

**News Release**

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## **Parklands pupils join revolutionary approach to school branding**

Pupil power rules OK at Chorley's Parklands High School. Students are the stars of a new promotional dvd. And pupils and teachers have got hands-on together to design their new school prospectus, with the help of a unique Graphics Academy, developed by Widnes design firm, Printel.

The film has already achieved a standing ovation from staff and pupils and will be premiered to prospective pupils and their parents at the school's open day on Tuesday 27<sup>th</sup> September. (5.30-8pm) The new prospectus will also have pride of place at the event, as well as being distributed to all Parklands' feeder primary schools.

Top graphics students, Tom Pattison and Sarah Alty, together with Deputy Head teacher Mr Andrew Conroy, spent the day at Printel's studios, designing the prospectus and developing their logo. 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 is a stylish, professional publicity document with the buy-in of staff and pupils.

Parklands' previous prospectus was out-dated and did not portray the right image, explained Mr Conroy.

"The school has undergone a major transformation over the last four years. We have gone from only 60% of pupils gaining five A\*-C GCSE grades to 94%. We now even

host conferences for other schools on teaching and learning. We needed to get the message across that we are at a different level now," he said.

"The Graphics Academy day was fantastic and the pupil input was very, very important to the process. We're delighted with the end result. And the reaction to the film has been amazing. "

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.

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 Parklands, the service also included a photographer and a film-maker, capturing every aspect of school life, including an ecstatic GCSE results day.

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](http://www.printel.co.uk)

**Ends**

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

*One-stop educational marketing specialists since 1991.*