

OKI Success Story: Nottingham Trent University

Industry:
Education

Products: Pro9541, 5 Colour Printer
(CMYK + White or Clear gloss)

Location:
Nottingham, UK



OKI HELPS CREATIVITY COME TO LIFE AT NOTTINGHAM TRENT UNIVERSITY'S SCHOOL OF ART & DESIGN

The Challenge

Students attending the School of Art & Design at Nottingham Trent University (NTU) need a solution that allows them to print all their project and course work material in-house. Specific requirements include the ability to print in white as well as on a wide range of different materials. The university's aim is to enable students to think and experiment creatively and make their unique ideas a reality without compromise, while removing the practical concerns tutors face when it comes to writing briefs. Enabling this would enhance the Graphic Design curriculum, however, the solution would also need to be cost-effective.

The Solution

The University opted to install two OKI Pro9541 graphic arts printers which, according to NTU Senior Technician Dan Radburn, were "well above what else was offered out there. And it was specifically a graphics art printer rather than a laser printer, which is exactly what we wanted."



NOTTINGHAM
TRENT UNIVERSITY

About Nottingham Trent University

In April 2019, Nottingham Trent University (NTU) was named University of the Year by The Guardian and its School of Art & Design is ranked by The Complete University Guide 2019 as eighth out of 131 institutions in the field. More than 2,500 students study courses in art and art-related subjects ranging from photography, fashion and film to furniture design and animation.

STUDENT SATISFACTION WITH COURSE
AND RESOURCES INCREASED TO

90%



Nottingham Trent University Senior Technician Dan Radburn working with students on their Graphic Design courses.

The Pro9541, 5 colour printers, allow users to unlock new levels of creativity with the option of printing in CMYK (cyan, magenta, yellow and black), plus the addition of a fifth spot colour in white or clear gloss for high quality, high performance creative printing on demand. The Pro9541 provides outstanding print quality, faster print speeds, excellent paper-handling and complete media flexibility. This allows students to experiment with other techniques such as foiling, expanding the potential for creativity in their projects without compromising on quality. "I've been blown away by what the students have been able to produce with the printers and what they continue to produce. They are truly able to push the boundaries," says Radburn.

The Benefits

NTU's students are now able to print efficiently in various mediums and in all colours, including solid white or clear gloss. With direct access to the OKI printers inside the studio, students can print their work and produce prototype designs cost effectively in-house, on-demand, leading to increased creativity and a higher standard of output.

Referring to the multi-textured, multi-coloured booklet that she designed, student Lillie Prior recalls how she "was able to start with a coloured stock because I knew I'd be able to print on it in white or clear toner. I could start with any colour that I wanted regardless of what colour I needed to print in."



The OKI Pro9541 display panel.

For MA student Oliver Allen, the OKI printer did things the other university printers just couldn't, allowing him to experiment more with hemp and plastic-coated paper. He particularly likes the precision the Pro9541 offers as well as the satin black and black-on-black finishes. Furthermore, he says, "you don't worry about having any ink bleeds so it's really good when you're working with tactile media."

"In the last year, Ollie and Lillie have produced projects that wouldn't have been possible before we had OKI printers." Radburn says, "The OKI printer gives students the breadth to express their creativity and to use white and clear ink which they wouldn't be able to do otherwise. This hasn't just been an investment in a printer but an investment in the course and the students."

The Pro9541 is enabling NTU lecturers to widen the scope of their teaching and improve the quality of courses on offer. As a result, the University is receiving more enquiries and registrations on the Graphic Design programme. Prospective students are impressed by the printing facilities according to Senior Graphic Design Lecturer Kathryn Coates:

"Technicians show the potential students the kit that we have and they talk to them about what's possible. Overall satisfaction on the course is now at 90 percent and satisfaction with resources is also at 90 percent, which is phenomenal."

Kathryn Coates, Tutor, Nottingham Trent University

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BA (Hons) Graphic Design student Lillie Prior explored the theme of losing memory to Alzheimers by producing a printed journal of collected memories. Using the OKI Pro9541, Lillie used clear gloss, black and white text on a mixture of coloured and black paper.



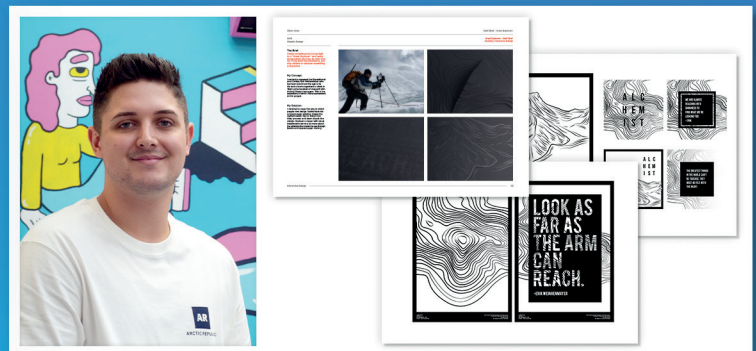
Daniel Urquhart: Gentrifying Berlin
Monochrome booklet.



Lillie Prior: Lost
White and clear gloss toner on black and coloured media.



Kat Mellor: Period Card Game
White text on special coloured media with gloss finish.



Olly Allen: Blindsight
Black Ink over braille, and textured print on black media.

NTU Graphic Design students showcase a sample of their portfolios, created with the help of the OKI Pro9541 printer.

The Future

NTU is hopeful the addition of the OKI printers will continue to impact the School of Art & Design's success. "We have seen increases in applications and the numbers of students enrolling," says Coates. "That's down to fabulous teaching as well, but it's always supported by the kit".

The School of Art & Design will soon be moving to a new dedicated site and is considering developing courses around graphic arts specifically with print production set to be a key element alongside packaging and three-dimensional design which will be enabled by the addition of the OKI printers.

"The OKI printer gives students a kind of breadth to show their work, to use white ink, to use clear ink, which they wouldn't be able to do otherwise, and it's investing in the course, it's investing in the students."

Dan Radburn, Senior Technician, Nottingham Trent University



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