

The Design Brief – What is KTP? (Category 1)

Background

Knowledge Transfer Partnerships (KTPs) aim to help businesses improve their competitiveness and productivity through the better use of knowledge, technology and skills within the UK knowledge base. It does this by linking them with a university and a graduate to work on a specific project. Each partnership involves a company, an academic institution, and a graduate. The academic institution employs the recently qualified graduate who works at the company. The impact of a KTP will be transformational and enable the business to become more competitive and generate new income.

Objective

To create an animation video with original designs, actors/actresses, drawings, illustrations, or computer-generated effects. This could also include live action to promote and inform businesses of the benefits of engaging in a KTP.

The video must promote the following message: KTPs aim to deliver significant increased profitability for business partners as a direct result of the partnership through improved quality and operations, increased productivity efficiency, effectiveness, sales, and access to new markets.

Your video should:

1. Be a new original video / video animation;
2. be between 60 to 120 seconds;
3. be viewable and compatible on various devices including mobile and computers;
4. include the Arden University and Innovate UK logos;
5. include a call to action that asks graduates, businesses and Arden University staff to contact the Research and Knowledge Exchange Hub (contact details to be included in the video) and register interest on the Innovate UK website. (<https://www.ktp-uk.org/graduates/>);
6. Comply with the brand guidelines set out at clause 7.3 and clause 7.4 of the Terms and Conditions.

Target audience

Businesses, Arden students and graduates, and Arden staff.

Video use

The video will be used for the following (this is not an exhaustive list):

- Use by Arden staff to promote KTP to new and existing business partners.
- Arden marketing and promotional purposes.
- Displayed on Arden's website.

If you have any questions, you can contact Cavell Ord-Shrimpton – Programme Team Leader Graphic Design (coshrimpton@arden.ac.uk).