



CREATIVE SCHOOL OF BUSINESS
HONORIS UNITED UNIVERSITIES

Creativity for Good

Red & Yellow's 2024
Community Engagement Report

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“Her Harvest”
- Allegra Carrara

Introduction

At Red & Yellow, we believe education should go beyond textbooks and lectures – it should create real-world impact. That’s why community engagement is at the heart of what we do. It’s not just about giving back; it’s about meaningful collaboration, problem-solving, and shaping the next generation of changemakers.

The idea of engaged scholarship – a concept introduced by Boyer (1996) – is all about bridging the gap between academic learning and real-world challenges. It echoes Giroux’s (2017) belief that education should empower people to think critically, challenge injustices, and

actively shape a better society. In other words, knowledge isn’t just power; it’s a tool for transformation.

At Red & Yellow, our Community Engagement Committee focuses on three core areas: **research, teaching and learning, and hands-on community involvement.**

Through a partnership between our Community Engagement and Research & Ethics Committees, we ensure that our research addresses real social issues, making a tangible difference where it’s needed most. We also weave community engagement into our curriculum, encouraging students to apply their

skills to real challenges – developing not only their expertise but also their empathy and social awareness. And finally, by collaborating with organisations that share our vision, we create opportunities for students to contribute meaningfully to local communities, turning ideas into action and learning into impact.

This report showcases how Red & Yellow is bringing these three elements to life – proving that when education meets action, incredible things happen.

“Voice of Colour”
– Maxine Carr





Research

At Red & Yellow, research goes beyond academia — it drives real-world impact. Rooted in Engaged Scholarship (Boyer, 1996), we align Community Engagement with Research & Ethics to address social issues and community needs. Through collaboration, we create knowledge that is meaningful, relevant, and transformative, bridging education and society for lasting change.



AI for Educators

The Project:

AI for Educators is an online micro-course, designed to enhance educators' capabilities in effectively utilising AI tools for teaching and assessment. It provides foundational knowledge of AI in education and practical skills for leveraging technologies such as ChatGPT. The course is offered free of charge to improve educators' methodologies in both virtual and physical classrooms. Feedback from participants indicates that it successfully equips them with valuable insights and practical resources.

The Community: Educators Across the World

Red & Yellow seeks to nurture human connections through the integration of AI in education, upholding the principle of being “kindly respectful.” This initiative encourages educators across the world to engage with AI while thoughtfully considering its ethical implications. The community aspect highlights collaboration and shared learning as educators navigate the evolving role of AI in their practices. This engagement aims to ensure educators remain relevant in a rapidly changing educational landscape.

The Scope:

The scope encompasses a comprehensive introduction to AI applications in education, addressing practical implementation strategies, prompt engineering, and ethical considerations. Suggested enhancements from participant feedback include features such as bookmarks for navigation, audio options for content, mini-quizzes, practical exercises, and downloadable resources. The course aspires to create a more engaging learning experience by accommodating diverse learning preferences and busy schedules, ultimately fostering a deeper understanding and application of AI in teaching.

Red & Yellow’s Involvement:

Red & Yellow’s Programme Development and Research Manager, Marilette Pretorius, initiated the project, commencing with the white paper titled “Machines Like Me: Where Human and Machine Creativity Intersect.” The programme emphasises continuous exploration and understanding of AI in education, aligning with the organisation’s core values. This involvement reflects a commitment to community engagement and equipping educators with the necessary tools to adapt to technological advancements. Through this initiative, Red & Yellow aims to take a leading role in the responsible integration of AI within educational practices.

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This initiative encourages educators across the world to engage with AI while thoughtfully considering its ethical implications.

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The Integration of Legitimation Code Theory's (LCT) Concept of Semantic Waves into Online Education



The Project:

The project examines how AI can enhance online learning design by addressing the engagement challenges of static content. Red & Yellow's Academic Programme Developer Jaclyn van Rensburg presented a paper at the 2024 Honoris United Universities Academic Summit in Tunis, in which she explores the integration of Legitimation Code Theory's (LCT) concept of Semantic Waves into online education. By utilising AI and evidence-based prompt engineering, the aim is to

create dynamic online learning experiences that mimic effective classroom engagement. This approach seeks to develop high-quality online courses that promote deeper learning through structured guidance.

The Community: Non-Traditional Learners and Educators

The community aspect focuses on enhancing online education accessibility for learners who may struggle with traditional static content. By emphasising collaboration among learning designers and educators, the initiative aims to cultivate a more engaging online learning environment. This project addresses the need for innovative solutions that can benefit

diverse learners and support instructors in designing effective courses. The goal is to foster a community of practice where educators can share strategies and insights for improving online learning experiences.

The Scope:

The scope encompasses the exploration of AI's potential to revolutionise online course design by applying LCT principles, specifically Semantic Waves. It includes developing prompts that guide learners through a structured educational journey, ensuring clarity and interactivity. The initiative aims to provide practical tools for course designers, regardless of their experience level, to enhance the quality and engagement of online learning. Ultimately, it strives to bridge the gap between traditional classroom dynamics and online education.



Red & Yellow is committed to enhancing educational accessibility and effectiveness.



Red & Yellow's Involvement:

Jaclyn van Rensburg is a primary and active team member of the Red & Yellow Programme Development and Research department. This presentation demonstrates the organisation's dedication to addressing critical gaps in online learning and seeking innovative solutions through AI integration. This involvement reflects Red & Yellow's commitment to enhancing educational accessibility and effectiveness. By focusing on evidence-based practices, the programme aims to support educators in adapting to the evolving landscape of online education.



Teaching and Learning

This section indicates how community engagement is incorporated into curricula at Red & Yellow Creative School of Business. The feedback received from lecturers on community engagement projects undertaken by students at Red & Yellow illustrate how community engagement is at the heart of our teaching and learning. The feedback focuses on projects completed during 2024.

Diabetes and Me

by Red & Yellow Advanced Diploma in User Centered Design students

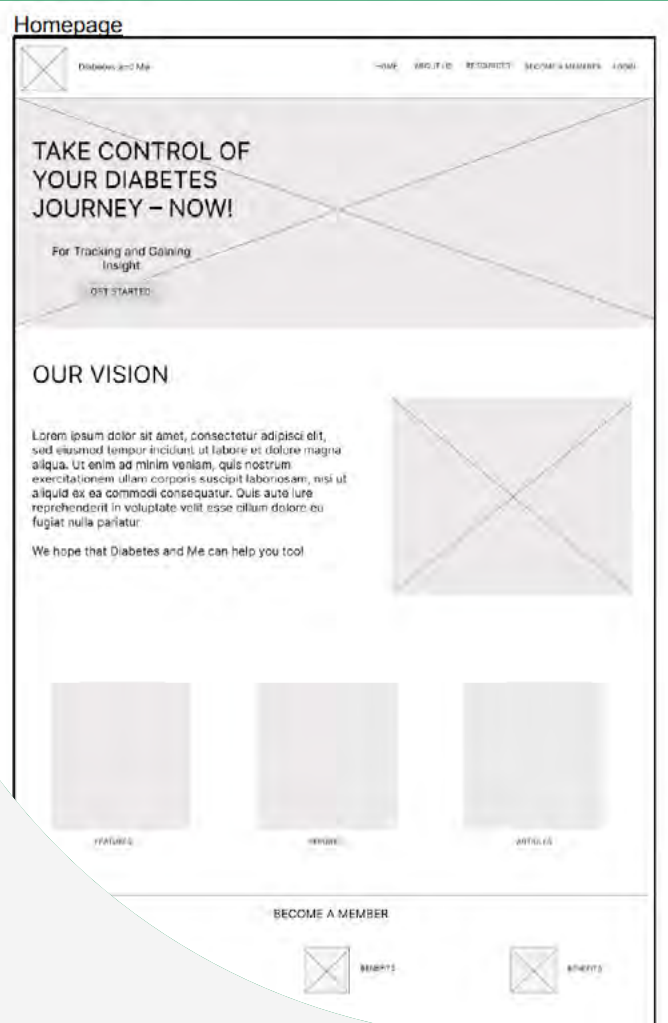


The Project:

The “Diabetes and Me” project involved first-year students from the Advanced Diploma in User Centered Design assisting a startup in developing a diabetes monitoring platform. Students conducted usability testing for a new health application, focusing on understanding user behaviours and preferences through direct observation. They assessed the platform’s ease of use, identified strengths and weaknesses, and communicated their findings effectively. Based on the students’ feedback, the client implemented significant changes, shifting towards a broader health monitoring application.

The Community: People who Suffer from Diabetes

Community engagement in this project centres on collaboration between students and a small, independent startup. By facilitating usability testing, students contribute valuable insights that directly impact the design and functionality of a health application. This partnership fosters a supportive environment for innovation in healthcare technology and enhances the user experience for individuals with diabetes. The project exemplifies how student contributions can drive positive change within the community.

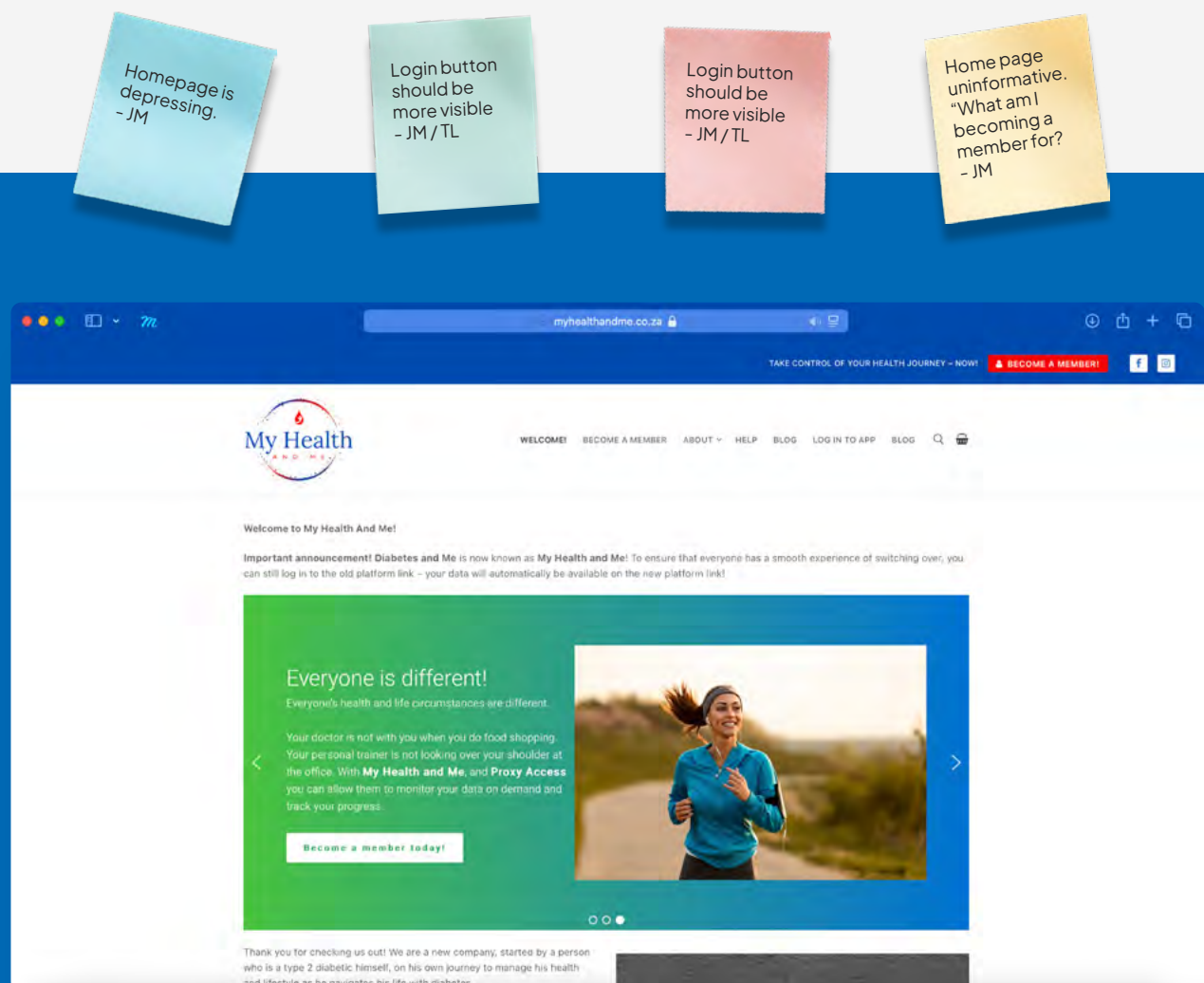


The Scope:

The scope of the project includes a comprehensive analysis of user interaction with the diabetes monitoring platform. Students focused on structured usability tests to evaluate the platform's effectiveness in meeting user needs, leading to actionable insights for improvement. The initiative aims to enhance user experience by proposing modifications based on data analysis and feedback. Additionally, it prepares students to develop tests that critically assess an application's overall usability.

Red & Yellow's Involvement:

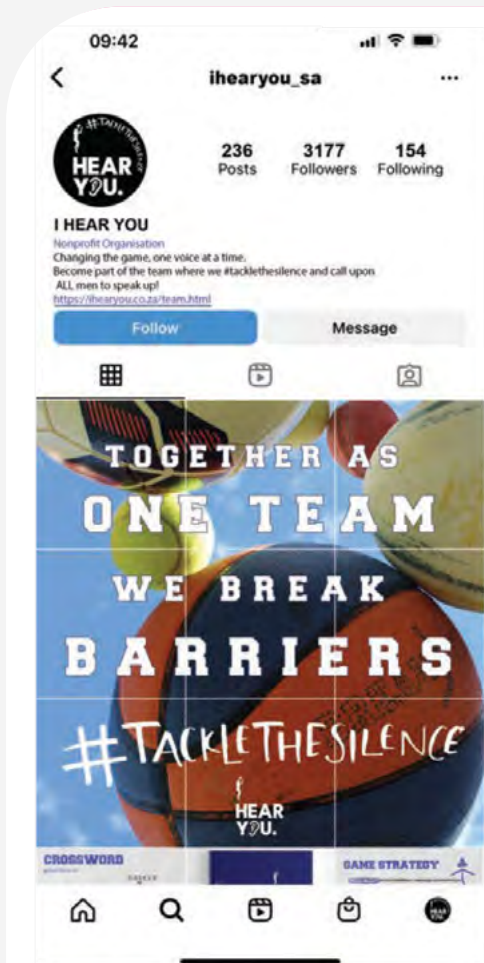
Red & Yellow Creative Lecturer Dean Henning facilitated the collaboration between students and the start-up, "Diabetes and Me." The initiative emphasises hands-on learning and real-world application of user-centric design principles. Diabetes and Me founder Kobus Myburgh acknowledged that the project provided substantial functional and strategic benefits, reinforcing the value of this partnership. The success of the project also indicates potential for future collaborations between the clients and Red & Yellow.



Client's new website based on the feedback from Red & Yellow students' user research

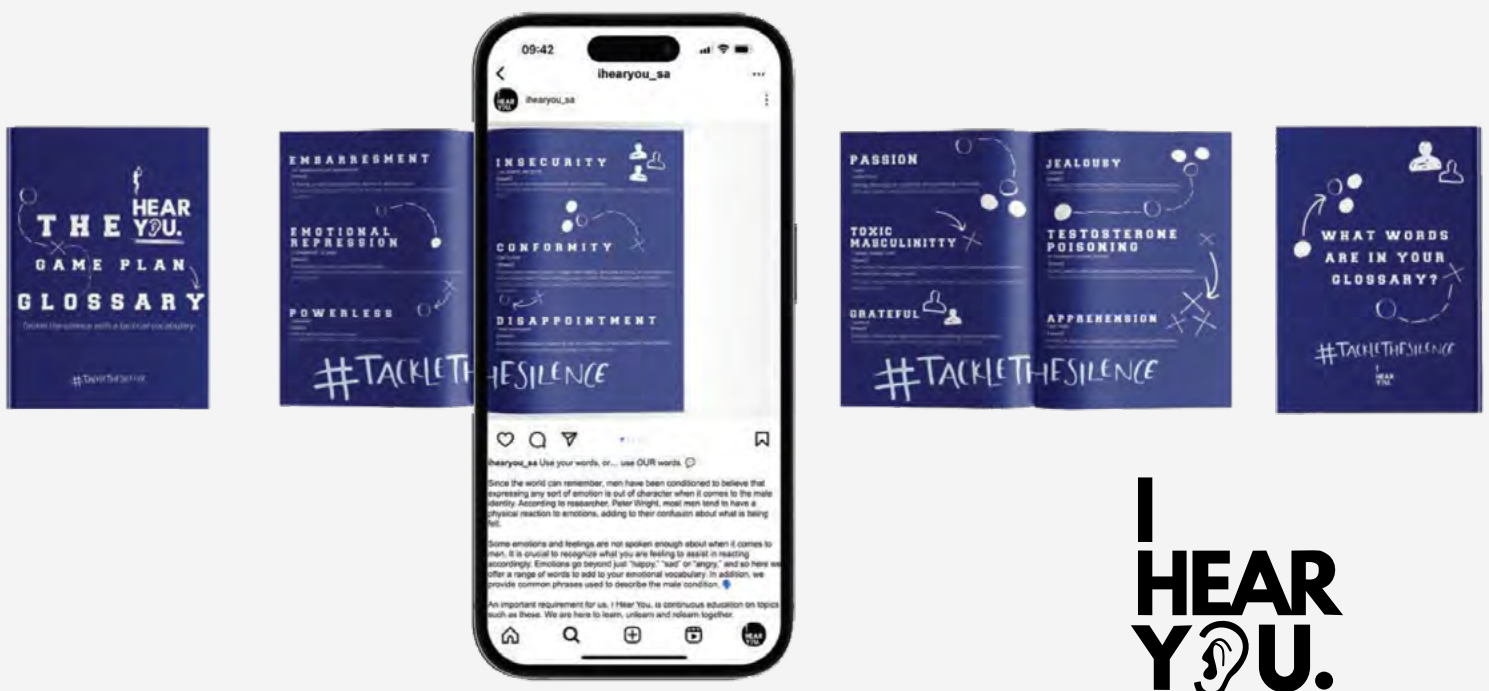
I Hear You

by Red & Yellow Higher Certificate in Creating Digital Content
& Higher Certificate in Graphic Design students



The Project:

The project involves students creating a social media campaign for I Hear You, aimed at encouraging men to speak out against Gender-Based Violence (GBV) and challenging toxic stereotypes that hinder open discussions. The campaign seeks to foster inclusive conversations about GBV, recognising the critical role of male voices in addressing this issue in South Africa. The students' work has been actively used on I Hear You social media platforms, highlighting their creative contributions. Feedback from Paballo Chantel Mbedzi, CEO of I Hear You, emphasised the quality of the students' work and its potential for implementation in various contexts.



The Community: Women and Men Affected by Gender-Based Violence

The community aspect centers on raising awareness and fostering dialogue about GBV among men, promoting a supportive environment for those affected. I Hear You, as a human rights organisation, aims to create a more diverse and inclusive approach to social justice by engaging various industries in the conversation. The initiative encourages collaboration among students, educators, and community organisations to collectively address GBV and empower individuals affected by toxic societal norms. This partnership emphasises the importance of community involvement in effecting social change.

Red & Yellow Involvement:

Red & Yellow's Higher Certificate Lecturers Melissa Fuhner and Nini van der Walt facilitated the collaboration between students and I Hear You, providing a platform for students to apply their learning in real-world contexts. The partnership was strengthened by Paballo Chantel Mbedzi's visit to Red & Yellow, where she delivered a talk on GBV during Women's Month. The feedback from I Hear You highlights the value of student contributions and their impact on the organisation's mission. This involvement reflects Red & Yellow's commitment to social justice and empowering students through meaningful projects.



Help the Rural Child

by Red & Yellow Bachelor of Commerce in Marketing 3rd Year students



The Project

Service Marketing Project:

Students analysed local businesses to enhance service offerings, focusing on non-profit organisations by evaluating service quality and exploring donor decision-making. The project aimed to identify service improvement areas and showcase student capabilities for future collaborations.

Marketing Research Project: Students assisted Help the Rural Child (HTRC) by developing marketing strategies for their thrift stores, using the 11-step Marketing Research Process. The project aimed to provide actionable insights to increase financial support for HTRC's programmes.

Project Management Project: Students generated a plan to Help the Rural Child. The formative assessment was set as the foundation for the summative assessment of the module. HTRC representatives participated in briefings, reviews and Red & Yellow's BCom Marketing Showcase. HTRC has also asked to work with the alumni on their work to apply it in their stores.

The Community: Rural Children and Their Communities

The Service Marketing project connected students with local businesses to enhance service quality, fostering community engagement and highlighting student contributions to community development.

The Marketing Research project supported HTRC, emphasising financial sustainability and creative strategies within the NGO sector while strengthening ties between students and the local community.

The Project Management students were connected with the NGO through the briefings and also held interviews with the HTRC representative. They also worked with insights from their Marketing Research project for HTRC.

The Scope:

The Service Marketing project involved analysing service quality and developing tailored marketing strategies within non-profit contexts, integrating theoretical knowledge for a thorough analysis.



Students analysed local businesses to enhance service offerings, focusing on non-profit organisations.



The Marketing Research project encompassed strategic marketing principles to develop effective strategies for HTRC, ensuring a comprehensive approach to marketing in the NGO context.

The Project Management project looked at the various marketing concerns shared by HTRC so as to generate project plans to address these concerns.

Red & Yellow's Involvement:

Red & Yellow Marketing Lecturer Dignity Paradza facilitated the Service Marketing project. The initiative exemplifies the institution's commitment to experiential learning and social impact, allowing students to engage directly with local businesses. Through this collaboration, students gain hands-on experience while also contributing positively to the community. The project highlights the potential for ongoing partnerships between educational institutions and local organisations to drive meaningful change.

Red & Yellow Marketing Lecturer for the Marketing Research Project, Sid Peimer, provided students with practical experience while empowering HTRC with strategic marketing insights. Both projects exemplify the institution's commitment to social responsibility and impactful partnerships with local organisations. This involvement not only benefits the students in gaining hands-on experience but also empowers the NGO to improve its operations through strategic marketing insights. The outcome of this collaboration demonstrates the potential for impactful partnerships between educational institutions and local organisations.



Safiyah Latif, the lecturer for the Project Management module and the person who fostered the relationship and generated the Showcase idea, ensured that Red & Yellow developed student-based projects that assisted a long-standing brand that needed innovative marketing strategies. The projects for HTRC, as crafted by the project management work, gave the NGO detailed steps for projects to enhance their offering and to assist children in need through their non-profit interventions.

Salt River

by Red & Yellow Bachelor of Arts in Visual Communications Degree
3rd Year students

The Project:

The project tasked students with creating an illustrated visual identity for the Salt River area, emphasising themes of gentrification and its effects on the local community. Students were required to demonstrate their ability to research and plan illustrations that effectively communicate identity design and branding. The project culminated in the production of a cohesive visual identity that can be applied to awareness campaigns focused on social issues. This work not only showcases the students' creativity but also addresses critical contemporary concerns.

Primary Typeface:
strctr regular

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The Community: Salt River Community (in which Red & Yellow is physically situated)

Community engagement was a core aspect of this project, as it aimed to raise awareness about the social issues related to gentrification in Salt River. Through their typography designs, students highlighted the impact of gentrification on the local community, fostering conversations about the challenges faced by residents. The awareness campaigns derived from their work are intended to inform and engage the broader public on these pressing issues. This initiative underscores the potential of art to inspire social change and community dialogue.



The Scope:

The scope of the project includes researching and conceptualising an illustrated visual identity that resonates with the themes of gentrification while effectively promoting the Salt River area. Students were encouraged to step outside their comfort zones, applying theoretical concepts to produce practical and impactful illustrations. The project also involved creating branding collateral, such as logos, that would be used in awareness campaigns. Time management was essential to ensure the timely delivery of cohesive and professional visual branding.

Red & Yellow's Involvement:

Red & Yellow's Creative lecturers Stephanie Simpson and Wilna Combrinck facilitated this project by providing students with the resources and framework needed to develop their typography skills in a practical setting. It encouraged a self-directed approach to learning, allowing students to conceptualise their work for an exit-level application in illustration. The programme's focus on real-world issues equips students to create effective brand promotions and raises awareness of societal concerns. Overall, the collaboration enhances both student learning and community engagement through artistic expression.



Font Family

strctr is made to be played with, moved, and manipulated. To make this possible even in digital production, the typeface contains four variants, each depicting the letters photographed in a different rotation. This means the lighting on each rotated letter will match those of all the others in the variation, and even when combining the variations it will appear to be a single 'image'. With these letters, words become a compilation of pictures and illustrations in their own right.

Type Variations

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strctr twist right

strctr tilt inus 45°

strctr twist left

strctr tilt 45°



* three evenly distributed baselines are used.

regular and tilt variations are placed on the middle baseline

letters may overlap or appear to lean on each other, as long as they are still legible

twist variations are placed on the upper and lower baselines

letters on the bottom baseline are 1 pt larger than those on the middle

letters on the top baseline are 1 pt smaller than those on the middle

SA Harvest

by Red & Yellow Advanced Diploma in Marketing
& Advertising Communications students



LET'S FEED DREAMS BY FIGHTING HUNGER.



Simon's dream to farm.

Gloria's hunger for acting.

Patrick's hunger for cars.

OUR THEME: EMPOWERFUL STORYTELLING.

The Project:

The project tasked students with developing a digital marketing strategy for SA Harvest to address their communication needs in the fight against hunger and food waste in South Africa. Students applied their learning to propose practical, creative solutions, analysing SA Harvest's digital presence, including their website, social media, and search engine optimisation (SEO). The culmination of the project involved formal presentations where groups shared their findings and recommendations with SA Harvest. This engagement allowed the organisation to reassess various aspects of its digital strategy based on the students' insights.

The Community: Hunger relief for vulnerable communities with a special focus on children, child-headed households and the elderly

The project fostered community engagement by involving students in hands-on activities, such as visiting soup kitchens and partnering with NGOs, deepening their understanding of SA Harvest's mission. By collaborating directly with the organisation, students gained valuable insights into the challenges faced in combating food waste and hunger. Their recommendations not only aimed to enhance SA Harvest's digital strategy but also aimed to create a more effective outreach, ultimately benefiting the community. The students' work is expected to contribute to improved communication and awareness of the issues SA Harvest addresses.

The Scope:

The scope of the project included identifying business challenges, analysing the macro environment, and researching viable target audiences within the digital space. Students were required to construct an effective marketing strategy, integrating applicable digital tactics into the overall plan. This involved detailed assessments of SA Harvest's online presence and proposing innovative strategies to enhance their digital marketing efforts. The project also allowed for comprehensive discussions and feedback on students' analyses and recommendations.

Red & Yellow's Involvement:

Red & Yellow's Advanced Diploma in Marketing & Advertising Communications senior lecturer, Di Charton, played a vital role in facilitating this project by equipping students with the necessary skills and theoretical knowledge to develop a digital marketing strategy. The programme encouraged collaboration and practical application of marketing concepts, enabling students to engage in real-world problem-solving. The ongoing partnership with SA Harvest, where students continue to provide content for implementation, further exemplifies the programme's emphasis on experiential learning. Overall, the collaboration has proven beneficial for both students and the organisation, creating a lasting impact.





Additional Community Engagement Interventions

At Red & Yellow, additional community engagements (also known as community impact) means identifying needs and creating meaningful change. By partnering with organisations and initiatives, we foster real connections that drive transformation. Collaborating with students, we empower future leaders to actively support and uplift surrounding communities, ensuring our contributions are purposeful, lasting, and impactful.

Kindness Kulture

The Project:

The “Kindness Kulture” initiative aims to support students on campus experiencing food insecurity by providing essential food supplies. Operating on a ‘take what you need, leave what you can’ model, it fosters a supportive environment while reducing the stigma associated with seeking help. The initiative is facilitated through a designated cupboard and refrigerator in the student kitchen, stocked with various food items to ensure accessibility for all students. The project has recently transitioned to a more student-led approach, enhancing its impact and community involvement.

The Community:

“Kindness Kulture” serves as a vital resource for students facing food insecurity, creating a sense of community and mutual support on campus. By encouraging students to take what they need without judgement, the initiative promotes an inclusive atmosphere that values



Kindness Kulture serves as a vital resource for students facing food insecurity, creating a sense of community and mutual support on campus.



compassion and generosity. The involvement of the Red & Yellow Student Representative Council (SRC) further strengthens community ties, as students actively contribute to the project’s management and outreach. This collaborative effort nurtures a supportive campus culture where students can rely on each other in times of need.

The Scope:

The initiative’s scope includes the provision of essential food supplies to students, focusing on accessibility and destigmatisation of food assistance. It has expanded from a lecturer-managed project to a student-led initiative, inviting greater participation and collaboration among the student body. The SRC is currently developing design collateral to enhance the project’s visibility and effectiveness, with an emphasis



on communication and engagement within the student community. This shift allows for a broader impact and more sustainable support for those in need.

Red & Yellow's Involvement:

Red & Yellow's lecturers, in collaboration with the SRC, played a crucial role in the development and evolution of the "Kindness Culture" initiative. Faculty involvement has historically driven the project, but recent discussions have encouraged increased participation from the SRC, fostering a more collaborative approach. Staff members continue to provide academic support and guidance to ensure the project's effective implementation and communication among students. The partnership between staff and students exemplifies the programme's commitment to community engagement and social responsibility.



St Anne's Homes

The Project:

The Community Engagement Committee at Red & Yellow School of Business has formed a partnership with St. Anne's Homes to support women and children experiencing gender-based violence and who have nowhere else to turn to. During November, the committee, alongside Red & Yellow staff, collected donations to assist St. Anne's Homes during the vulnerable festive season. A total of 22 boxes were wrapped for the women, and numerous items of clothing and baby supplies were donated to help those in need. This partnership is set to continue sustainably through 2025, with increased participation from the Student Representative Council (SRC) within its community engagement portfolio.



The project involves a collaborative effort between the Community Engagement Committee of Red & Yellow and St. Anne's Homes, which provides shelter to women and children affected by gender-based violence. The initiative focuses on gathering essential items and donations during the festive season to support the residents of St. Anne's Homes. The goal is to create Santa Boxes for 21 women and children currently residing at the shelter, ensuring they receive much-needed assistance.



Red & Yellow supports women and children who are experiencing gender-based violence and have nowhere else to turn to.



The Community: Women subjected to gender-based violence

This initiative directly supports vulnerable individuals within the community by providing essential items to those in need at St. Anne's Homes. The collaboration fosters a sense of solidarity and compassion among students and staff, encouraging collective action to make a positive impact. By addressing the needs

of women and children facing dire circumstances, the project promotes community welfare and social responsibility. The ongoing partnership enhances engagement with local issues and fosters a culture of giving.

The Scope:

The scope of the project includes collecting essential baby items, toiletries, clothing, and non-perishable food to create Santa Boxes for residents of St. Anne's Homes. Specific items requested include nappies, toiletries for mothers, and non-perishable food items, along with contributions for a Christmas lunch. The initiative also encourages clothing donations for resale at St. Anne's Charity Shop, which will generate income to support the shelter. This comprehensive approach aims to meet a variety of needs for the shelter's residents.



Red & Yellow's Involvement:

The Red & Yellow Community Engagement Committee, which has taken the lead in organising the donation drive together with staff, has actively participated in the collection and wrapping of donations, demonstrating a commitment to direct community support. The partnership with St. Anne's Homes is designed to be sustainable, extending through 2025, with increased involvement from the SRC in future activities. This engagement reflects the programme's dedication to social responsibility and community welfare.

Conclusion

This report highlights the significant strides made by the Red & Yellow Creative School of Business in integrating engaged scholarship into its core mission of addressing community needs through research, teaching, and learning. By emphasising the interconnectedness of these elements, the institution has demonstrated a commitment to fostering a culture of social responsibility among students and educators alike.

The incorporation of the AI for Educators online micro-course exemplifies Red & Yellow's proactive approach to enhancing educational practices in response to technological advancements. Feedback from participants underscores the effectiveness of this initiative, providing valuable insights and highlighting areas for further improvement to optimise the learning experience.

Moreover, the community engagement projects undertaken by students, such as "Diabetes and Me" and "I Hear You," showcase the tangible impact of student contributions on local issues. These projects not only empower students to apply their skills in real-world contexts but also exemplify the institution's dedication to fostering critical social agents who confront injustices and contribute meaningfully to societal change.

Red & Yellow is committed to developing its role as a catalyst for positive change within the community, and as such continues to build partnerships and enhance community engagement in its curriculum. By intertwining academic rigour with social responsibility, Red & Yellow is not only preparing its students for successful careers but is also equipping them to lead with empathy and innovation in addressing the pressing challenges of our time.



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