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**‘We don’t need no education’: Preparing Precariats for the Digital Creative Industries**

This paper considers the challenges of designing an undergraduate university degree in digital creative industries. The need for post-secondary education in this area has been identified by leaders in digital industries who bemoan the general skills shortage and lack of ‘industry-ready’ graduates. Just as the culture of work has become increasingly precarious, so too has the culture of learning. This precarity not only pervades the conditions of cultural and educational production, but has become normalised in the practices of the workers and students themselves. The paper will outline the difficulties of reconciling the traditional reflective, critical modes of academic practice with the fast and dynamic pace of the dot.com industries; and designing higher education to be meaningful to generations of digital natives who thrive on ‘just-in-time’ knowledge. It asks whether the ‘caring professions’ for which universities have traditionally had a role in training students are relevant in an age of precarity.