

**if  
at  
first  
you  
don't  
succeed**

**...**



# What *is* failure?

Fail•ure *n.*

- 1\_ The condition or fact of *not achieving* the desired end or ends: the *failure of an experiment*.
- 2\_ One that fails: a failure at one's career.
- 3\_ The condition or fact of being *insufficient* or *falling short*.
- 4\_ A cessation of *proper functioning* or performance.
- 5\_ *Non-performance* of what is requested or *expected*.
- 6\_ The act or fact of failing to pass a course, test, or assignment.
- 7\_ A decline in *strength* or *effectiveness*.

**‘There is no such thing as failure  
— failure is just life trying to  
move us in another direction.’**

/ OPRAH WINFREY /



**So...**  
**why do students fail?**

# Lack of Motivation

Lack of Motivation  
**Peer Relationships**

Lack of Motivation  
Peer Relationships  
**Bad Teachers**



Lack of Motivation  
Peer Relationships  
Bad Teachers  
**Not Asking Questions**

**‘We run this company on  
questions, not answers’**

/ ERIC SCHMIDT, GOOGLE CEO /



Lack of Motivation  
Peer Relationships  
Bad Teachers  
Not Asking Questions  
**Poor Attendance**

Lack of Motivation  
Peer Relationships  
Bad Teachers  
Not Asking Questions  
Attendance  
**Organization**

Lack of Motivation

Peer Relationships

Bad Teachers

Not Asking Questions

Attendance

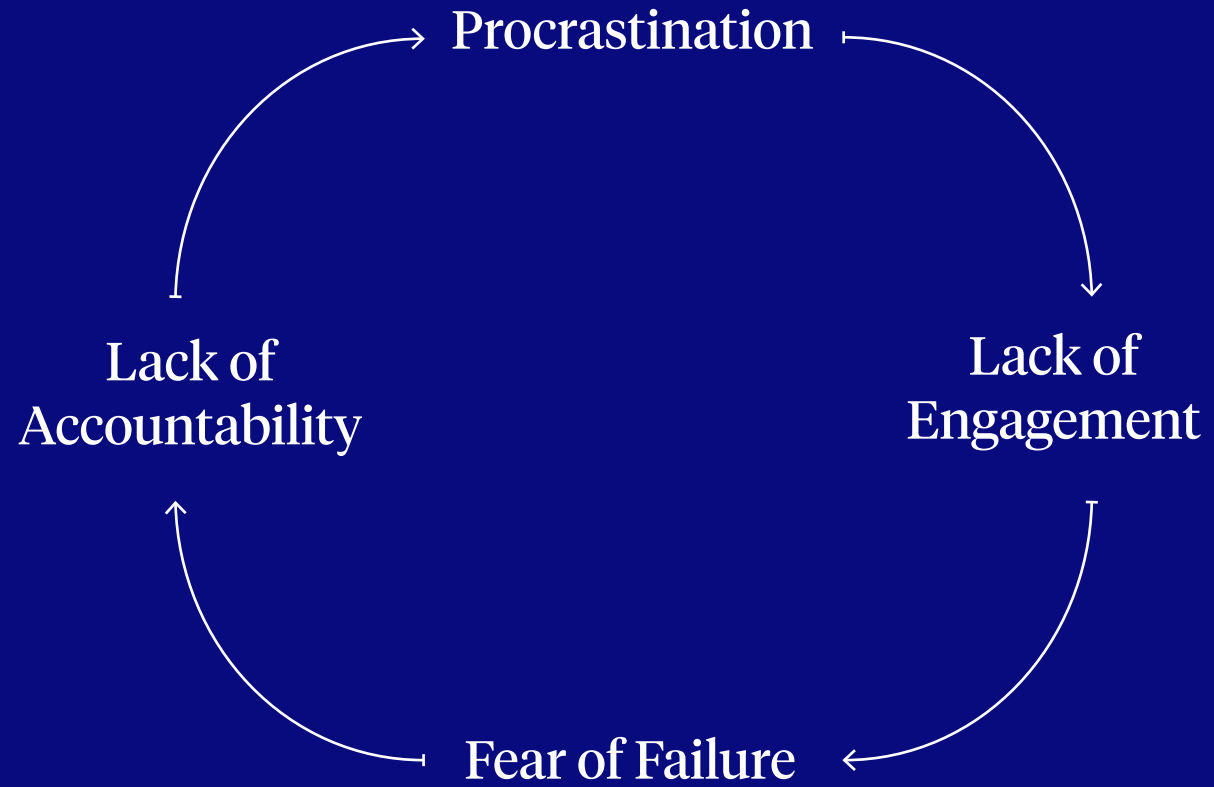
Organization

**Feeling Helpless**

Lack of Motivation  
Peer Relationships  
Bad Teachers  
Not Asking Questions  
Attendance  
Organization  
Feeling Helpless  
**Falling Behind**

(demolistic.com)





**Expectations**

**Motivations**

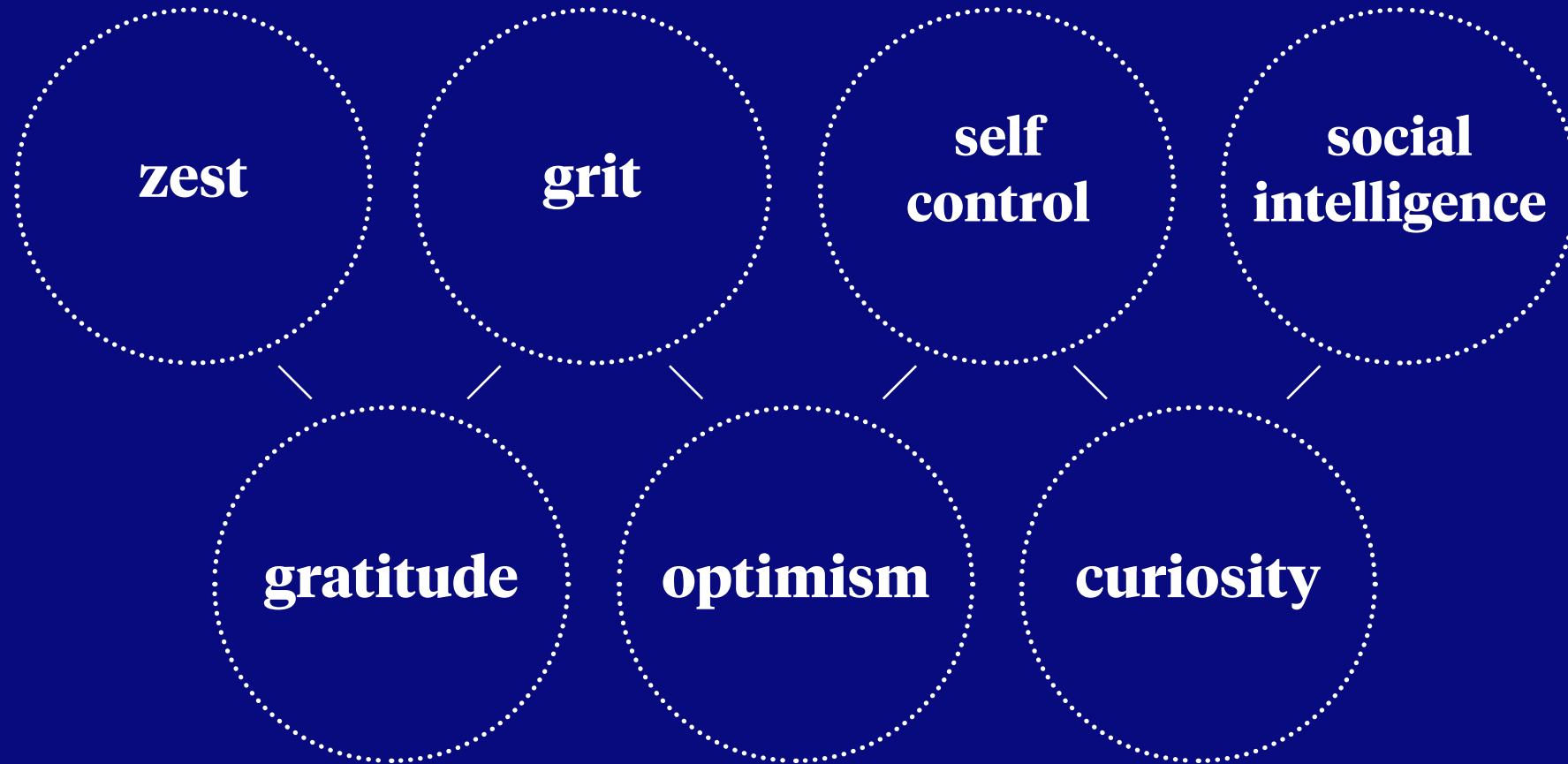


**Self  
awareness**



**Strength  
of Character**

— Aristotle ————— Con  
fucius ————— Upanishads —  
— Torah —————  
— Boy Scouts —————  
— Pokémon.



**‘A Mistake can be the beginning of learning. Some assessment experts agree that students learn nothing from a successful performance. Rather, students learn best when their initial performance is less than successful, for then they gain direction on how to improve.’**

*/ GRANT WIGGINS. EDUCATIVE ASSESSMENT /*

# The Referral Process

## Jake Gunn

‘Probably the most important lesson I learned is that failing isn’t ever the end. I failed an entire year and that was tough, especially on my ego. But once I got over that and decided to try again but put everything into it, I didn’t fail. I guess I learned that failing can be a good thing. Failing that year was one of the best things that ever happened to me.’









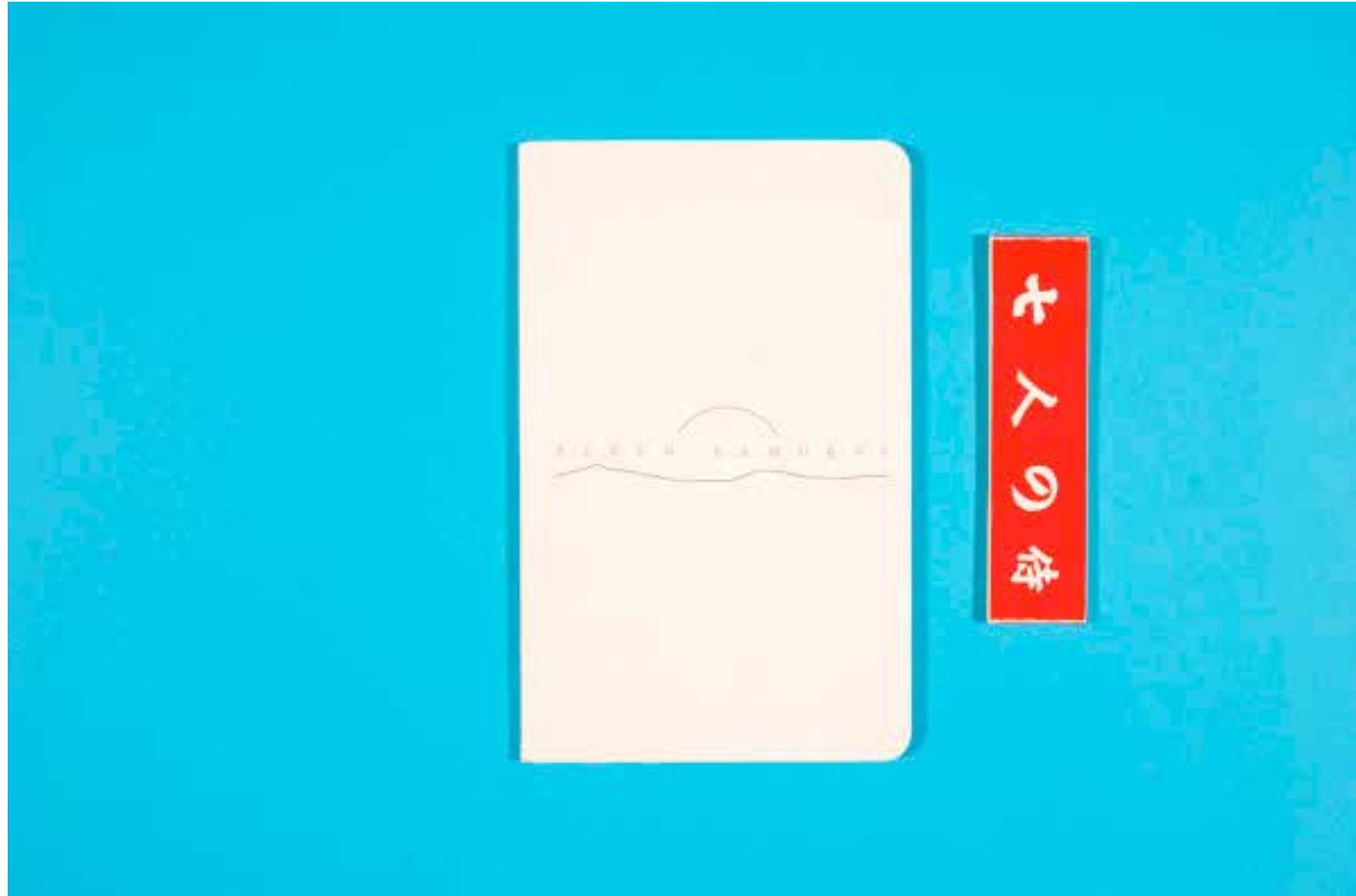






















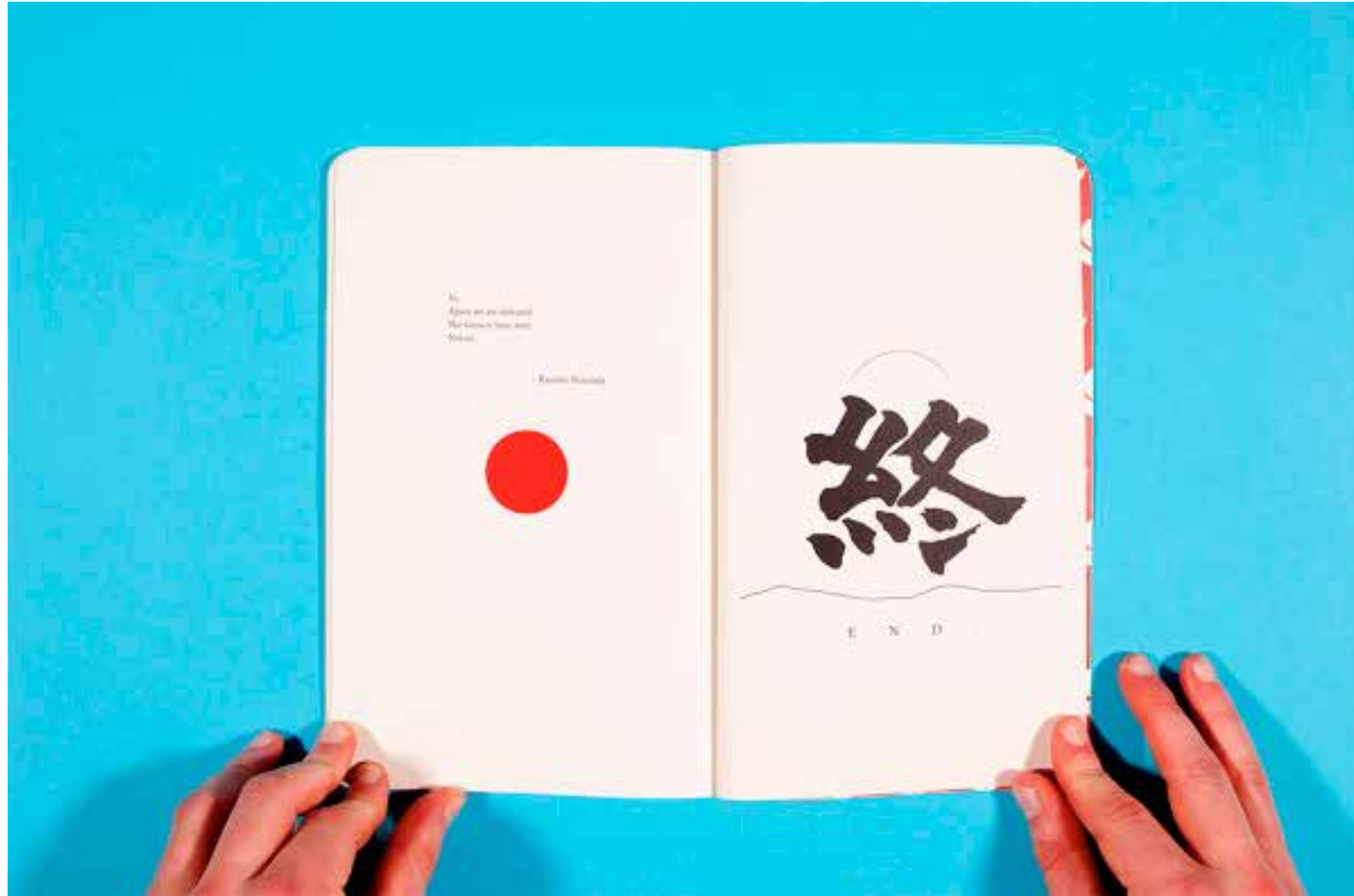














A photograph of three men in suits standing together. The man in the center is holding a framed award. The man on the left is wearing glasses and smiling. The man on the right is also smiling. The background is a solid blue color.

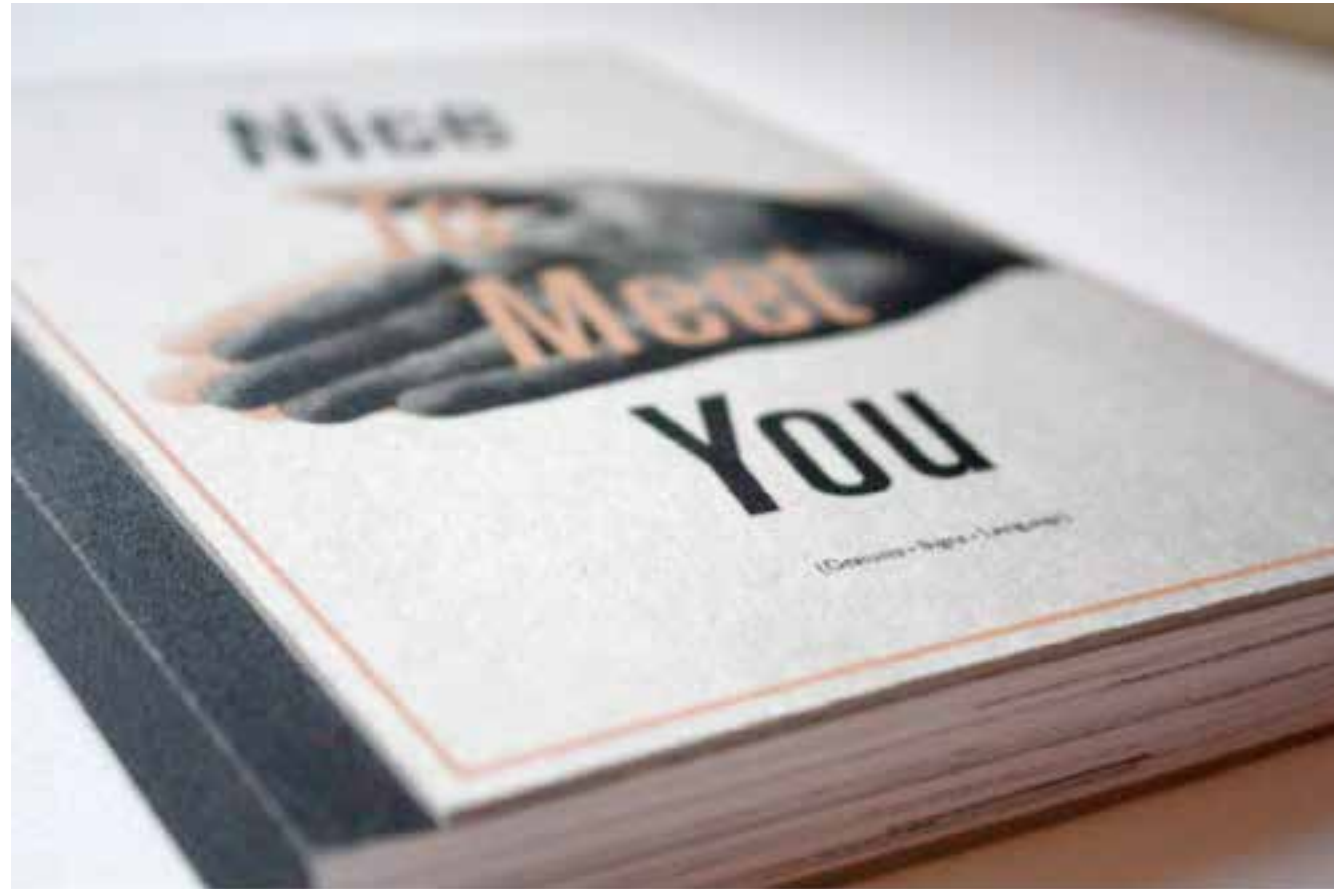
Winner of the Student Award at  
the British Book Awards 2013

Awarded Merit at ISTD Student  
Assessment Scheme 2014

/ JAKE GUNN /

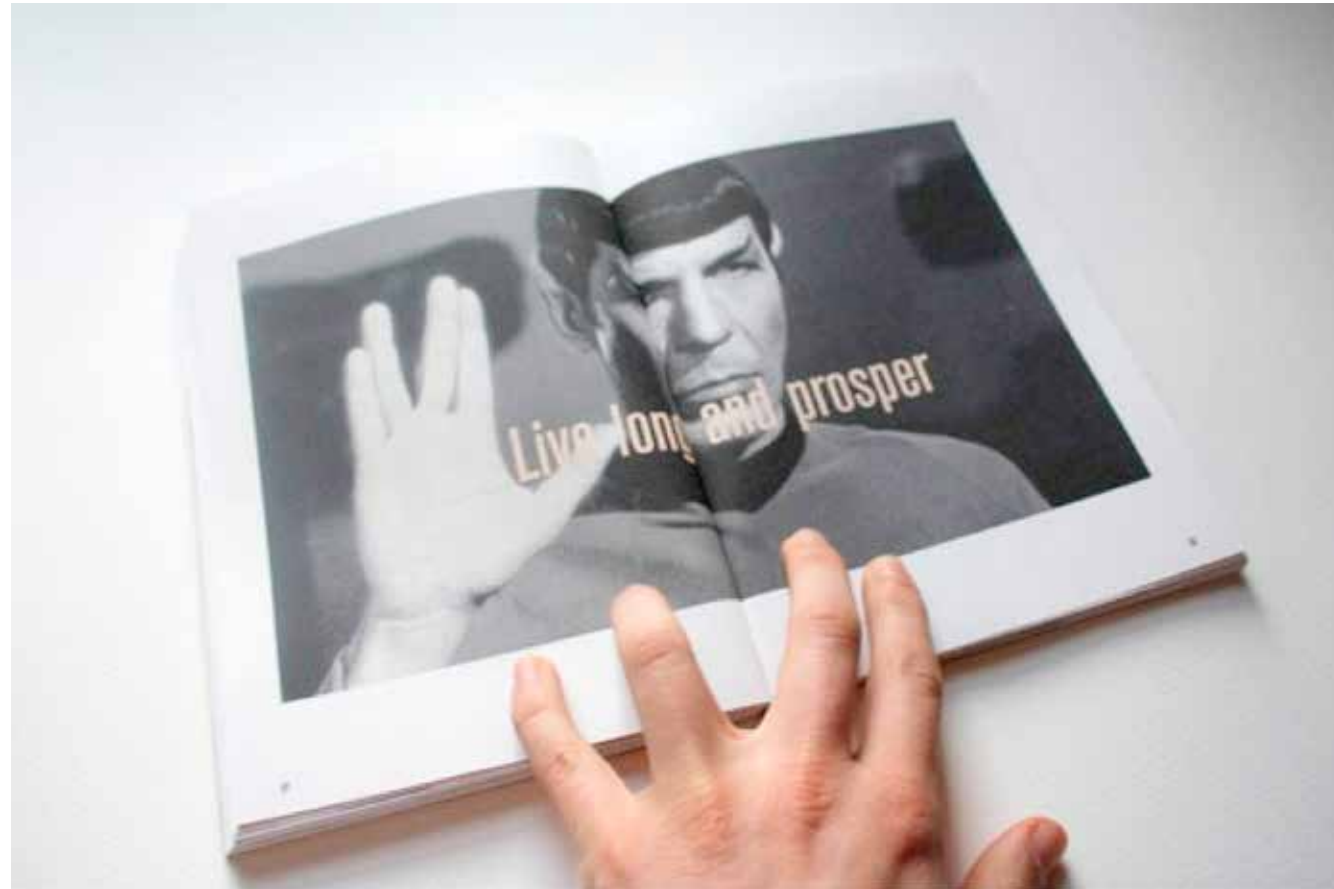
## Chris Nott

'I learnt to take things a bit more seriously, I don't know whether it was a lack of skill or effort (maybe a bit of both) that lead to my low score in the early stage of my studies, but this pushed me to want to do better, this created a monster, in the last stages of third year I wouldn't leave my room, zoned in. I think I learnt a lot about my self, how I work and how much you can get done if you put your mind to it. You have to make mistakes to grow, I think you learn what you are capable of, how can you expect to get better if you don't know what it is you need to do to get there? '









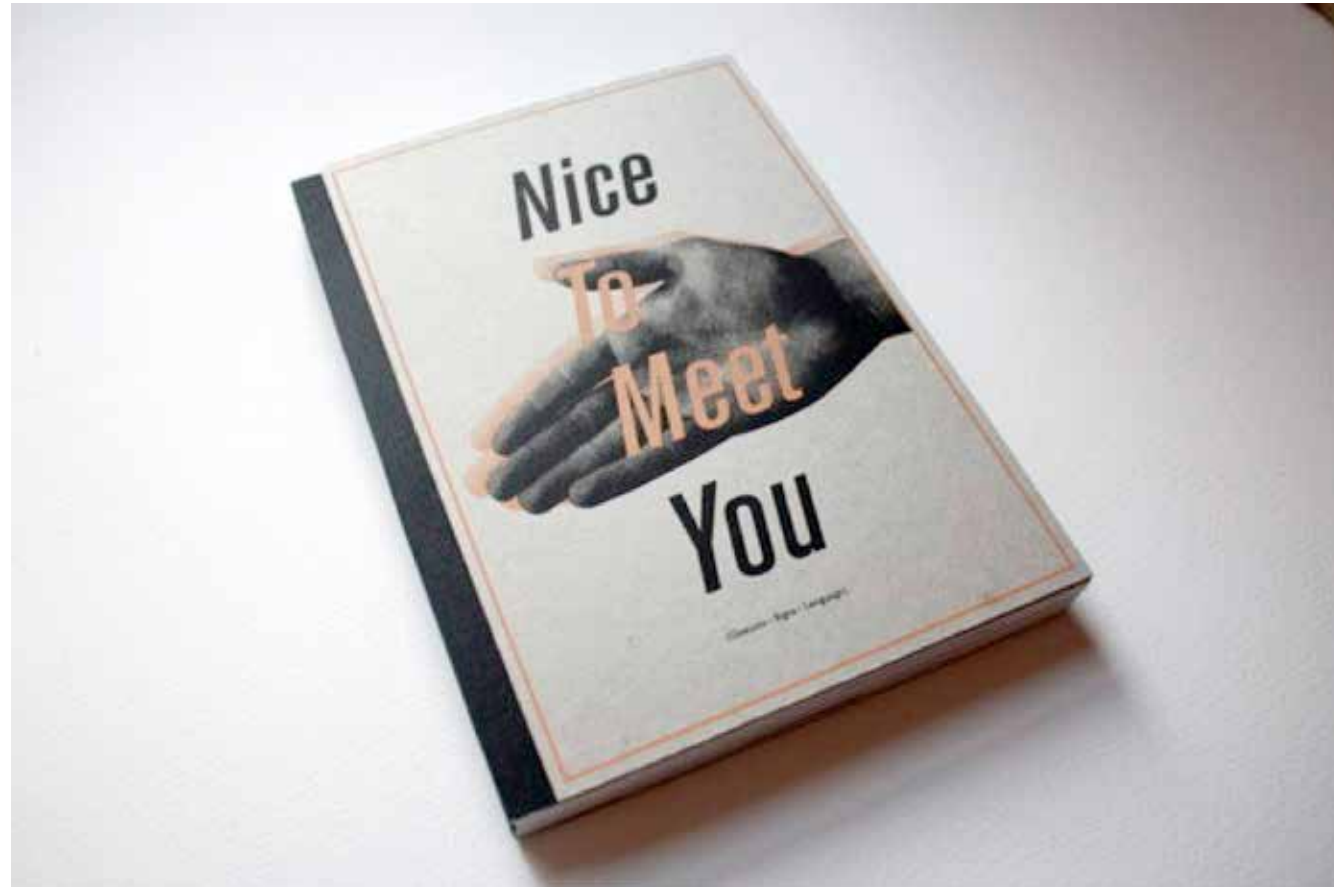




















Jakob Nielsen  
the usability consultant

**“We found that  
people only read  
about 10% of  
the text that they  
have supposedly  
‘Agreed’ to.”**

-

During one week an average person  
will 'Agree' and be bound by over  
fifty six meters of legal clauses.

-

[www.terms-and-conditions.info](http://www.terms-and-conditions.info)



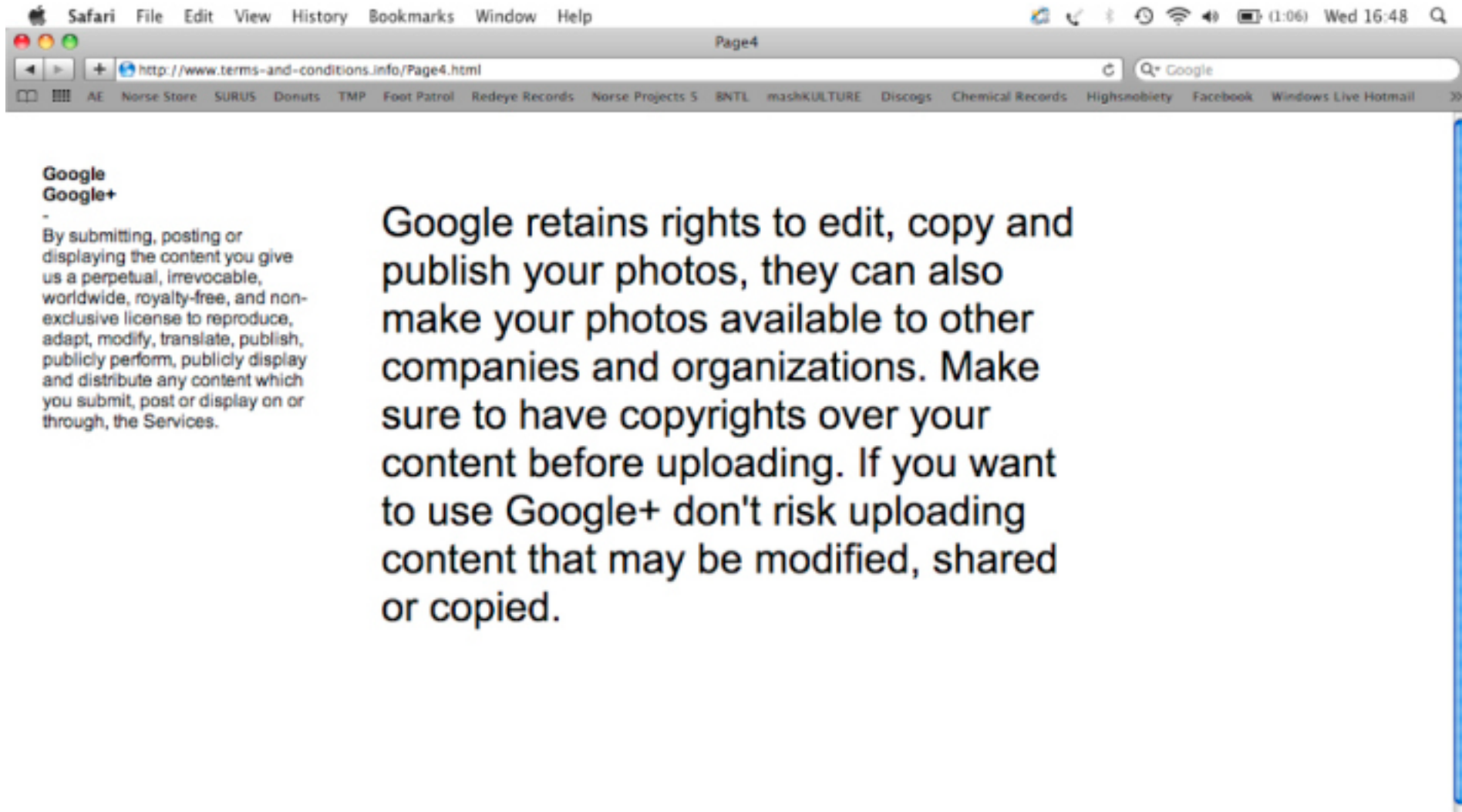




I mean you couldn't get an any more deprived background than I had. I mean deprived economically. It was a wonderful background actually. But my parents earned hardly anything and we lived in a very small, two-up-two-down house in the north of England. I mean you couldn't make it up really, how poverty-stricken it sounds. It sounds terrible and I wouldn't want you to make too much of it because it was actually marvellous. But there were very few people at that time who came from poorer backgrounds economically, a poorer background than me. And the fact that I could make it on a full grant says a lot about the difference in situation from now.

**The loan is £250 a month to pay back? Oh right, well no, I wouldn't do it then.**







# Awarded Commendation at ISTD Student Assessment Scheme 2011

## Graduate RCA 2013

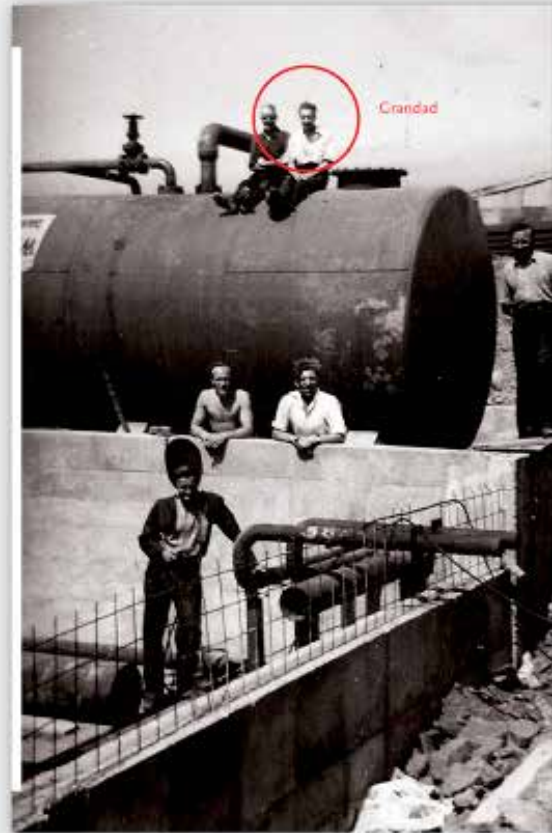
## Neville Brody, Research Studios

/ CHRIS NOTT /

## Liam Roberts

‘It might sound a little stupid, but I think that going through university in this way has really helped me to become a better designer and a better person. I think If I was to have attended more in level 1... I may have passed with a slightly higher grade and been middle of the road in level 2-3, never having that slap in the face and attitude change.’





13

*"Don't let any body tell you  
they are better than you or that you  
can't do something"*

And I don't. I call these people "doubters" and for reasons unknown, they tend to spur me on more than anyone else. Some of the best teachers I have had however I would tarnish with the same brush, and this new person who was bringing out my competitive side was exactly the same.

In Early 2009, during the interview process for university, I was doing well. As I already had the qualifications I need to get into university, people were offering me place after place at their universities. Sheffield Hallam, Liverpool and Bath were all first and then it was Bristol UWE's Turn.

On the day of the interview if I'm honest I didn't have the best nights sleep, having gone out the night before in Bristol for my friends 21st birthday. Though, not so fresh, I still turned up confident after the three places I had been offered elsewhere.

Photo: Stuart & Friends  
The Work here is just  
something I did  
Photo taken by  
Stuart & Friends





**250**

**WHAT WAS SAID**

Nathan  
*Sap man? You fancy coming for a drink later?*

Me  
*Maybe is this a result celebration?  
Is everyone going?*

Nathan  
*I guess. What did you get?*

Me  
*Higher than normal I fancy a drink.  
How about you?*

Nathan  
*Yeah alright, what I expected. Do you  
wanna come here?*

Me  
*Yeah man i'll be over soon  
as possible.*

**251**

**WHAT WAS MEANT**

Nathan  
*How are you and do you fancy coming for  
a drink later?*

Me  
*I'm thinking about staying in but might come  
out if Steve's there I want to ask him a question.*

Nathan  
*Yes. What was your result?*

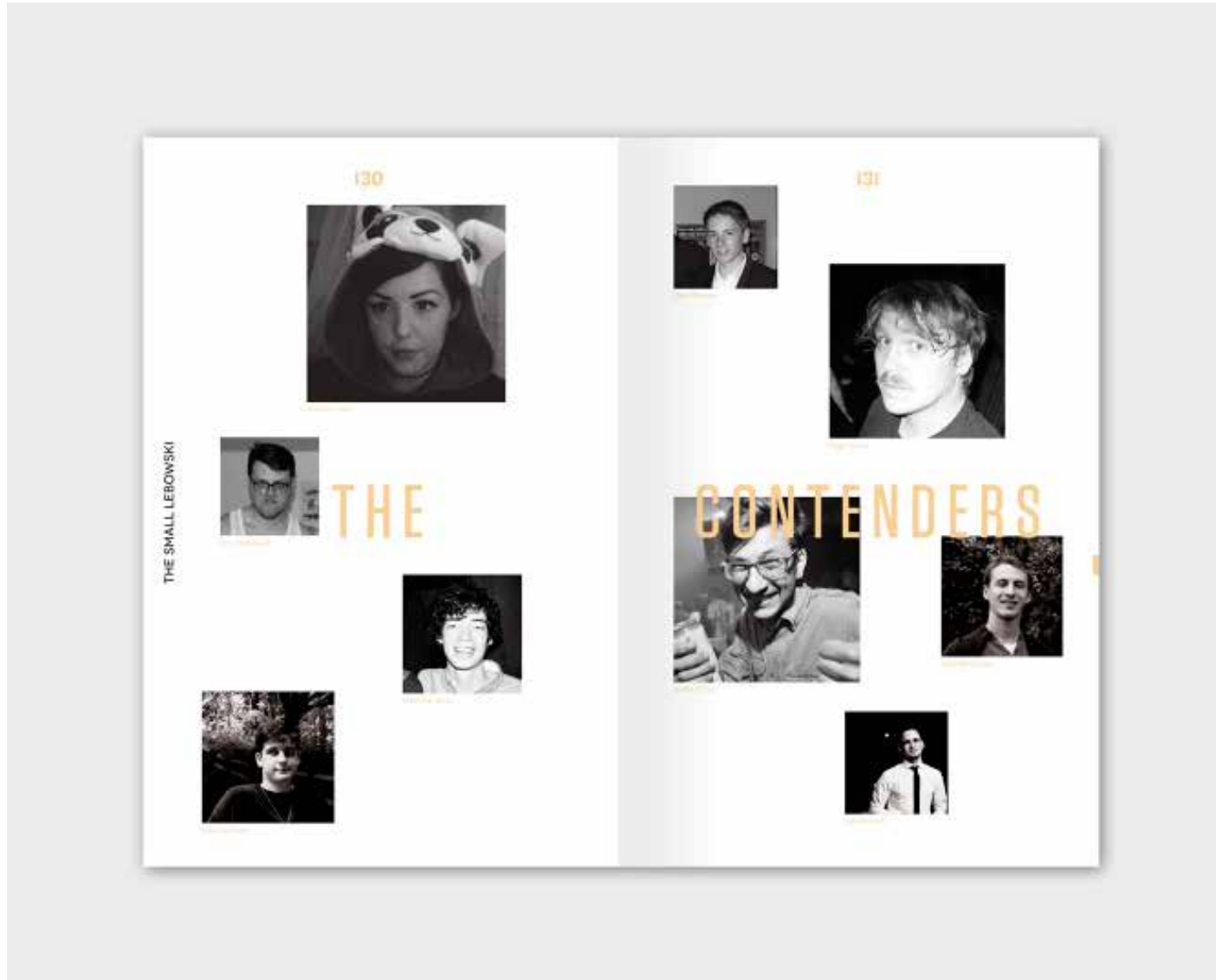
Me  
*Smashed it for the first time ever i'm ecstatic.  
What mark did you get?*

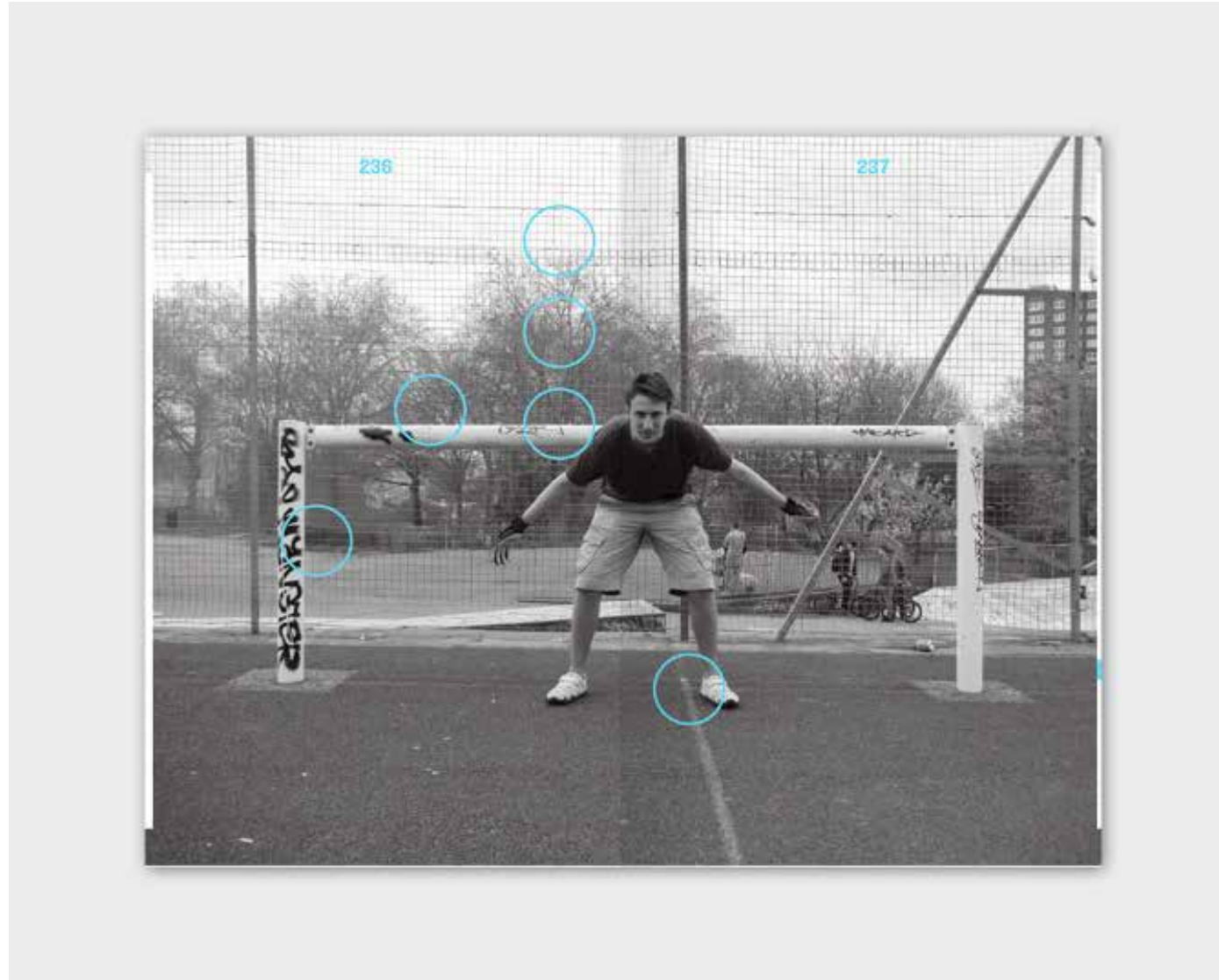
Nathan  
*Not as good as I hoped. Do you want to come to  
my house first?*

Me  
*Yeah man i'm just going to finish this bit of  
work and then i'll be over.*

FANCY A RIDE?









PREVIOUS SETS		SETS GAMES POINTS			
0 0 0	K.CURREN	0	0	-	
	∨				
0 0 0	B.BECKER	0	0	-	
INTRODUCTION		6	BECKER'S ROAD		34
KEVIN CURREN		8	CURREN'S ROAD		35
BECKER BECKER		10	TOURNAMENT TABLE		36
BECKER STYLE		12	THE FINAL		42
WIMBLEDON		16	SPOILS		48
SCORING		20	SHOT FOR SHOT		54
GRASS		24	MATCH STATS		56
SEEDINGS		28			

Curren, as a top, quickly rose among the ranks of a junior at Stanford Lane Tennis Club in Dublin, South Africa. At college he played tennis for the University of Yale and won the NCAA singles title in 1970. He turned professional later that year, and won his first top level singles title in the 1981 season at Johannesburg.

In 1980, Kevin Curren reached the final at Wimbledon, with the help of his coach, Tracy Austin, after defeating former champion Stefan Edberg in the fourth round in straight sets, 7-6, 6-0, 7-6, he subsequently defeated Bjorn Borg and John McEnroe in the quarter finals 6-2, 6-2, 6-4 and World No. 1 Jimmy Connors in the semifinals 6-2, 6-2, 6-7. Curren was the first player to beat both the legends in the same Grand Slam event in the same later tournament that he had difficulty in doing with Curren's light, individualistic and very fast serving. It was hard to read and needed to produce low balls that would slip in the green courts.



When he reached the final against Boris the Great, war was heated and intense. Each set and several battle games in Deane, before and after each point. On one of the final exchanges, Boris fired a high ball, Curren's shoulder as they passed, one another. After the match, Curren was cited as saying that he thought the game went on as normal in the minds of non-competitive players and predicted they would have more interest in the shorter games.



AND GETTING AWAY FROM A JOHANNESBURG TO THE

## KEVIN CURRUN

Though he never won a Grand Slam singles title, Curren did win a Grand Slam doubles title. In 1980 he won the US Open mixed doubles, and in 1982 he won the Wimbledon mixed doubles. Also in 1982 he won the French and mixed doubles at the US Open. During his career, Curren won 4 top level singles titles and 20 doubles titles. The highest he reached during his career was World No. 6 in singles and World No. 1 in mixed doubles. His final singles title came in 1984 at Prahran, and his last doubles title was won in 1992 in Dord. Curren retired from the professional tour in 1989 and then returned in 1990 to play, Curren has served as Captain of South Africa Davis Cup team.



HEAVY TO WIN AGAIN A JOHANNESBURG TO THE

## BECKER STYLE

"He had a tremendous feel for the ball, but no technique,"

by Tom

"He had a tremendous feel for the ball, but no technique" would be a great quote of the young Becker's tennis ability. "Describe your own childhood to me" This quote has had to work, so he became a tennis player for good. But it was his determination and his will to win, that made him into a champion. During the next 10 years, he won 14 of the major tournaments and became a successful professional.

His game developed into a fast, well-placed serve and great rallying skills at the net. He could adjust his grip serve-and-volley game with his own adjustment in the net. His trademark was considered to be the strong volley, his use of which surprised him to his loss. His heavy forehand and return were also very significant factors in his game plan.

He consistently served from the service-line, volley style to try to out-hit, from the baseline. Most tennis players are normally at their best when standing from their own service baseline. Though he possessed powerful stroke, his foot work, coordination and control was average.

He seemed to lack emotional volatility at times. Whenever he was about to be playing hard, he often moved at himself and occasionally missed his racket. In contrast to John McEnroe, the young man rarely showed aggression toward his opponents or officials, also in contrast to McEnroe, his kind of play and focus tended to be unobtrusive rather than obnoxious during these affairs.

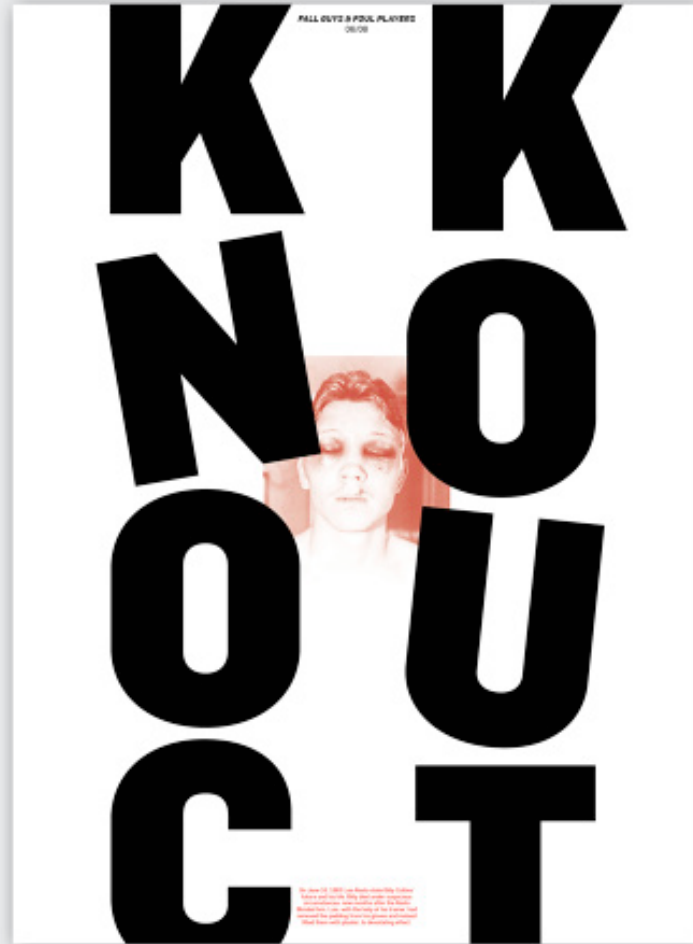
He described his style as "Short Game". This term became his trademark.

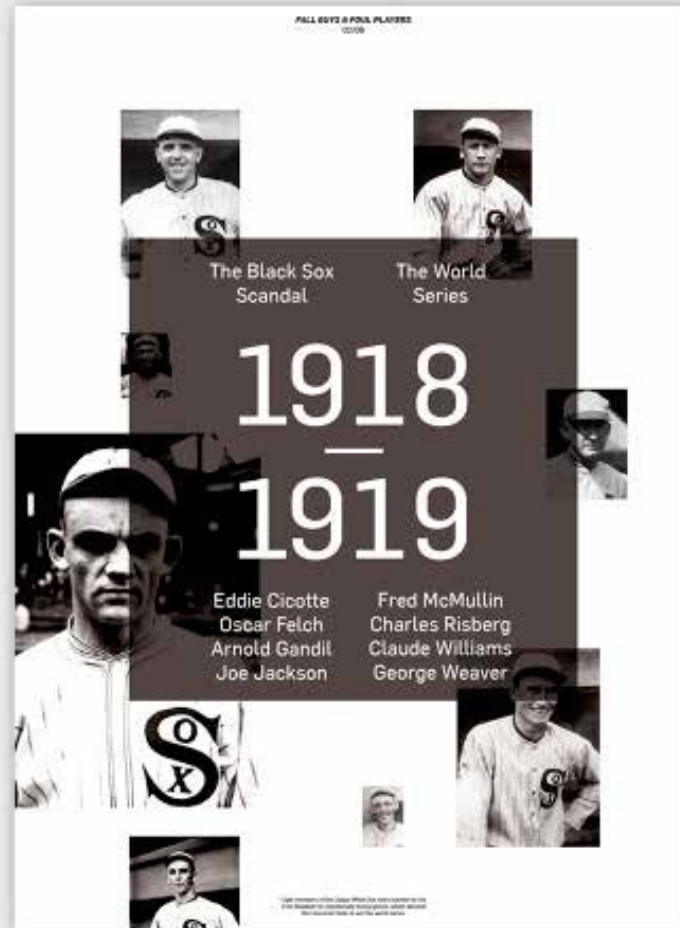
# BOOM

















# A SEASONED DISPLAY OF JUBILATION





# Awarded Merit at ISTD Student Assessment Scheme 2012

## 2 x Short Film Awards

## Peloton Design, Bristol

/ LIAM ROBERTS /

**So,  
what's next?**



**‘Failure should be our teacher,  
not our undertaker. Failure is  
delay, not defeat. It is a temporary  
detour, not a dead end.’**

/ DENIS WAITLEY, *SEEDS OF GREATNESS* /





**‘To fail is to give up. But you are  
in the midst of a moving process.  
Nothing fails then. All goes on.  
Work is done. If good, you learn from it.  
If bad, you learn even more.  
There is no failure unless one stops.’**

/ RAY BRADBURY /



**Thank you.**

