

The Design Brief – What does a KTP offer a Graduate (Category 4)

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.

Working on a Knowledge Transfer Partnership (“KTP”) project offers several benefits, including the opportunity to gain experience managing a challenging, real-life project that is of vital importance to a business. KTP associates can expect to receive a competitive graduate salary and have the chance to register for a higher degree while gaining access to top-class training and development opportunities. There is also the possibility of full-time employment at the end of the project, as well as the chance to network and forge industry contacts. In addition, working on a KTP project can serve as a platform to launch or advance one's career.

Objective

An animation video with original designs, drawings, illustrations, or computer-generated effects may also include live action to promote the benefits of a Knowledge Transfer Partnership to Graduates. The video must be able to be sent electronically by email and posted on Arden's website.

The video must promote the following message: Work for a business and manage a project while earning a competitive graduate salary!

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 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

Graduates from Arden and other Universities.

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).