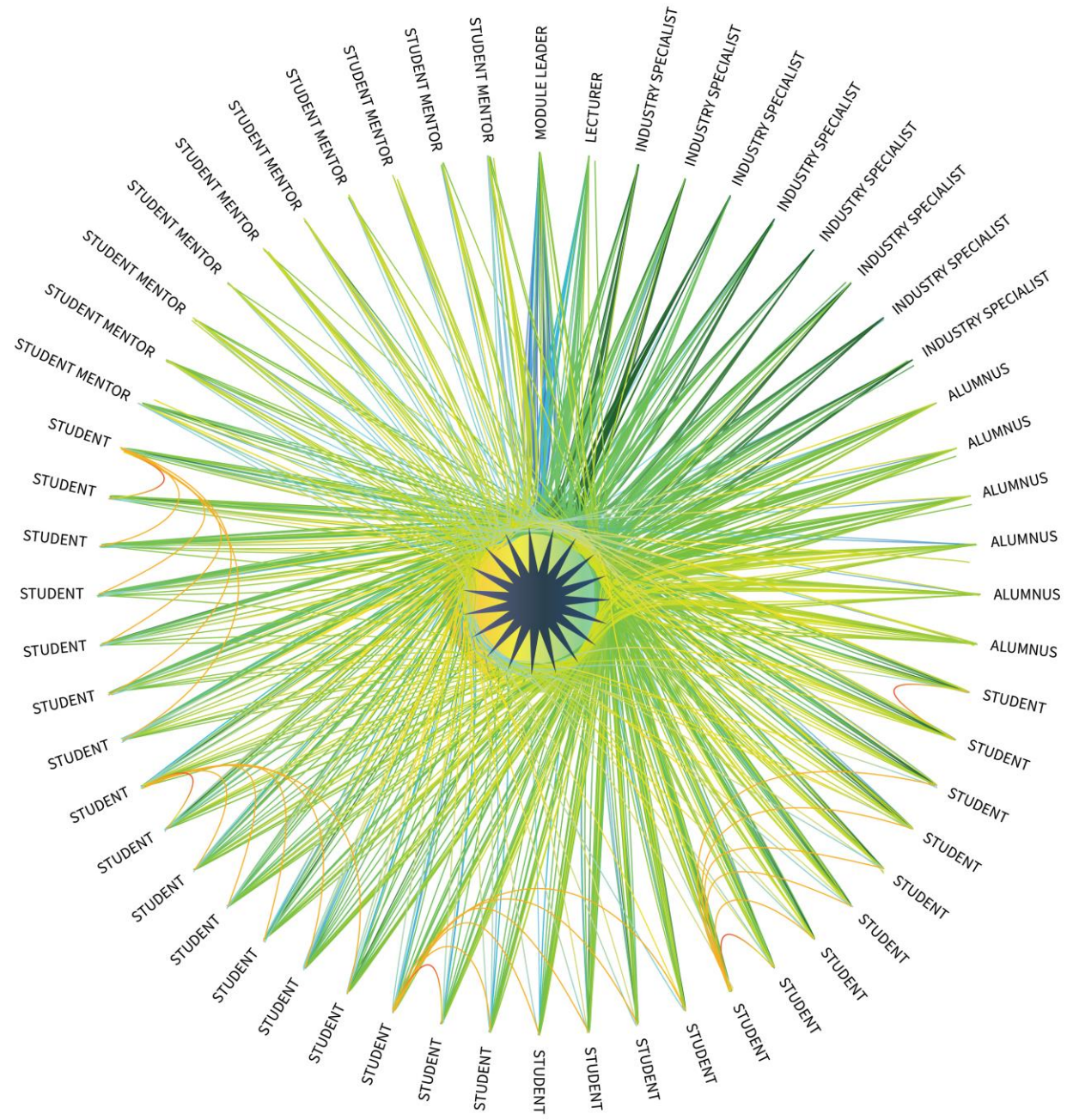






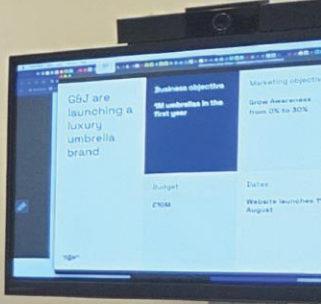


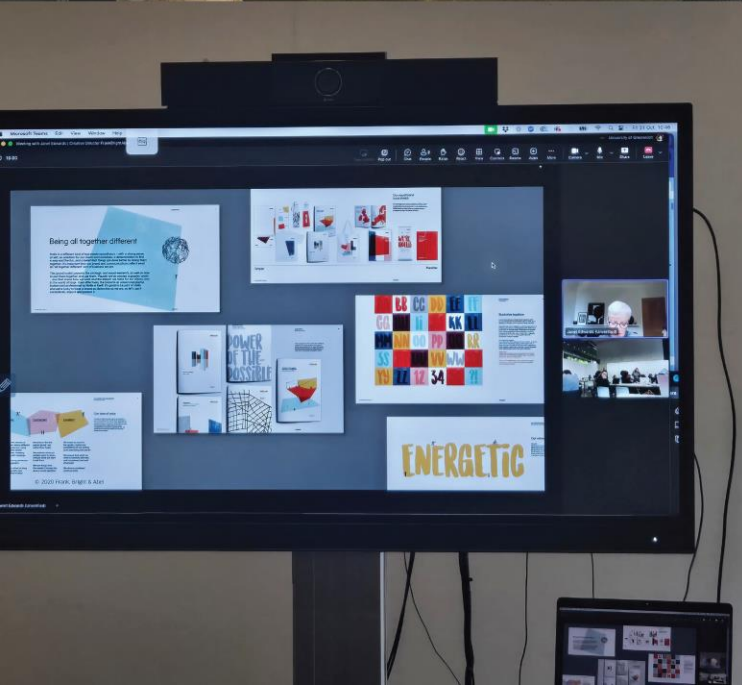


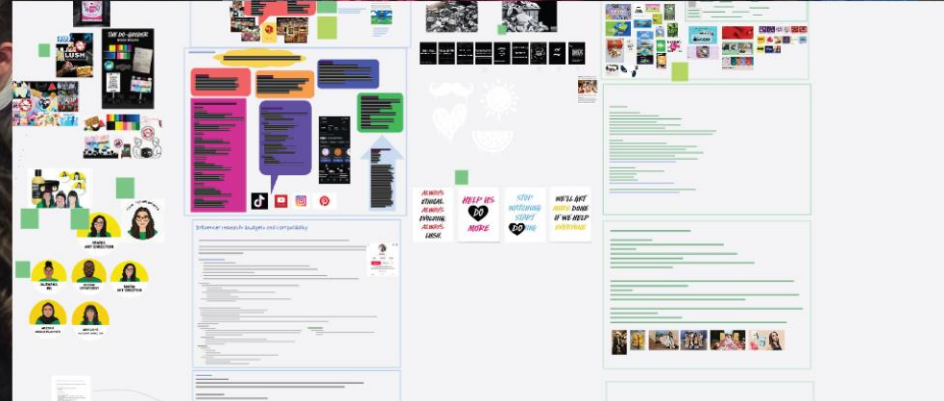
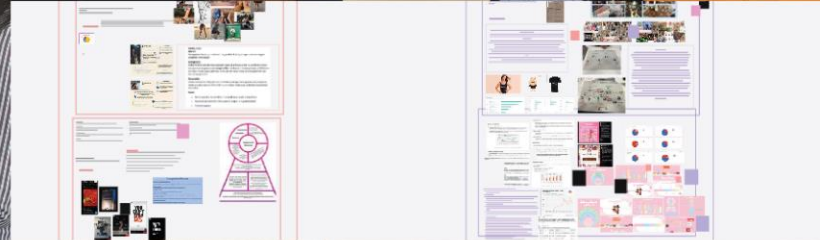
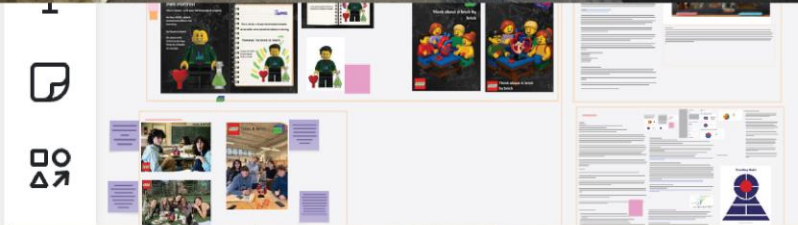
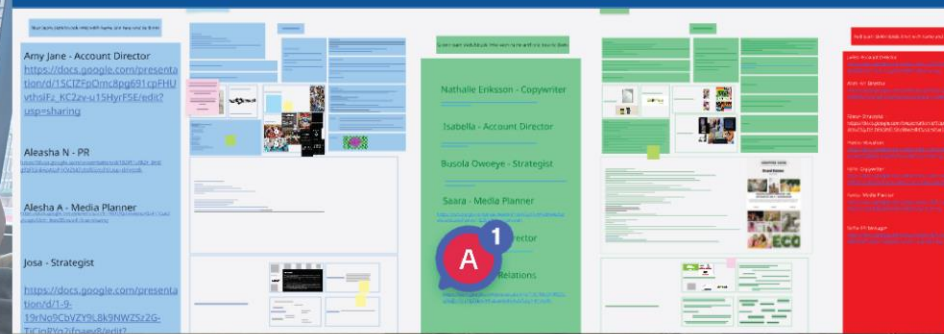
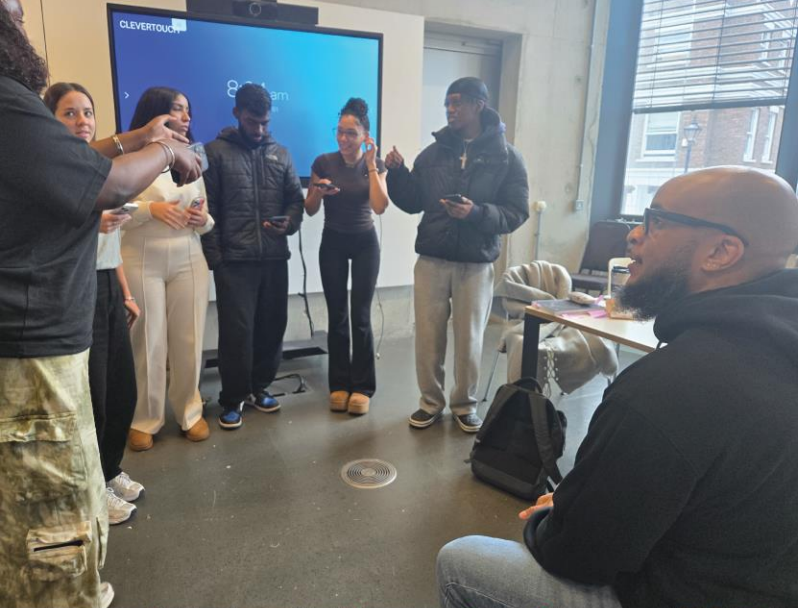


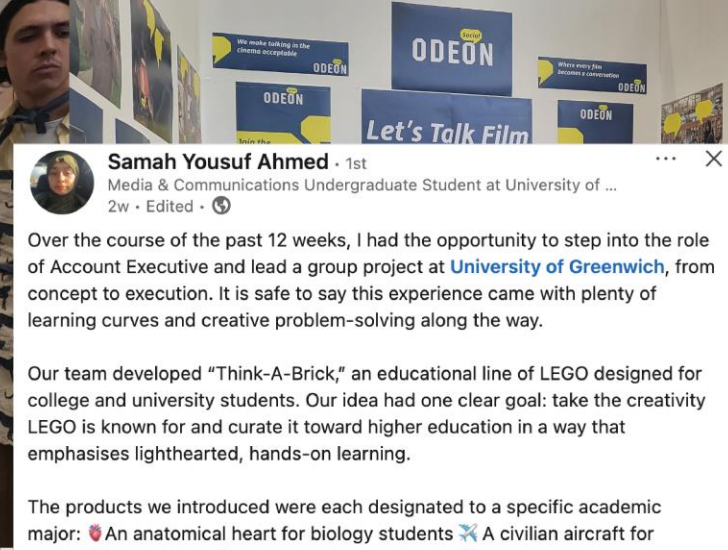
A group of students is working in a classroom or workshop setting. They are seated at long tables, many with laptops open. The room has whiteboards and a large screen displaying a presentation. The text overlay is centered over the image.

**WORK IN A GROUP TO PRESENT AN EXCITING NARRATIVE
FILLED WITH BRAND TOUCHPOINTS FOR
A NEW BRAND EXTENSION OR REFRAMED PRODUCT**









Samah Yousuf Ahmed · 1st
Media & Communications Undergraduate Student at University of ...
2w · Edited · 🌐

Over the course of the past 12 weeks, I had the opportunity to step into the role of Account Executive and lead a group project at [University of Greenwich](#), from concept to execution. It is safe to say this experience came with plenty of learning curves and creative problem-solving along the way.

Our team developed "Think-A-Brick," an educational line of LEGO designed for college and university students. Our idea had one clear goal: take the creativity LEGO is known for and curate it toward higher education in a way that emphasises lighthearted, hands-on learning.

The products we introduced were each designated to a specific academic major: 🩺 An anatomical heart for biology students ✈️ A civilian aircraft for engineering students 👗 A mannequin bust for fashion design students

What set us apart from current educational, lighthearted play products was our use of in-depth manuals that didn't just show how to build the product, but why it was built that way. Each of the manuals included detailed explanations of the concepts behind the model, allowing students to develop a deeper connection of their academic understanding.

What were my overall key takeaways from this experience?

- Leadership is more than just directing; it involves listening to your peers and communicating effectively with them.
- A creative idea can excel the most when everyone on the team feels heard.
- Guidance is a significant aspect of leadership, however you aren't always expected to have the answers.
- Confidence comes with experience... stepping outside your comfort zone leads to growth.
- Strategy and storytelling are just as significant as the final execution.

I'm extremely grateful for the experience and the challenges that came with it, to utilise as a lesson. I'm also thankful for the team that were able to make it all come together. Ready to take these skills into the next opportunity!



Selali Obobi · 1st
 First Class BA Hons Media and Communications graduate (2025...
 1yr · 📷

A year after partaking in this project myself as a Project Manager, I was excited to be offered a role as a student mentor. Alongside a group of my peers, it was very rewarding to be able to aid the second year students with their project. Their work was very impressive and it was an honor to assist in any way I could. I am grateful to **Mim Sorrentino** and **Martin Grimer** for giving me the opportunity!



Federica Lavenuta ✓ · 1st
 Media and Communications Student | Strategist Mentor | Global Commu...
 2w · Edited · 📷

Over the past 8 weeks, I've had the pleasure of mentoring second-year Media and Communication and Creative Advertising students on their Brand Storytelling project.

My role was to support them in identifying audience insights, shaping strategic directions, and translating research into clear and effective creative briefs.

I worked closely with the teams as they brought their ideas to life across multiple brand touchpoints, encouraging them to present their concepts with clarity, empathy and strong strategic intent. The quality, ambition and professionalism of their final work was truly impressive!!

Huge thanks to **Dr. Mim Sorrentino** for the opportunity to learn alongside and help inspire such talented students.

Nathaniel Ancheta ✓ · 1st
 Recent Intern on LIONS 'Creativity in Business' programme | Ex-...
 1yr · 📷

For the past 8 weeks, I've been lucky enough to mentor the **University of Greenwich's** 2nd Year Media & Comms & Creative Advertising students, assisting them from a strategical perspective to build brand knowledge and get them to understand the fundamentals when it comes to primary research, key audiences, and social media.

As a strategist in this very similar project last year, it was my role to encourage the 2nd years to understand the fundamentals of establishing your brand extension, including how to create a desired aesthetic and have a collaborative synergy amongst your team.

A big thanks and shout out to **Mim Sorrentino** and **Martin Grimer** for allowing us to inspire and learn from these talented students.

Sakiya Parameswaran ✓ · 1st
 Third-Year Media & Communication Student | Aspiring Social Media & Ad...
 2w · 📷

AE Mentoring Era: Final Chapter

Being an Account Executive means holding the line when everything is moving at once. You lead, decide, and protect the work, even when the pressure is on and the answers are not obvious.

Over the past eight weeks, I have had the opportunity to mentor second-year Media and Communication and Creative Advertising students as they stepped into the Account Executive role for their Brand Storytelling project.

My focus was on helping them build the core skills that define strong account leadership: decision-making, managing timelines, guiding teams through uncertainty, maintaining clear documentation, and shaping ideas into cohesive brand narratives across multiple touchpoints.

Working alongside these teams was genuinely rewarding, as they consistently demonstrated professionalism, ambition, and a high level of strategic thinking. Their final outcomes reflected not only strong creativity but disciplined leadership.

Thank you to **Dr. Mim Sorrentino** for the opportunity to contribute, collaborate, and support the new emerging industry talent, and to all the second-year Account Executives for the thoughtful messages shared at the end of the presentations!





Jordan Pitt · 1st
BAFTA nominated Director
1mo · Edited · 🌐

Had an amazing time with the **University of Greenwich** creative advertising, creative comms. students last week. Showing them how skills as a performer translate directly into real world situations!

Thank you **Dr. Mim Sorrentino** for having me 🙌

Cam Royal · 1st
Head of Esports & Gaming, Veloce Group
2yr · 🌐

Always a pleasure returning to the old stomping grounds at **University of Greenwich** and connecting with my brilliant tutors in **Mim Sorrentino** & **Martin Grimer**.

I was kindly invited to speak to their Creative Advertising and Art Direction course members about **Veloce** Media Group and everything we are doing within the Gaming, Motorsport and Apparel industries and specifically about my role in the business.

I always remember being intrigued when lecturers would present to my course, and to be on the other side of the table this time was thoroughly enjoyable to teach the upcoming advertisers and creative minds of the world about what's out there to explore.

Massive thank you again to Mim, Martin and the University of Greenwich for having me. Hoping for more opportunities like this in the near future!

#University #Creative #Advertising #Design #Graphics #Veloce #Media #Communications #Lecture #Marketing #Greenwich #Art #Direction



Rebecca Sharples · 1st
Creative Director at PLMR
1mo · 🌐

A privilege and a pleasure to return to **University of Greenwich** and talk a bit about my role and the fantastic work of **PLMR!** It was fascinating to speak to the students and help guide their brand storytelling ideas 🌟

Huge thanks to **Dr. Mim Sorrentino** for inviting me back!

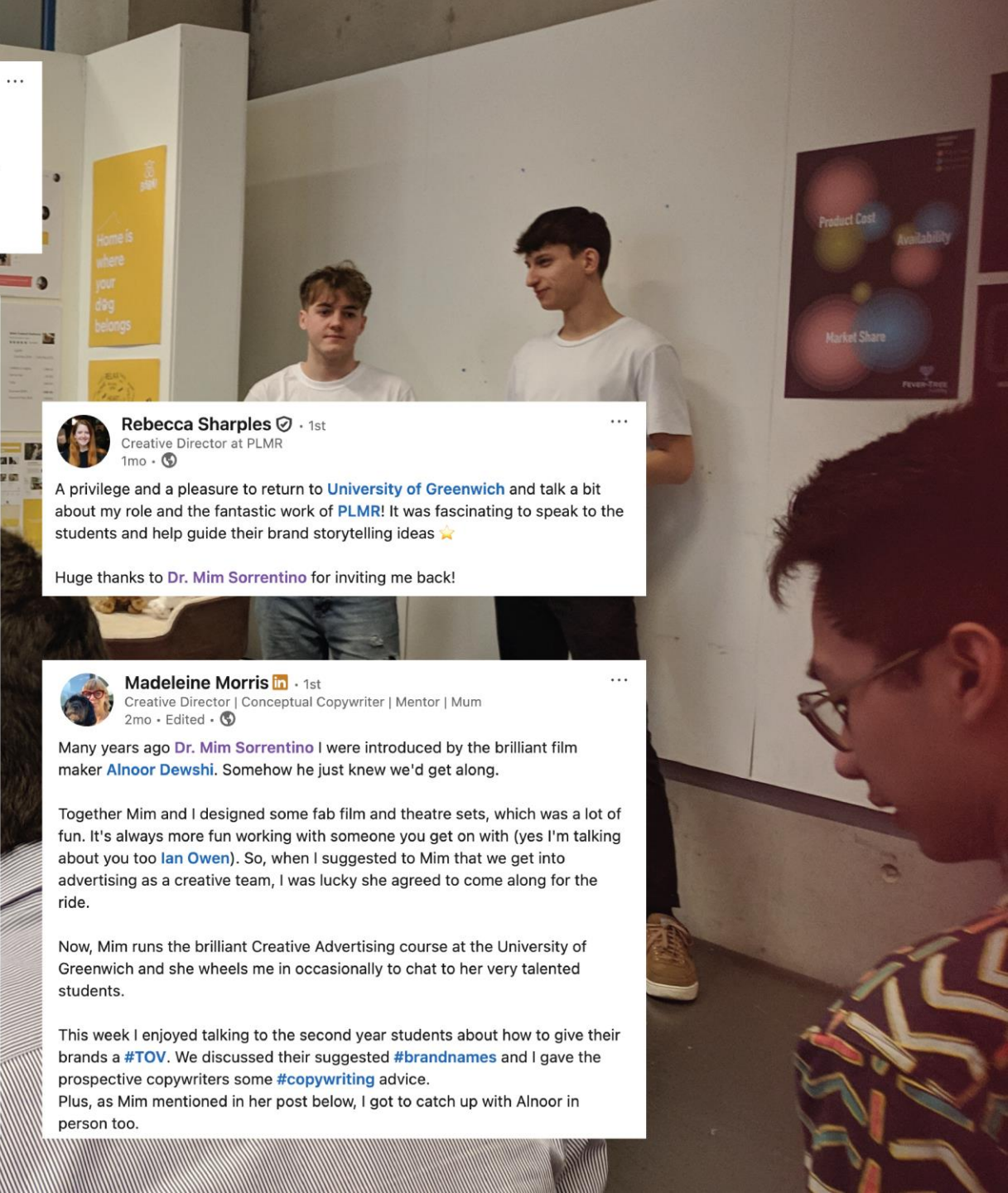
Madeleine Morris · 1st
Creative Director | Conceptual Copywriter | Mentor | Mum
2mo · Edited · 🌐

Many years ago **Dr. Mim Sorrentino** I were introduced by the brilliant film maker **Alnoor Dewshi**. Somehow he just knew we'd get along.

Together Mim and I designed some fab film and theatre sets, which was a lot of fun. It's always more fun working with someone you get on with (yes I'm talking about you too **Ian Owen**). So, when I suggested to Mim that we get into advertising as a creative team, I was lucky she agreed to come along for the ride.

Now, Mim runs the brilliant Creative Advertising course at the University of Greenwich and she wheels me in occasionally to chat to her very talented students.

This week I enjoyed talking to the second year students about how to give their brands a **#TOV**. We discussed their suggested **#brandnames** and I gave the prospective copywriters some **#copywriting** advice. Plus, as Mim mentioned in her post below, I got to catch up with Alnoor in person too.





Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

mentors

marketing + teams

mentors

business objective - client brief rebecca smith katharine Thompson maria

strategic insight - Helen firth | Landerfitch - + media plan

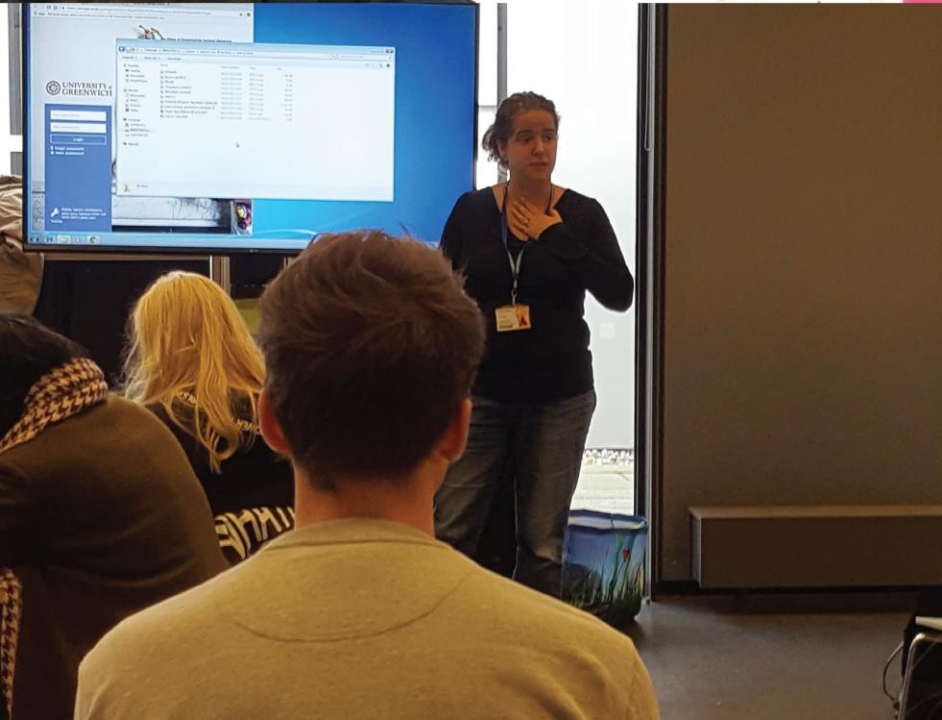
mentors

media Cam Royal touchpoints

maddie copy

visual identities - JANET EDWARDS | CD Frank Bright Abel

martin



Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

mentors

touch points - luca & Karl

Debor - produ

contributions - someone from planning desk? Phil Hudson

media format + budget research

PR - rebecca sharples

martin

presentation skills - Jordan Pitt

finishing Robbie/francis printing

mentors

mentors

presentations



EIGHT SIMPLE STEPS

- 1 | INITIATE CONVERSATIONS**
- 2 | CREATE AN UMBRELLA BRIEF**
- 3 | CREATE LIMINAL SPACES**
- 4 | ENSURE RECIPROCITY**
- 5 | LISTEN**
- 6 | MEDIATE**
- 7 | MODEL TEACHING**
- 8 | CARE-FILLED ASSESSMENT DESIGN**

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