

Creative Industries, Media and Design

The Creative Industries are a significant contributor to the UK economy - accounting for 7.9% of GDP, and growing significantly faster than the economy as a whole.

The UK has a long tradition of leadership in arts, media and design and is continuously inspired by new ways of thinking. London South Bank University has a substantial range of academic expertise to draw on

in this sector, ranging from product design to sonic media, computer and video games development, to film and television and 3D animation.

In the past year our academics have been involved with projects that have either been with Creative Industry sector SMEs, or helped other businesses who have needed assistance in projects that have required a little extra creative spark. LSBU offers practical creative solutions

for business including product design services, 3D modelling, corporate video and web content, along side our consultancy services and media lab and theatre facilities hire.

LSBU is brimming with innovation, eccentricity, multiculturalism and all-round creative energy to help your business thrive.

The *coolest* new product in refrigeration

A solar powered jet pump refrigerator has been designed, manufactured, tested and automated through a KTP project with [Industrial Design Consultancy \(IDC\)](#) and is now ready to take the market by storm.

"Traditionally solar powered products use expensive photo-voltaic technology to generate electricity. The jet-pump refrigerator that we have developed employs solar-thermal energy, which can be collected using low-cost panels that require no maintenance. The system is therefore both environmentally friendly and affordable," comments Ryan Fenton, KTP Associate.

The novel refrigerator includes a number of innovative features, all of which can be patented individually or as an entire system. "The core technology has many different applications, including off-grid or mobile refrigeration, large scale commercial refrigeration and even air conditioning," explains Ryan.

This revolutionary product also provides a new revenue stream for the company. "The company can now become involved with more hi-tech renewable energy products and compete at the cutting edge of our technology niche," reports Stephen

Knowles, Managing Director at IDC. Professor Graeme Maidment and Professor Ian Eames are the two academics supporting this project. Their knowledge of solar thermal energy and refrigeration technologies have provided significant technical and commercial benefits to IDC. "The expertise delivered has been specific in terms of the detailed development of components using advanced techniques and fundamental science," says Graeme. "We have gained massively from this project." ♦

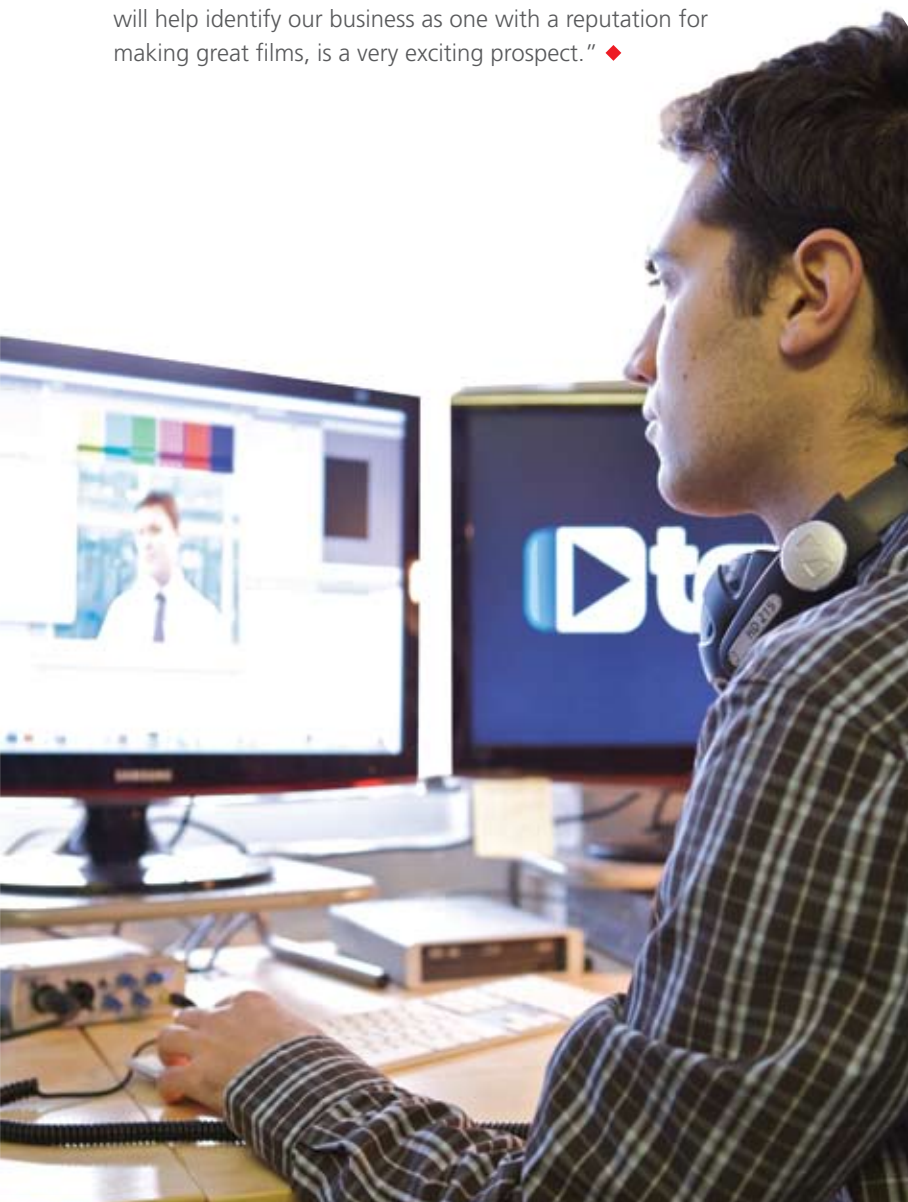


Love Film... Love Business

Considerable demand for web-hosted video has presented Key20 Media with a need for a new business strategy. To develop a corporate film production capability that is set to be the biggest income generator for the entire business.

The KTP project has enabled the company to significantly reduce costs through less reliance on 3rd party suppliers, increasing investment in the business, ensuring better quality control and giving them the opportunity to become even more competitive. "Key20 used to outsource all post production which meant we had less creative control and were not as flexible as we would have liked. We wouldn't have had the knowledge, money or facilities to bring this all in house without the mechanism of the KTP," comments Philipp Figueroa, KTP Associate.

Jacqueline Yenko, Head of Events and Film Production at Tracc Films says "the ability to be able to create a style and identity for our productions, which in tandem with improved quality and investment will help identify our business as one with a reputation for making great films, is a very exciting prospect." ♦



No barriers for this Reef

"At present it is very difficult to know exactly how long each of our processes take and what the most profitable areas are" comments Will Rockall, Director of Jellyfish Pictures. "We deal in an inordinate amount of data which is on different pieces of software, bits of paper and in people's heads. This programme acts as an asset tracking system that can centralise all our data."

Through this new and exciting KTP, Jellyfish Pictures is developing a project management tool, 'The Reef', that will enable clients to track the development of their project. "The programme will be invaluable for scheduling and project management and will become the main entry point for every member on our network" said Will.

According to KTP Associate Walter Krawiec it is much more than just a client interface; "The management team at Jellyfish will also benefit from this programme, using it to generate quotes and estimate budgets, all remotely if they wish."

But it's not just Jellyfish Pictures and their clients that are set to benefit from this new software but a whole host of other businesses to which it may be applied. "The importance of this project is that we can use it in-house but then sell it on as a software solution afterwards," mentions Will. "The Reef is being designed so it is open ended, meaning we can adjust it for other industries."

The KTP has made a significant impact on both Walter and the company. "Walter can get a lot of knowledge and time management support from the team at LSBU, which we would not be able to do in-house," reports Will.

Dilip Patel, Professor of Information Systems at LSBU says "a KTP project allows the industry to draw expertise from the University; we can exchange good practice from both sides." ♦



Knowledge Transfer Partnerships at London South Bank University

What is KTP?

Knowledge Transfer Partnerships (KTPs) are government funded programmes designed to help businesses improve their competitiveness and productivity through the better use of the knowledge, technology and skills available within UK Universities. Our academic team working at the interface between academia and business maintain strong links with employers, professional bodies and public and private sector enterprises making them ideal for these partnerships.

Benefits of KTP

The company or organisation gets:

- Associate 2-3 years full time with qualifications and experience required by your company
- Works in your company on your projects
- Specialist expertise and technical advice from LSBU
- LSBU academics work closely with the Associate to implement company goals
- **Budgets include** employment costs, training, travel and equipment

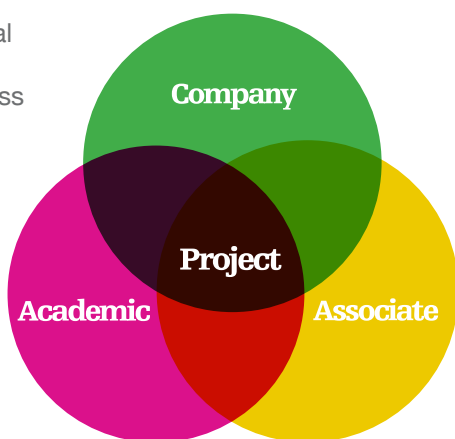
Your Project

At the heart of every Knowledge Transfer Partnership scheme is a project with specific strategic objectives. A high-quality graduate (a KTP Associate), supported by the academic expertise at LSBU, will work exclusively on the project at the company to deliver tangible results.

In order to apply for a KTP a company must have a project in mind that needs external knowledge to develop and is of strategic importance to the business. It must also have a commercial edge and see a healthy return on funding.

Company
needs additional expertise to improve business

Academic
provides expertise and assists with implementing the goals of the company



Project
created by company to improve business

Associate
experienced graduate works for company to carry out project



Centre for Knowledge Transfer

90 London Road, London SE1 6LN
T 020 7815 6922
F 020 7815 6915
ktpinfo@lsbu.ac.uk
www.ktp-lsbu.co.uk

Knowledge Transfer Partnerships

All Partnerships received financial support from the Knowledge Transfer Partnerships programmes (KTP). KTP aims to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base. KTP is funded by Technology Strategy Board along with other Government funding organisations.

Centre for Knowledge Transfer

Creative Industries, Media and Design

- Arts and Creative Media
- Graphics and Design
- Imaging and Graphics Development
- 3d Modelling
- Animation

- Product Design
- Computer and Video Games
- Digital Photography
- Media Writing
- Performance Management
- Digital Media

- Film and Television
- Media and Cultural Studies
- Arts Management
- Sonic Media
- Digital Media Arts
- Creative Writing

When Universities and
Business work together
good things can happen...