

News Release

30 June 2011

Widnes Design Firm Launches New Graphics Academy for Schools

Pupil power rules OK at a new Graphics Academy launched by Widnes creative media firm, Printel Design - Halton Chamber's Business of the Year 2011.

In a revolutionary new approach to prospectus design, both pupils and teachers are invited to get hands-on and play an integral role in the look and feel of their new school brochure. The end result is a dynamic publicity document with the buy-in of staff, pupils and parents.

The Graphics Academy has been incorporated into Printel Design's studios, based in a converted headmaster's house on Derby Road.

Printel Managing Director Stuart Atherton explained: "Staff and pupils seem to love the idea of getting hands-on with the design of their own 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. The Graphics Academy works a treat for any school within an hour's travel distance of Widnes and for schools further afield we can provide a portable academy instead."

Widnes primary school, St John Fisher is one of the first schools to benefit from Printel's new Graphics Academy experience. A Printel photographer captured every aspect of school life during a visit to the school and then a few days later, two members of staff and three pupils spent half a day with Printel's designers developing logos, choosing design options and selecting photos. They also picked up some valuable design and IT tips.

St John Fisher teacher, Miss Erika Campbell, commented afterwards: "I think the Academy is a really, really good idea. They gave us an introduction to what we could expect, a history about the building and we designed name badges. It was a very welcoming experience. There were design templates as a starting point and they

took on board what we were saying. We were able to create a unique prospectus from what the children wanted. The children have really enjoyed the experience.”

Eleven-year-old Sam Doyle agreed and said he would feel proud to see the finished prospectus. “I have enjoyed the whole process,” he added.

Once pupils and teachers have agreed a final design, proofs are prepared which can then be taken back to school for final sign-off by staff, pupils and parents.

It 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 across the North West.

For more information, contact Stuart Atherton at Printel Design on 0800 542 0700. www.printel.co.uk



Photo Caption: *Printel designers guide staff and pupils from St John Fisher School as they design their new school prospectus. Pictured here are (left to right) seated: Sam Doyle, Chris Stryker, Eva Sturyte, Abbie Woodward. Standing: Stuart Atherton, with teachers Erika Campbell and Clare Hodgkins.*

Ends

Issued by Lynn Pegler, Pegler Communications

Tel: 01928 789042. Mob: 07783 686246. lynn@peglercommunications.co.uk

*On behalf of **Printel Design**, One-stop educational marketing specialists since 1991.*