Application ID: TLDF_mini/2019/193

Applicant's details

Applicant's Name: Dr Rob Banham

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Applicant's Faculty/Directorate: Academic Schools

Applicant's School/Service: School of Arts and Communication Design

Applicant's Department/Unit: Typography & Graphic Communication

Project details

Project Title: Print finishing for designers

Project Outline: This aim of this project is to give BA Graphic Communication students access to the kind of equipment used in professional design studios so that they can replicate commercial print finishing processes when producing mock-ups for clients.

The students currently explore commercial print finishing in the TY2PRP (Professional Practice) module. This involves independent research into techniques such as foiling, varnishing, embossing, die-cutting, letterpress, and large format printing. This is valuable preparation for work as a professional designer, as they learn about the options available, what they can be used for, and how designers specify them. However, professional designers also need to be able to replicate these techniques, using smaller scale, cheaper equipment, in order to be able to present clients with mock-ups and prototypes.

We would like to address this by purchasing equipment which would allow us to introduce students to techniques used by design professionals as part of the TY2PRP module. They would then be able to use the equipment, under supervision, in project work and real jobs.

This would have a number of benefits for BA Graphic Communication students (approximately 45 students/year):
-Better preparation for employment through increased knowledge of professional design practice
-Enhancing the quality of work at the Typography Degree Show and in graduate portfolios
-Enhancing the student experience by providing access to specialist equipment

The project will be evaluated through mid-module and end of module evaluation and student focus groups, and by tracking student use of the equipment for projects and real jobs. Reflection on the project's success will consider this analysis as well as work produced by students in the TY2PRP module in 2019/20. We would also hope to see a positive impact on our NSS scores for 'Learning Resources'. The project will be disseminated through the T&L exchange and a presentation at an ACD T&L away day (I would also be happy to write a T&L blog post or present at a relevant University T&L event).

By enhancing employability and the student experience the project aligns with the School Teaching and Learning Plan (which emphasises both of these areas) and with the University Teaching and Learning Strategy (1a and 2a-c).

The funding would be used to purchase a plate-making machine; a Cricut Maker; an A2 printer; and enough consumables for the duration of the project. Space for the equipment has been identified within existing spaces in TOB2. The equipment will continue to be used beyond the period of the project for TY2PRP teaching and student coursework across a range of UG modules. Geoff Wyeth, one of our Teaching Fellows, will train both staff and students to use the

equipment and will provide ongoing support for students. The project is supported by the Head of Department, who has agreed that the Department will fund ongoing consumable purchases, and by the Head of School.

Start Date: 01/08/2019

End Date: 04/06/2020

Budget:

Details	Cost
Maintenance cartridges for A2 printer	40.0000
Ink cartridges for A2 printer	90.0000
Cutting mats for Cricut Maker	100.0000
Blades for Cricut Maker	100.0000
Negative kit for UV platemaker	120.0000
Film for UV platemaker	120.0000
Developer and Fixer for UV platemaker	156.0000
UV platemaker	204.0000
Plates offcut packs for UV platemaker	240.0000
Cricut Maker	325.0000
A2 inkjet printer	960.0000
Total	**2,455.00**

Previous Funding

Have you been awarded one-off T&L funding in the past? Yes

If applicable, give previous funding details including year of award: Curriculum Framework TLDF 2018/19 £312.80

My Head of School/Service is aware of this application: Yes

My Head of School/Service is supportive of this application: Yes