

The Design Brief – Why should Academics get involved in KTP (Category 3)

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.

KTP offers several benefits to academics, including the opportunity to apply their knowledge and expertise to important commercial challenges. A 2-year KTP can generate REF income of approximately £175k and also enables academics to develop industry-relevant teaching material, create impact case studies, and initiate new research projects. In addition, academics can expect to produce at least 2 refereed publications and conference papers, identify undergraduate and postgraduate projects and placements, and create case studies to enhance teaching, research, and the student experience. KTP projects can also provide PR and media exposure, showcasing academic expertise and often leading to long-term relationships with new opportunities to explore.

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 researchers, academics, and lecturers of the benefits of engaging in a KTP.

The video must promote the following message: KTP provides academics with the opportunity to apply their research knowledge and expertise to solve real world problems and in return bring this experience back into the University to inform teaching, enhance the student experience, enrich the curriculum, and develop new research areas.

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 researchers and academics 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

Researchers, academics, and lecturers at Arden University.

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).