

News Release

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Dee Banks pupils join revolutionary approach to school prospectus design

Pupils and teachers from Dee Banks Special School in Chester have got hands-on to design their new school prospectus, with the help of a unique Graphics Academy, developed by Widnes design firm, Printel.

In a revolutionary approach to prospectus design, head teacher Mr Ray Elliott, teaching assistant Lisa Matome and two of their pupils, Reece Dickinson and Kallum Storey-Hawkes, spent the day at the Widnes firm's studios, developing logos, choosing design options and selecting photos. They also picked up some valuable design and IT tips.

With the help of Printel's creative designers, they were able to play an integral role in the look and feel of their new school brochure. And the end result will be a stylish, professional publicity document with the buy-in of staff and pupils.

Printel Design, a dynamic design agency which has just been named Halton Chamber's Business of the Year, has developed the unique Graphics Academy service for schools and colleges across the country.



Dee Banks staff and pupils choose colours for their new school logo at Printel Design Graphics Academy. Pictured here are seated: Reece Dickinson and standing (left to right) Kallum Storey-Hawkes, head teacher Ray Elliott, Printel director Stuart Atherton, teaching assistant Lisa Matome

Printel managing director Stuart Atherton explained: "Staff and pupils seem to love the idea of getting hands-on with the design of their own logo and prospectus. We have a great modern studio, equipped with a suite of Mac computers and expert designers to help them at every stage of the process.

"We give them an interesting, enjoyable experience and everyone takes ownership of the end product."

For Dee Banks School, the service also included a photographer and a film-maker, capturing every aspect of school life, including the recent leavers' service at Chester Cathedral.



Printel cameraman John Cooper interviews parent Mrs Diane Sass, at the school leavers ceremony at Chester Cathedral.

Mr Elliott is delighted to have the opportunity to create a new look for the school, which he felt was trapped in a 1960's time warp.

“By the end the session, we all had a much better idea what the logo should look like and how the new prospectus would really reflect what a wonderful school we have. The whole session made me reflect on the potential for activities like this to extend educational opportunities for the pupils at Dee Banks,” he added.

The Graphics Academy is an engaging process which is proving a hit with all kinds of educational institutions and Printel Design has already taken dozens of bookings from primary, secondary schools and colleges.

For more information, contact Stuart Atherton at Printel Design on 0800 542 0700.

www.printel.co.uk

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*On behalf of **Printel Design**,*

One-stop educational marketing specialists since 1991.