

# MULTIMEDIA DESIGN STUDIO MONTHLY ROUNDUP

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Digital



Print



Film



Interiors

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JUNE 2022

# Business School Banners

Use:

- Pull up Banners



# REF2021 Results

[Click here to view](#)

Use:

- **Film**
- **Social Media**
- **Website**



More than 90% of our  
research has internationally  
excellent impact\*

\*93.6% of 4\* + 3\* impact in REF 2021

# SWAN Safety of Women at Night

Use:

- Digital
- Print



**SAFER CENTRAL EXETER**  
Making our city safer for all

**SWaN**  
SAFETY OF WOMEN  
AT NIGHT  
EXETER CHARTER

## The SWaN seven pledges

- 01. Change the conversation**  
Keeping women safe is everyone's responsibility. Encourage men in your organisation to think about what they can do to keep women safe.
- 02. Champion**  
Appoint an organisational champion who will drive change.
- 03. Communicate**  
Run positive, public/staff facing communications, both online and in your space(s).
- 04. Support your staff**  
Create clear routes for reporting unacceptable behaviour while at work and lead cultural change.
- 05. Support the public**  
Create clear routes for reporting unacceptable behaviour while using your service or space at night.
- 06. Training: responding and recording**  
Train staff on how to respond when an issue occurs, including what to say and do and any relevant policies. Train staff on information sharing and appropriate recording of details.
- 07. Designing for safety**  
Audit your spaces and adapt them to promote a safer environment and reduce risk of crime.

UNIVERSITY OF EXETER | POLICE | PCC | Exeter City Council | More Positive Me... | SPACES FOR YOUTH SERVICES | CoLab

# Term 2 Covid messaging

Use:

- Digital
- Print

UNIVERSITY OF  
EXETER

“Let the Uni know if you need to self-isolate so they can support you and keep you entertained!”



Henry  
Medical Student

UNIVERSITY OF  
EXETER

“COVID-19 symptoms? I need a PCR test and to self-isolate straight away.”



Ellie  
Student Experience President

UNIVERSITY OF  
EXETER

“When you head to campus, make sure COVID-19 doesn't. I'm testing twice a week, make sure you do too.”



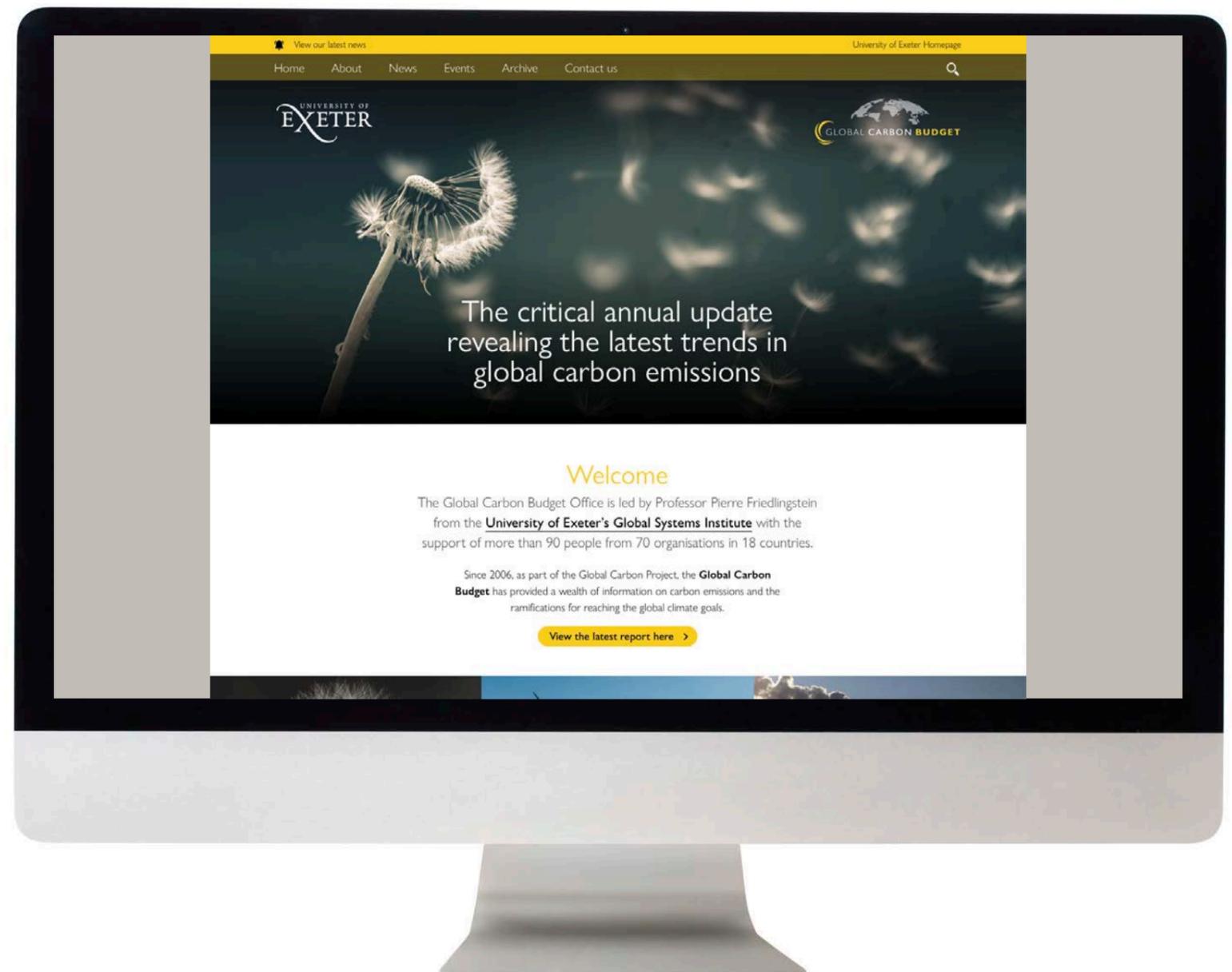
Marion  
VP Liberation and Equality

# Global Carbon Budget Website

<https://globalcarbonbudgetoffice.org/>

Use:

- **Website**



# Corporate and CREWW building hoardings

Use:

- Print

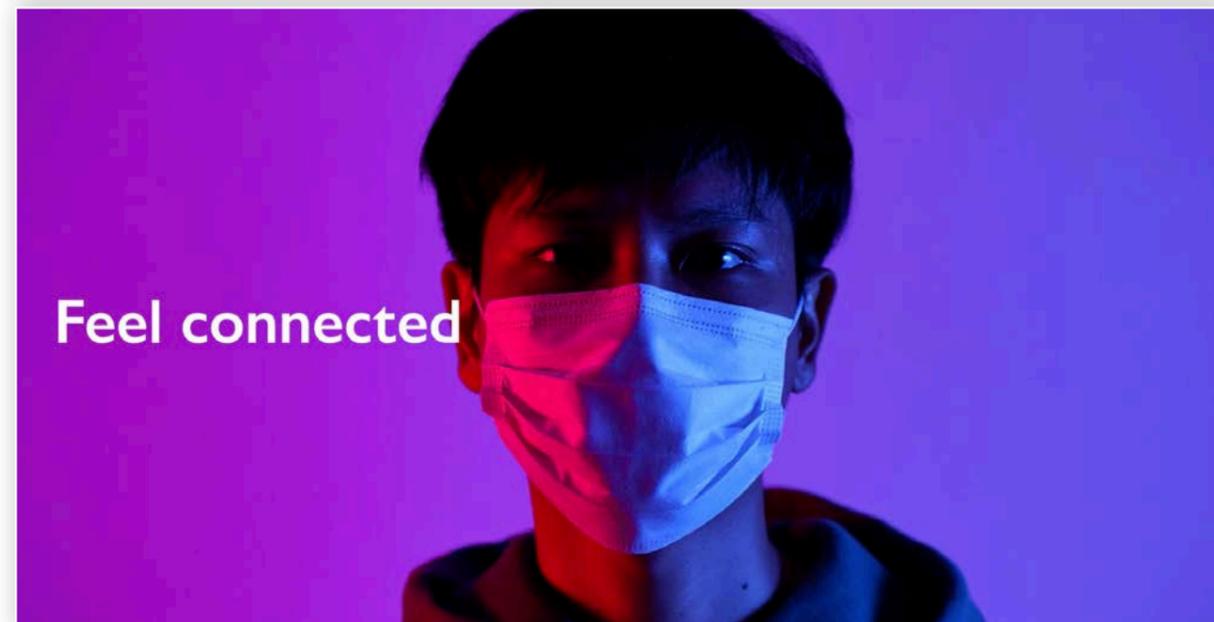


# Pandemic and Beyond film

[Click here to view](#)

Use:

- Film
- Website



**THE PANDEMIC AND BEYOND** ▶  
The Arts and Humanities Contribution  
to Covid Research and Recovery



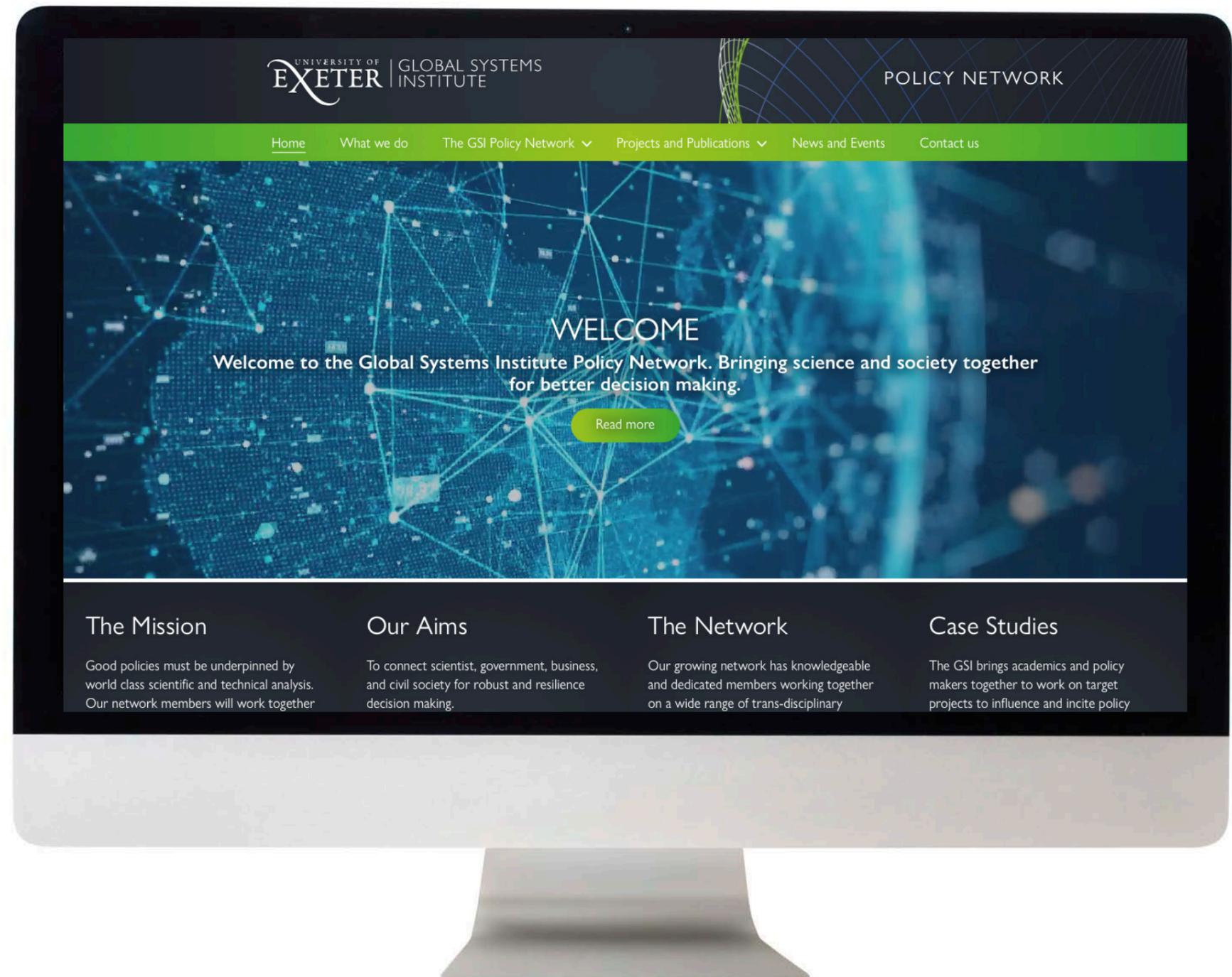
**UNIVERSITY OF EXETER** **wellcome centre cultures+ environments of health** **UKRI** Arts and Humanities Research Council **UKRI** UK Research and Innovation

# GSI Policy Network website

<https://gsipolicynetwork.com/>

Use:

- Website



# Alumni Exeter Magazine

Use:

- Digital
- Print



# Welcome



“  
Our alumni community have been instrumental in the success of Exeter to date and I hope that you will continue to support us over the next decade, in whatever way you can.”

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I hope that you all are continuing to stay safe and well, may I also wish you all a happy and prosperous 2022.

At Exeter, the last year has been exciting in terms of institutional developments and academic activity but also challenging, with the COVID pandemic continuing to require changes to our daily lives and impacting our students' experiences.

Despite these difficult times we have continued to innovate, and I am very proud of the way everyone at Exeter has responded to the challenges.

Last year we were ranked as one of the top 150 universities in the world by the QS rankings for the first time, and then also made the top 150 for the Times Higher Education global rankings.

We launched our Green Futures campaign to drive action on the environment and climate emergency ahead of the G7 in Cornwall and COP26 in Glasgow, and organised a programme of activity around these events to showcase the immense expertise, breadth and quality of our research and how we are developing solutions to this major challenge.

We are continuing to collaborate with business, influence national and international policy and work with communities who are being impacted by climate change. You can read more about a little of our research in this magazine, and also visit our Green Futures website (just search 'Exeter green futures').

Towards the end of 2021 we launched our new 10-year strategy, 'Together we create the possible'. This has been the product of a huge amount of hard work from everyone in our community, engaging with ideas, sharing opinions and making suggestions about where the University, higher education, and the world is going in the next decade, and what part the University of Exeter can play.

During the process we heard directly from more than 4,000 people, including many alumni. Together you shared nearly 85,000 contributions – a combination of ideas, comments and votes. Thank you for taking the time to share your experiences and expertise with us, it is invaluable to hear from our graduates and be able to involve you in our plans.

You can read more about our Strategy 2030 later in this magazine and I would also encourage you to take a look at the website to learn more about where we want Exeter to be in 10 years.

I am delighted to have been able to meet a small number of you in the past year and hope that I will have the chance to host more events soon so that I can meet even more of you in person.

It was also wonderful to be able to celebrate the end of the Making the Exceptional Happen Campaign. It was Exeter's most ambitious philanthropy drive ever and raised more than £71 million. In addition, you donated well in excess of 100,000 hours of your time to support initiatives such as mentoring, careers talks, social and professional networking events all around the world.

Our alumni community have been instrumental in the success of Exeter to date and I hope that you will continue to support us over the next decade, in whatever way you can.

I am incredibly proud to be Vice-Chancellor of your great university and I am excited to share the next stage of our journey with you as we shape the next ten years.

L.O. Roberts  
Professor Lisa Roberts,  
Vice-Chancellor and Chief Executive, University of Exeter

## Keeping our oceans healthy



University of Exeter Honorary Graduate Hugo Tagholm has led the national marine conservation and campaigning charity Surfers Against Sewage (SAS) as its Chief Executive since 2008.

31

“  
When people swim in water that has raw sewage in it they are at risk of gastroenteritis, ear, nose and throat infections, skin infections, and even hepatitis and e-coli.”

Surfers Against Sewage has been instrumental in helping to introduce and enforce new government legislation to protect our seas and mobilises more than 100,000 community beach and river clean volunteers annually.

Formed in the 1990s by the surfing community in response to the state of Britain's beaches, the charity now works across a range of environmental issues with current campaigns focusing on plastic pollution, ocean recovery and climate change. Water quality is still high on the agenda though, with the #EndSewagePollution campaign already helping to make some changes in legislation.

Hugo says: "Sewage pollution is still a massive problem. In 2020 there were more than 400,000 discharges of untreated sewage into UK rivers and almost 3,000 discharges into UK coastal bathing waters during the May-September bathing season alone. The sheer volume of sewage and run-off entering the water means the UK is ranked below every EU country for bathing water quality and only 14% of rivers meet good ecological status.

"At SAS we have our 'Safer Seas and Rivers' service which allows people to check the quality of the water in real time and that monitoring has been helping us to challenge water companies on discharge.

"When people swim in water that has raw sewage in it they are at risk of gastroenteritis, ear, nose and throat infections, skin infections, and even hepatitis and e-coli. Poor water quality can also harm river and ocean wildlife, reducing biodiversity and damaging delicate ecosystems.

"Recently we managed to influence some legislation with the Environmental Bill but there is still more that needs to be done and we're campaigning to get an amendment through that will put a legal duty on water companies to prevent discharges.

Many people will have seen news reports of companies being allowed to discharge waste into rivers due to an inability to access the correct chemicals, incidents which are obviously of great concern to Hugo.

He says: "SAS was born in the 90s which was a decade of legislation and regulation being introduced to protect people and the environment, and it's had a massive impact – 98.5% of England's bathing waters passed the Bathing Water Directive's minimum standards in 2016, compared to what would have been only 27% in 1990 when we started campaigning on the sewage issue.

"But now we're in a decade where we seem to be rolling back on these protections and that is a very worrying state of affairs to be in. We've seen stats recently that show the UK is one of the least biodiverse countries in the world. And the worst of all of the G7 countries too, actually close to being in an ecological meltdown, which is shocking for a country that's just hosted the G7 Summit and COP26 negotiations about the climate.

"So for me, we are in a really crucial time. We're seeing the amazing youth movement around the climate, people rising up against social and environmental injustices and we need quality can also harm river and ocean wildlife, reducing biodiversity and damaging delicate ecosystems.

trying to say 'the process is dealing with it' while they move on to a new agenda.

"But we need to keep calling things out from the front line and, in our case that is at the beach front, whether it's plastic pollution, water quality making people ill, erosion driven by climate change, or the destruction of marine habitats. Those are the things that really motivate us and we need to keep talking about them to bring about change.

"I am an optimist though, I believe this is going to be a crucial environmental decade and we should look at where we want to be in 2030 – with an ocean thriving with life again, a coastline free of sewage pollution and free of single use plastic. We will keep fighting for that at SAS and I hope we can bring more people along on our journey."

And how can people get involved with this journey?

"The ocean is for everyone. We pride ourselves on being a really open, inclusive and friendly charity with something for all. People can get involved in our beach cleans, they can use the Safer Seas app and they can use that to campaign with us, they can write to their MP, they can come along and be involved in our communities. We work with small businesses and local leaders to reduce their collective plastic footprint and now we've got a schools programme which reaches over a million schoolchildren in 3,000 schools. All our research and activity is on our website and we love to connect with people."

sas.org.uk

GREEN FUTURES

# Welcome Centre website

<https://wcceh.org>

Use:

- Website



# Your Business 2022 Advertorial

Use:

- Digital
- Print



UNIVERSITY OF  
**EXETER** | BUSINESS  
SCHOOL

Study with us.  
Work with us.  
Partner with us.

Leadership for  
a Better World.

> [business-school-expertise.exeter.ac.uk](https://business-school-expertise.exeter.ac.uk)



European Business Schools  
Ranking 2021

# Mireille Gillings Neuroimaging Centre Opening plaque and brochure

Use:

- Print

2

## Foreword



On Tuesday 8 March 2022 we celebrated the remarkable philanthropy of two of Exeter's closest friends – and alumni – Lady Mireille and Sir Dennis Gillings. We were delighted to officially open the Mireille Gillings Neuroimaging Centre at the University of Exeter Medical School based at the Royal Devon and Exeter Hospital.

The Centre is at the heart of our mission to make key breakthroughs to transform human health and wellbeing.

For example, 50 million people around the world suffer from dementia. Yet there are currently a fraction of the phase-2 or phase-3 trials for disease-modifying therapies for Alzheimer's as there are for cancer. It is imperative that more research into drug development is undertaken.

The Mireille Gillings Neuroimaging Centre delivers MRI and PET-CT scanning facilities for research, clinical diagnosis and therapy. It will help Exeter accelerate clinical trials for neurological conditions such as dementia and Parkinson's disease. Working with our partners – the RD&E – we can build our understanding of disease mechanisms and identify new treatments for patients.

This development would not have been possible without the generosity of M and Dennis Gillings. In 2018, M and Dennis made the largest ever single philanthropic gift to Exeter: a donation of £10 million.

That gift has also supported a new generation of female medical leaders and programmes to improve early cancer diagnosis. In total, the gift has enabled us to leverage an additional £30 million of funding for our research.

We would not have the state-of-the-art scanners, the diagnostic equipment, the people or the support facilities, if it were not for this philanthropy.

I would like to say a big thank you to M and Dennis for making this possible; for helping the University of Exeter Medical School to be at the forefront of dementia research; for helping to advance the development of life-changing and life-saving drugs; and for offering hope to millions of people worldwide.

*L. Roberts*  
Professor Lisa Roberts  
Vice-Chancellor and Chief Executive Officer



The U  
express our heartfelt thanks to  
Lady Mireille and Sir Dennis  
Gillings for their generous support'

A Celebration of the Opening of the Mireille Gillings Neuroimaging Centre



Mireille Gillings  
Neuroimaging  
Centre

The Mireille Gillings Fellowships  
in Health Innovation



# Commitment Campaign

[www.exeter.ac.uk/study/committedtoyou/](http://www.exeter.ac.uk/study/committedtoyou/)

[Click here to view](#)

Use:

- **Film**
- **Website**

At the University of Exeter,  
we're committed



full of art and history



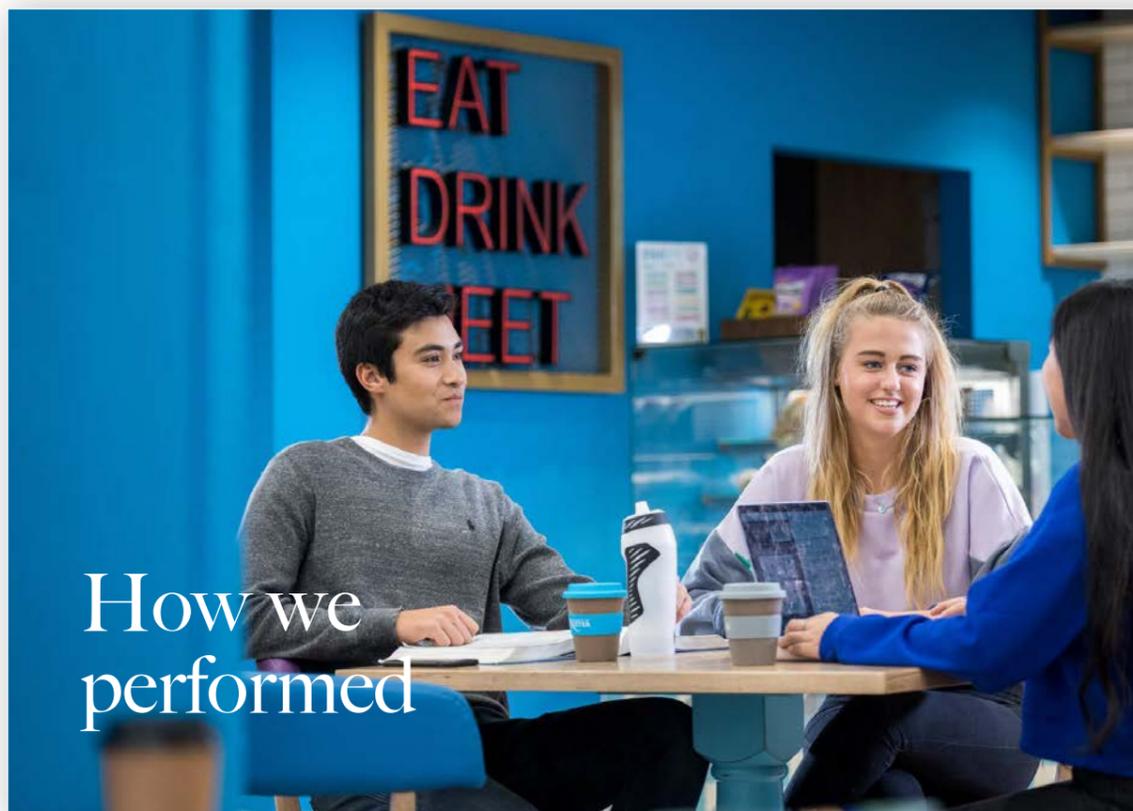
We welcome students from  
over **150 countries**



# Annual Report and Financial Statements

Use:

- PDF
- Web



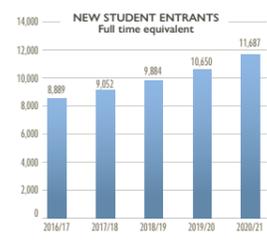
## How we performed teaching and learning

Enabling the very best outcomes for all of our students, facilitated by excellence in teaching and learning, is fundamental to our University.

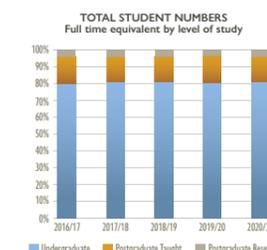
At the heart of this is working in partnership with our students, fostering a culture of student support, delivering research-inspired learning and driving pedagogic innovation.

Supporting all our students to achieve their very best – through excellent teaching, learning and a holistic student experience – is fundamental to our University. Our partnership with students is essential, and fosters an inclusive and supportive learning community which celebrates research-inspired learning and drives pedagogic innovation. In 2020 the University admitted 11,687 new students across all study levels, 19.3 per cent of whom were international students. They enrolled in 37 disciplines in our six academic colleges across our campuses in Devon and Cornwall. The total student body rose to 27,296 full-time equivalent students in 2020/21.

**Graduate outcomes**  
Other measures demonstrate our continued high performance in delivering the best outcomes for



our students, in particular our success in ensuring these outcomes in light of the pandemic. Good honours degrees (First Class Honours or 2:1) were awarded to 95 per cent of our students (92 per cent in 2019/20), while 80.5 per cent of our graduates were in graduate-level employment 15 months after graduating according to the Graduate Outcomes Survey. Student withdrawals were 1.8 per cent, consistent with previous years, and are among the lowest in the UK.



**Enhancing our digital offering**  
Through our investment in Project Enhance we invested significantly in our systems and digital tools, including enhanced capacity to support 20,000 concurrent users of our virtual learning environment (VLE).

We invested £611k in the virtualisation of key software packages used in teaching, making them

available remotely and free-of-charge to students. We also put more than £1m into additional support for students, including electronic textbooks, LinkedIn Learning to provide access to a wealth of professional study and personal development resources, and for Studiosity, a service to provide rapid feedback on students' written work. Through Studiosity, our students have accumulated over 500,000 minutes of usage in the last year.

We developed our distance-learning support for students across the globe. Through the Alibaba interface we have been able to ensure continued access to key online systems and resources for students in China, and supported around 10 per cent of our student body to study remotely, around the world, in the last academic year.

The pandemic required that we continue with online-only examinations, with students undertaking papers in open-book, uninvigilated conditions within 24-hour windows. In total, over 130,000 exam sittings were conducted over the January and May 2021 examination periods, all administered and marked online.

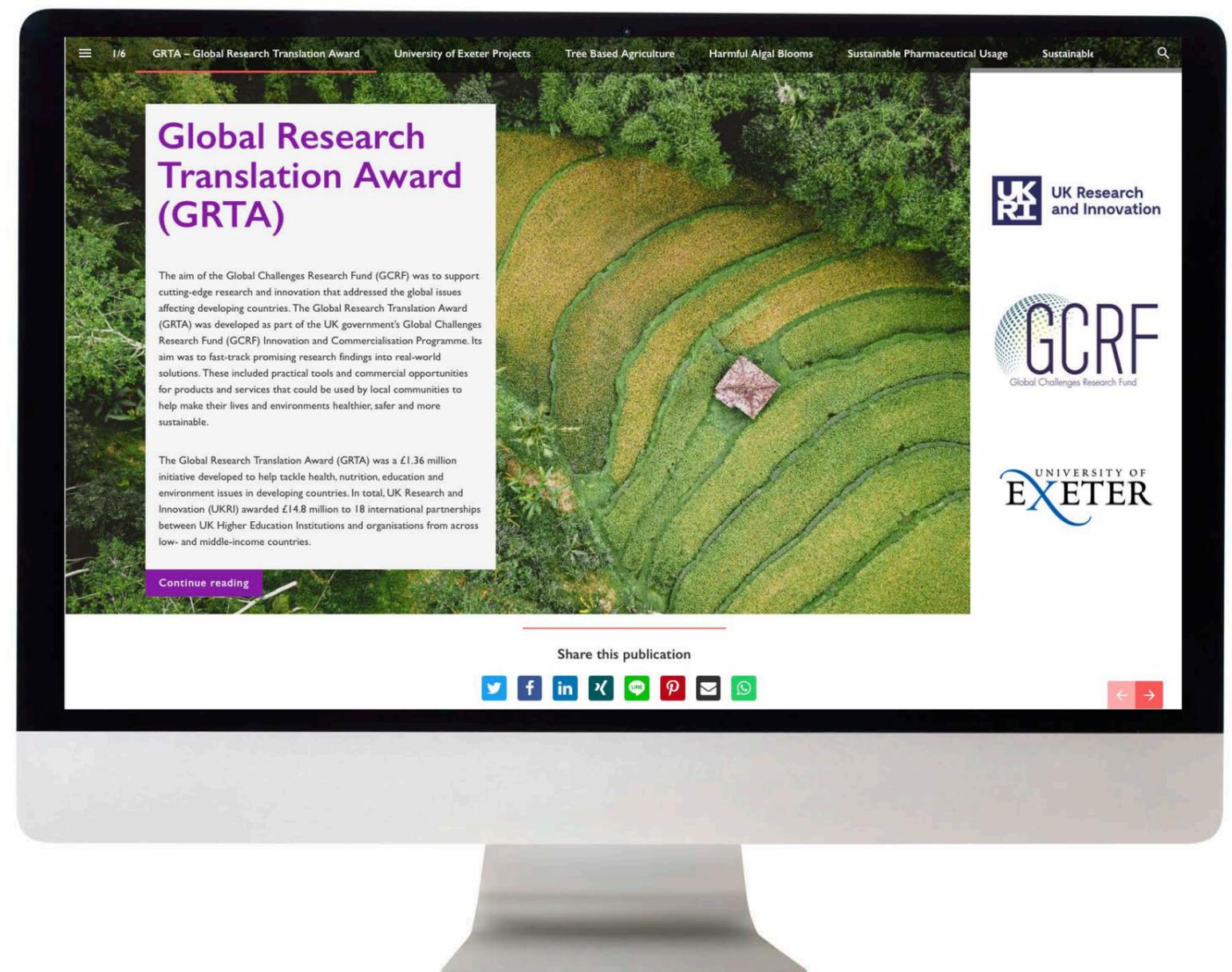
# Sustainable Solutions to Food Challenges

## Online Magazine

[Click here to view](#)

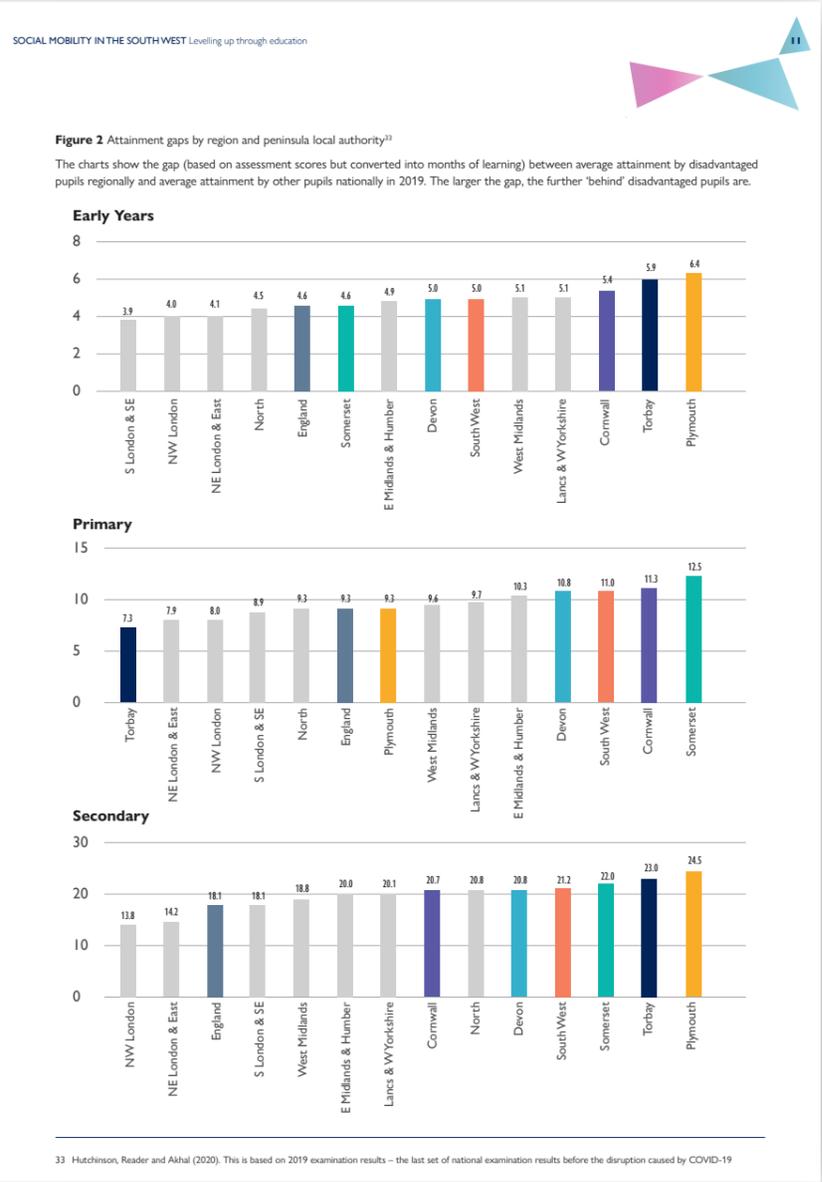
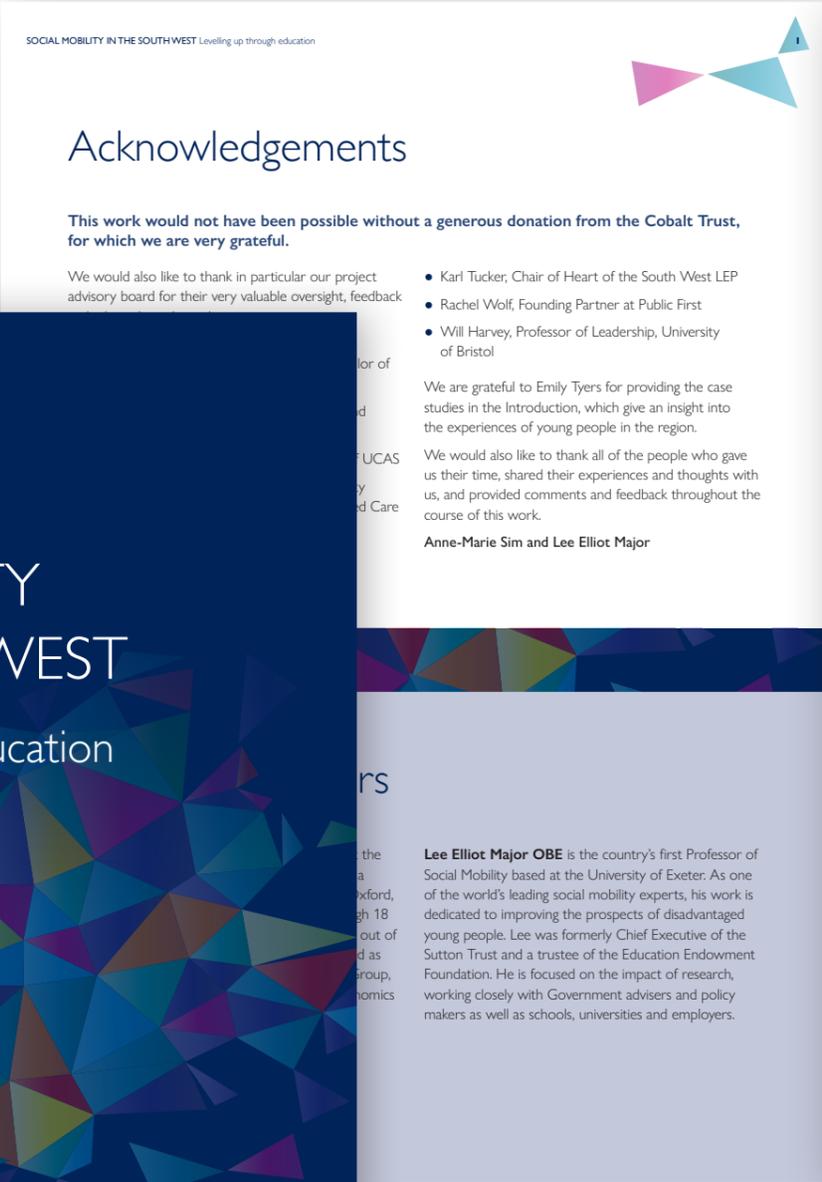
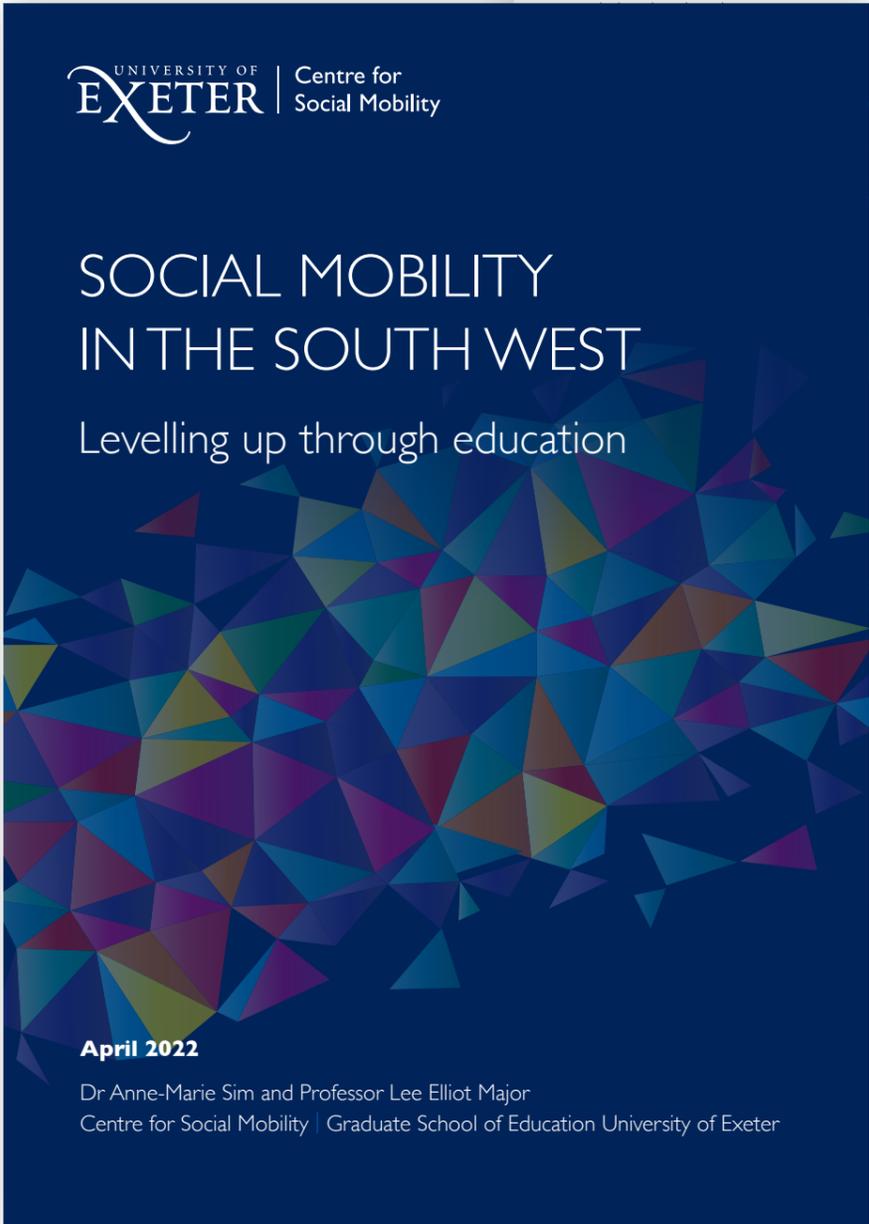
Use:

- Digital



# South West Mobility Report

- Use:
- Print
  - PDF



# Student Performance Sport

## Online Magazine

[Click here to view](#)

Use:

- Digital



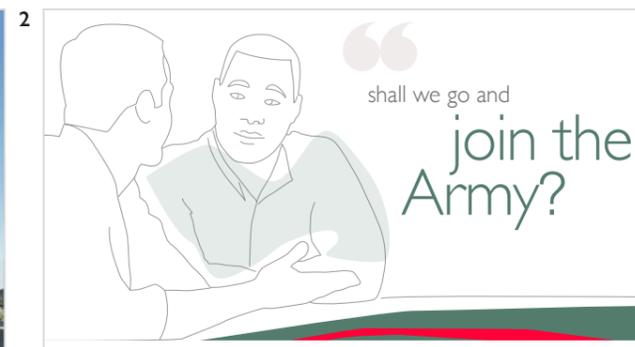
# Military Afterlives animation storyboard

Use:

- Digital
- Web



1 Title slide: Open road metaphor - looking ahead / looking back journey. Lines / typography animating.



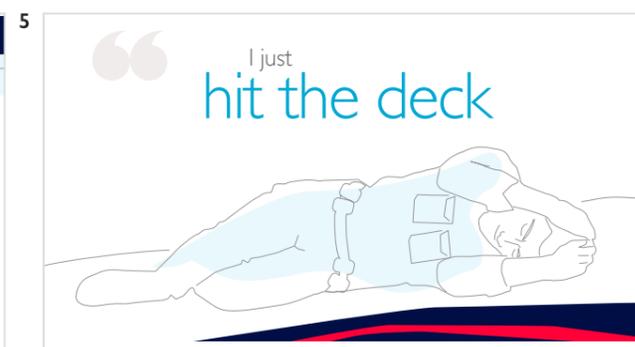
2 (Aaron, under 35 Army) - discussing joining



3 (Emily, under 35 Navy) sitting in a boring job imaging something exciting



4 Adam, 35+ Navy) laying on the floor in the middle of a desert airfield waiting for some shell to drop ...and thinking



5 (Chris 35+ RAF)



6 (Linda 55+ RAF) - no entry sign changes to airforce logo



7 (Jeff, 45+ Navy) (sonar operator onboard ship, Sit[ting] in an operations room) Clock going round and nothing happening. - capture the boredom



8 Wayne, 55+ Royal Marine) (handing in ID card at the main gate) person disappearing turning into a shadow



9 Hannah, 35+ Army wife) (door slamming, family standing on the other side of the gates)

# Sport posters and pull up banners

- Use:
- Web
  - Print



# Digital press release

Use:

- Print

This is not a real Technology Press Release. The purpose of this document is to accelerate clarity and alignment for a specific problem statement and opportunity through intensive iteration and collaborative co-creation. It provides a 'forwards back' perspective and covers critical inputs, outcomes and relationships. The approach is designed to cause debate and challenge.

## Exeter's student-built app wins global award

University's digital transformation recognised as the gold standard in student experience.

The University of Exeter's student platform - UNiverse - has won this year's coveted "BEST APP" award at the global Ed Tech Summit. The accolade follows their recent top ranking for student experience amongst Russell Group members in this year's National Student Survey (NSS). The 5-year investment in digital transformation has been commended by students and recognised as a key factor in their success.

UNiverse makes navigating University life easier, allowing each learner to spend more time on their studies and their experience as a student. Using the latest, emerging technology, it instantly curates content from a variety of systems into a personal and immersive user interface. Performing hundreds of tasks automatically for each student, it connects them to the information and people they need.

Powered by AI and machine learning, the most popular features include the smart calendar, interactive study space booking and accommodation finder. New features are added frequently. The latest release includes a Hindi language translator for chat bot and an automated module finder tool.

UNiverse boasts 95% user satisfaction rates and is a key factor in the University's consistently improving NSS ranking. George McKenna, a second year student in Environmental Science in Cornwall commented, "I didn't know how to do Uni. UNiverse makes my life here much easier, I have everything I need at my fingertips. It makes me feel more connected to the University."

The app also acts as a central communication hub for the University to interact with students, provide support and gather feedback. George added,

*"Through UNiverse our voice is being heard and we are shaping our own experience. It's amazing and I think the award is highly deserved".*

### The start of a digital journey

The student population had doubled in the 10 years prior to 2021. Overall undergraduate student satisfaction fell for 5 consecutive years between 2016-2021. During this time the use of technology was increasing at pace. Exacerbated by the global COVID-19 pandemic, short-term, siloed reactions to issues created a fragmented experience.

Students faced challenges navigating the information resources, found it hard to study and manage their workload effectively and struggled to stay on top of University communications. Students were frustrated and staff were over-stretched. The more services became disjointed, the more students felt disconnected. Technology was getting in the way.

### How they got started

The University recognised that they needed to embrace a different approach; improvements in student satisfaction would only be a result of radical and positive change. Whilst challenges were much deeper rooted than digital, it enabled the transformation required. Staff worked directly with students to take ownership of the experience together. With mobile technology booming and nearly every student logging in to an app at the start of term, it was the ideal platform to build to begin.

The first release in July 2022 set out to improve the usability and accessibility of the most popular resources being used in the previous app - smart timetabling, for example.

It acted as a single home for new student guidance and University communications. Chatbot and a continuous feedback system were essential, allowing the team to learn and make each experience more personal. Unexpected features were also added; a core value instilled was regular iteration through direct observation and experimentation with students.

Eleanor Jackson, Exeter graduate from 2023 and now UNiverse senior product manager for Chat Bot told us,

*"I was lucky enough to be one of the students recruited early on. It was so refreshing to feel like you were shaping the product."* Eleanor added,

*"We design things as a direct result of feedback, giving users new versions to test within days. It's all centred on learning and adapting. Our customers drive the direction of the platform."*

The product's strategy was simple and remains the same today; build what students need. Like Eleanor, graduates are recruited and trained to be a part of the team. It equips them with the digital skills and experience of running their own business. Everything is designed and owned in-house, rather than being dependent on external agencies and proprietary software, saving the University millions of pounds and providing them with competitive advantage.

### Looking ahead

The award is testament to the success of the team and their approach, and they're not stopping anytime soon. Whilst mobile

remains the most popular interface, the team are now imagining a world without screens, piloting new ideas with augmented reality and wearables.

The team and the technology behind UNiverse are in high demand. They hope to secure their first contract as a consultancy business by the end of the year, piloting their patented platform in the retail sector.

A University Executive Board member told us, "We're very proud to receive the award and be recognised as a leader in digital. The courage and investment by the University to do digital differently has paid off."

Another University Executive Board member added, "This award demonstrates how digital can serve and provide a real difference in our students lives; to make them feel connected and to help build a community that can work better together."



CONTRIBUTORS: Stevie Preece, Lily Margaroli, Bella Enoizi, Ash Roots, Tracey Scotter, Chris Bradley, Pete Hodges, Jasmine Barton, Mike Westwood, Ben Richards, Amelia Johnson, Scarlett Yeo.

2022EIT008

# Business School Posters

Use:  
• **Print**



# Business School Posters

Use:

- **Print**



UNIVERSITY OF EXETER | BUSINESS SCHOOL

The Exeter MBA ranked among best in Europe

ceo MAGAZINE TIER ONE EUROPEAN MBA RANKINGS 2022

THE EXETER MBA

[business-school.exeter.ac.uk/newsandevents/news](https://business-school.exeter.ac.uk/newsandevents/news)

Speaker icon in top right corner.



UNIVERSITY OF EXETER | BUSINESS SCHOOL

Research in the Business School



Enhancing heritage sites with AR and VR

Professor Andi Smart from the Centre for Simulation, Analytics and Modelling is using advanced technologies such as geo-spatial tracking, augmented and virtual reality to enhance the visitor experience at European heritage sites.

[business-school.exeter.ac.uk/research](https://business-school.exeter.ac.uk/research)

Search icon in top right corner.

# Clearing Campaign

[Click here to view](#)

Use:

- **Film**
- **Website**



# IDSAI Day of Ideas

Use:

- **Print**

