

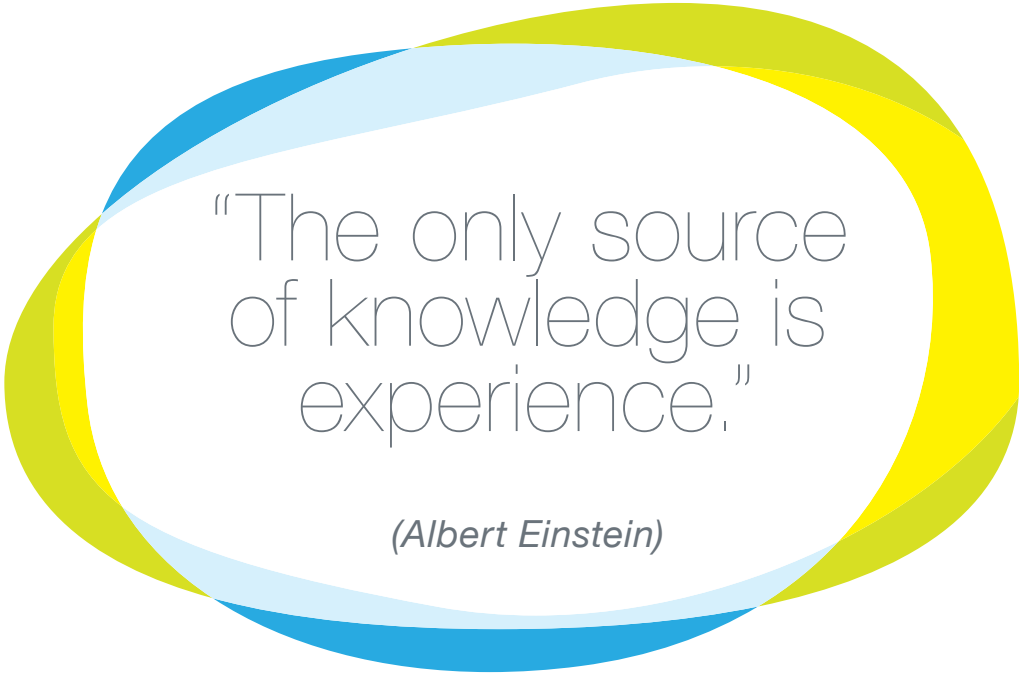
# Student Experience

At the Core of the  
Hugh Baird University Centre

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**W H E R E  
I T   A L L  
S T A R T S**

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"The only source  
of knowledge is  
experience."

*(Albert Einstein)*

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*Part of a photoshoot at the  
liverpool giants event by Tony  
Goulden.*





# Foreword

Undergraduates are increasingly recognising the benefits of staying closer to home and continuing their education at their local college, making the best progression into their working lives without running up debts through accommodation and living costs. At the same time, those who do want to move to a different city for their university experience are keen to choose a destination that offers value for money, an inspirational environment and the opportunity to live in a vibrant, cosmopolitan city.

Our degree courses are validated by prestigious North West universities, meaning that you can gain a degree from the University of Central Lancashire, or Edge Hill University, right here in Liverpool; allowing local undergraduates to work around family and work commitments, and those

from further afield a chance to see the real Liverpool.

Courses are regularly reviewed to ensure consistently high standards and high rates of student satisfaction. Degree qualifications are valued by employers and we work with many different industries to ensure that our programmes include the skills, knowledge and currency you will need in your chosen career. Our qualifications are work related, aimed at those who prefer to take a vocational route and build up skills to develop their careers.

Many of our undergraduates undertake live projects for local and national employers, enter local, national and international competitions and, for some courses, complete work placements. We are also busy working with employers to design new courses to add to our offer each year, working

closely with partners such as Liverpool City Region Local Enterprise Partnership.

The Hugh Baird University Centre offers a friendly and supportive learning environment and we provide you with the tailored support you need to be successful. We deliver through small class sizes with varied teaching and assessment methods, giving our undergraduates individual attention. Our staff are also used to working with people of all ages and we welcome mature learners recognising that their work and life experience can be an asset and may qualify them for entry to our university level courses.

We are a friendly community of staff and students and our aim is to give our undergraduates an excellent educational experience.

**Helen Mathers** (Dean of Higher Education)

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**W H E R E**  
**I T A L L**  
**S T A R T S**

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# Introduction

Welcome to the student experience book. All aspects of engagement with the Hugh Baird University Centre (HBUC) aim to enrich our students' lives, aspirations and life experiences leading to confident and employable graduates.

We consider the fulfilment of every activity undertaken throughout a student's study period as an enhancement to their experience. This will manifest itself through many aspects of university

life including: local, national and international trips; enrichment activities; student led social events; study support services; quality teaching and learning; making friends; work experience; engagement in planning and development committees; and development of independence.

The Hugh Baird University Centre (HBUC) lies within reaching distance of the 2008 Capital of Culture City of Liverpool, providing

students with easy access to the wealth of cultural heritage, shopping, cafés, bars and museums. With such easy access to the City of Liverpool, students will never cease to feel at the core of city centre life.

*Opposite: 2014-15 Promotional campaign message 'Where It All Starts' representing the Hugh Baird University Centre as a location for creating a fresh start and aspiring for the future that lies beyond.*





*Above: Our students are invited to act as representatives of the Hugh Baird University Centre, helping to promote awareness of the UC to new and future students during open events.*

# We are set to open doors of our striking new multi-million pound facility

We are opening the doors to our brand new multi-million pound facility, following an extensive building project delivered by Wates Construction.

The new ultra-modern L20 Building, based on Stanley Road, is designed to drive community and employer engagement while ramping up higher education provision.

Hugh Baird College Principal and Chief Executive Yana Williams said the development would place the educational body at the heart of the community.

The 2,600-square-metre facility includes a dedicated

University Centre with open-plan study areas and a multi-purpose performance arts space for public events, ranging from school productions to conferences. Further community-led facilities include a public library, learning resource centre and a café with an outdoor seating area.

The five-storey contemporary building, designed by architect IBI Taylor Young, was completed following a ten-month build programme.

Ms Williams said: *“This is a really exciting time for the college, signalling our vision and progressive outlook to raise aspirations across*

*the region and engage students with the local community and businesses. It further demonstrates our determination to align with the Liverpool City Region’s key growth economies. The L20 Building is set up to support training and development in key areas, helping to equip the next generation with the skills required to drive our local economy in the coming years.”*

Throughout construction, Wates used the project to provide practical work experience to support Hugh Baird College’s curriculum, with Level 3 BTEC Extended Diploma in Construction





*The brand new L20 Building in it's last stages of completion.*

students joining the on-site team.

Business Unit Director Wates Construction North West Tony Shenton said: *“Hugh Baird College is quite unique in its curriculum delivery and the comprehensive educational service it provides make it an incredibly valuable education and training provider in Merseyside. Our team has applied its extensive education expertise to ensure the new building delivers on the college’s vision for a state-of-the-art academic and vocational facility which will bring lasting benefit to students, employers and the wider community.”*

The first floor of the building is being opened for businesses, helping to create an industry-led atmosphere and link students with the

workplace. Firms will further benefit from professional training courses for staff.

The second floor will house the University Centre, which will be a dedicated place of study for students taking one of the college’s degree programmes.

*“The new build will enable us to transform our delivery of higher education in a bid to make it more accessible and affordable for people across the region,” said Ms Williams. “We will now be able to offer a greater depth of degree level courses, Certificates in Educations and PGCEs, covering areas such as creative arts, health and social care, business management and IT.”*

The college’s recently launched L20 Hotel School,

set up to drive hospitality training standards across the region, has been charged with heading a corporate hospitality base with business conference and events facilities, located in the new build.

In recognition of the great heritage of the area, historic iron gates presented by the women of Bootle in memory of HM King George VI, to acknowledge his efforts in World War Two, have also been fully restored and will form the main entrance to the new site.

Hugh Baird chair of governors Jim Brown said: *“This new building in the heart of Bootle is custom made for community involvement. Throughout its development we had the community at the forefront of what we wanted to achieve here. It offers the*



*young people who use it a complete education experience linked into our other campus buildings in the immediate area. It also offers library and cafe facilities to members of the public who are welcome to visit anytime. We are really pleased that the building is now fully operational and thank all those who made it possible."*

Wates was appointed to the project via the North West Construction Hub (NWCH), which facilitates the cost and time efficient procurement of public sector building works in the North West.

Wates was appointed to the North West Construction Hub's medium value framework (£500k to £10m) and high value framework (£10m plus) in 2010, which

forms part of the North West Improvement and Efficiency Partnership (NWIEP).



# Undergraduates start journey at Freshers' Fayre

More than a hundred and twenty undergraduates attended the Freshers' Fayre at the Hugh Baird University Centre before their term began. A mix of 1st, 2nd and 3rd year students listened to a welcome from the Dean of Higher Education, Helen Mathers. This was followed by talks from the University Centre's Higher Education Partners, the University of Central Lancashire (UCLan) and Edge Hill University.

Rachel Frampton, Partnership Officer from UCLan gave the students information about what they can expect as a student of the university, including the facilities both on and off campus and benefits of being a UCLan undergraduate. This was followed by a quick quiz where two lucky students won spot prizes of UCLan hoodies.

Speaking after the event, Rachel said: *"It was great for us to visit the college and talk to new students at the Hugh Baird University Centre and I was very pleased by the large number of UCLan students who attended. It is important that those who are studying on UCLan courses at the University Centre feel just as much a part of the UCLan experience as*



*the students who attend our Preston campus. Our close relationship with the Hugh Baird University Centre means that the undergraduates here benefit from both institutions and we encourage them to make use of the wide range of resources available to them as UCLan undergraduates studying at the Hugh Baird University Centre.”*

Following the talks, the HE Freshers were able to browse the stands at the cross College Freshers’ Fayre aimed at helping all

new students at Hugh Baird College and the University Centre to familiarise themselves with the support, facilities and enrichment available to them, including sports activities and Lifestyle Fitness gym, clubs and societies, study support and learning resources.

For the University Centre’s Computing and IT undergraduates, their Fresher’s experienced was further enhanced with a trip to the course’s validating partner, Edge Hill University. They were able to see the non-academic clubs and

societies offered by the Student Union, as well as putting a face to the name of some of the key staff they may come into contact with throughout their course.

Sophie Barrett-Kai, Education Liaison Officer for Merseyside at Edge Hill University said:

*“It was great to speak to the new students at the Hugh Baird University Centre about the opportunities and brand new facilities now available to them at Edge Hill University.”*



# Educational and Cultural Visits

As a part of the personal, academic and cultural enrichment, we encourage the participation in local, national and international visits to enhance students' vision of the wider world.

Visits are organised for a multitude of reasons. Some

of the visits undertaken are Paris, Milan, New York, Prague, London, Liverpool, Budapest, Edinburgh, Venice, Berlin.

It is an exciting opportunity for students to participate in these events to not only enhance their personal

development, but to support group and cross course bonding and encourage students to explore the world beyond the confines of the HBUC.









# Visual Merchandising Students Visit Macy's during Trip to the Big Apple

Hugh Baird's Visual Merchandising and Promotional Design students have recently returned from a trip to New York. In total, 21 BA[Hons] and Foundation Degree students were part of the educational trip to the "Big Apple". The three nights, five day trip was in aid of project work linked to the iconic Macy's department store and to enable comparisons linked with the high street stores and brands around the UK.

Students along with three tutors, Colette Mawdsley, Angela O'Brien and Marc Bailey flew into New York's JFK airport from Manchester and stayed at

the Hotel Wolcott in Central Manhattan. The 5 day trip to New York has given students the opportunity to visit New York's many tourist attractions such as The Empire State Building, Central Park, Times Square, the Rockefeller Building, Ground Zero as well as a tour around other sites in New York.

The main highlight of the trip was the Behind the Scenes tour at Macy's Flagship department store in Herald Square. Macy's, founded in 1858 relocated to the 9 floor department store in 1902 and since it's 7th Avenue addition in 1924 it earned has the title of the

"World's Largest Store" and is the second most visited attraction in New York after the Empire State Building. During the tour, our students learned about the strategic selling techniques that have made Macy's such a lasting success.

The experiences gained by the students who went on this New York trip will support their overall learning and development throughout their studies on the Visual Merchandising and Promotional Design course. Trips planned for the course in 2013/2014 include Paris and Milan, which in turn will complete the Hugh Baird College marketing bag





which has been the focus in many of the promotional photographs throughout the New York trip.

Colette Mawdsley, course leader for the Visual Merchandising courses commented *“The trip to New York has been a great experience for every student involved. The Macy’s tour was the highlight of the New York visit, the store’s history, excellent marketing and merchandising along with the expertise of the tour guide is an experience that is hard to find anywhere else in the world. The students were fantastic and were a credit to the tutors*

*and college. They were able to capture both the essence of New York and their personal experiences via photographs that are being exhibited in the foyer on Friday. We are already looking forward to taking Higher Education students to Paris and Milan next year!”*

The Visual Merchandising & Design BA [hons] and Foundation Degree courses allow students to develop their creative thinking to develop innovative design solutions and working on specialist industry briefs enhancing their employability. The course also includes the designing

and installation of a final project as well as compiling a practical and innovative industry standard design portfolio along with a public exhibition of the honours project.







*Winter Visit to New York - A  
view from the Empire State  
Building.*



*Winter Visit to New York - Visual Merchandising & Promotional Design students never miss an opportunity to pose for a photograph with the Hugh Baird College promotional bag. On this occasion in front of Macy's Department store having had a guided tour of the store.*

















Winter Visit to New York -  
Times Square on night time  
walk around.

















# Students inspired by London visit

Degree students from the Visual Merchandising and Promotional Design course visited London recently to see how its high streets are promoting this year's Christmas products. The group of undergraduates were able to study the latest trends in visual merchandising being used by iconic brands such as Harvey Nichols, Harrods and Selfridges, as well as comparing the London looks to those being used on our regional high streets.

The trip also gave the students a chance to visit the Isabella Blow exhibition at Somerset House, where they were able to carry out valuable research for their end of year degree shows and projects.

This type of educational trip plays a big part in the higher education programmes at Hugh Baird, giving our undergraduates as much exposure as possible to current practice in the industries they aspire to

join. Having already taken students to New York earlier in their course, lecturers are hoping to add both Milan and Venice to the list of forthcoming destinations for the Visual Merchandising students, while other HE groups will go to Prague, Berlin and Poland.

*Winter Visit to London - One of the highlights of any winter visit to London is the Harrods window installations.*





*Annual day visit to London providing students with the opportunity to sample the architectural, artistic and cultural highlights available in the capital.*

*Top: Panoramic Landscape of the Thames. Below: Early evening sightseeing at the rivers edge. Below Right: Students fresh off the train and ready for the cold walk through London.*









# Undergraduates wowed by Italian experience

A group of twenty one undergraduates in Visual Merchandising and Promotional Design were inspired by an educational trip to Milan and Venice. The students are all studying towards either the Foundation Degree or the BA (hons) Top Up in Visual Merchandising and Promotional Design, which are validated by the University of Central Lancashire.

Accompanied by three of their lecturers, the five day visit saw them take in some of Italy's most fashionable streets in Milan. They visited the ancient and glamorous arcaded shopping gallery, Galleria Vittorio Emanuele where, as well as studying the designer brand window displays to help with their course, they were also able

to do lot of shopping! A guided bus tour of Milan gave them a taste of the architecture and its history and they had a tour of the Duomo, one of the World's biggest and grandest Gothic cathedrals.

A highlight of the educational visit was a day trip to Venice where the undergraduates experienced the romance of a gondola ride and had a tour of part of the City.

Joe Puletua from the first year of the Foundation Degree course said: *"Venice was like a theatre set for me, all the little alleyways and bridges were enchanting. The colours take your breath away, it was a tremendous experience."*

For many of the

undergraduates, the generous bursary gift offered at the Hugh Baird University Centre, helped towards the cost of travel and accommodation. First year undergraduate, Jodie McShane said:

*"What a fantastic trip and opportunity for me to go to Milan and Venice with all my classmates. The bursary money paid for the trip and without it I would probably not have been able to afford to go."*

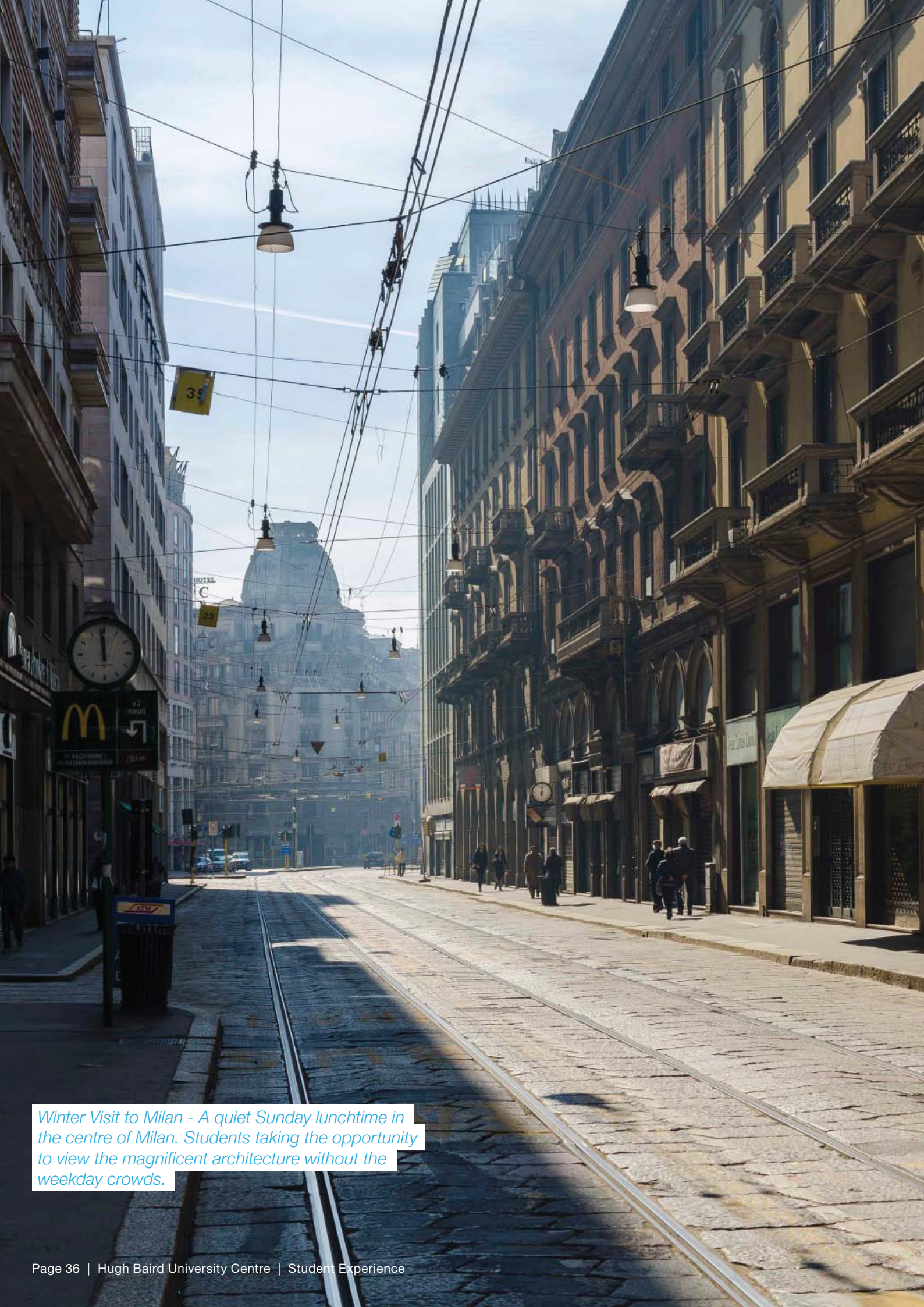
Lyndsay Jordan used Venice as primary research for her End of Year degree show project and said: *"The experience was amazing for me because Venice is an embedded theme in my major project, it just fired me up and inspired my creative thinking."*





*Visit to Milan - Students exploring the rooftop of Milan's Duomo Cathedral taking in the gothic design of the architecture along with views over the city and looking out towards to the Alps.*





*Winter Visit to Milan - A quiet Sunday lunchtime in the centre of Milan. Students taking the opportunity to view the magnificent architecture without the weekday crowds.*



*Winter Visit to Milan - What student could resist a little shopping in the fashion capital of Italy.*





















Winter Visit to Milan - Students were welcomed by Mike and Sulley to the central Piazza Duomo in the City of Milan. Posing in front of Galleria Vittorio Emanuele II Shopping Centre, students were all set to explore the cultural, architectural and of course shopping highlights of central Milan.









*Top: Cafe culture overlooking the central piazza in Milan  
Bottom: Students and lecturers taking the scenic gondola trip through Venice.*







*Top: End of the day photo at the Venice docks waiting to return to Milan.  
Bottom: The exquisite complexity of the Grand Canal in Venice.*



# Undergraduates have Prague experience

A group of first and second year undergraduates from the Hugh Baird University Centre embarked on an educational visit to one of the most beautiful cities in the World recently, Prague. As they are all studying on the Foundation Degree in Information Technology, a course approved by Edge Hill University, the aim of the

trip was to explore how I.T. systems are used in a variety of organisations.

Highlights of their trip included a visit to a brewery where they learned about its history and processes. They were also given a tour behind the scenes of the local supermarket where they found out about the layout and signage. Their

sightseeing tours gave them the chance to take photographs to be used in their photography module too.

Accompanying the undergraduates were lecturers Elly Foran, Tony Paes and Phil Glennon. Elly said:

*“All of the students were*





*inspired by the visit to Prague and the experience has already helped them with their course and their confidence. For example, the supermarket visit gave them a real insight into how IT is used to create impact in a retail environment, as well as a wider view of customer service and business.”*

*One undergraduate, James Hyslop said: “From the minute I landed in Prague to the minute I left I enjoyed being there. The trip not only increased my confidence but also helped me produce better work because I am now trusting my ability to provide level 4 standard. All of the tours we had on the trip opened our eyes to how IT is used*

*across industry. They showed us that IT is much more than just sitting at a computer. In the brewery we went to, machinery ran everything and it was all computerised. We also saw IT at work in retail with the visit to Supermarket ‘Kaufland’. The trip to Prague was a new experience and one I won’t forget.”*





# University Centre undergraduates take design inspiration from Berlin

**D**esign undergraduates from the Hugh Baird University Centre recently travelled to Berlin to expand their knowledge and gain inspiration from museums dedicated to elements of the design industry.

The undergraduates, are studying on the Foundation Degree and BA (Hons) Top up course in Graphic Arts, both of which are validated by The University of Central Lancashire (UCLan), spent a week in the German capital and made the most of their visit by packing in a host of cultural and educational experiences.

Buchstabenmuseum was first on the group's itinerary. Opened in 2005, the Buchstabenmuseum is an entire museum dedicated to the preservation of letters and characters. The displays and artefacts of the museum complemented the studies of the group perfectly as they are currently examining the evolution of font design and type history as part of their first year projects.

On day two, the students visited Berlin's Museum of Design the Bauhaus Archiv, home to art pieces, items, documents and literature which relate to the Bauhaus School, one of the

most influential schools of architecture, design and art of the 20th century. Here the group discovered the importance of mixing design and style with functionality and comfort thanks to an exhibition on chair design.

The visited also enabled the group to learn how design and architecture can also be used to commemorate and remember as they visited a number of historic sights and memorials. In the city's Treptower Park, they visited the Soviet War Memorial which was constructed to commemorate 5,000 of the 80,000 Soviet soldiers who fell in the Battle of Berlin







in 1945. They also paid their respects at Berlin's Holocaust Memorial. The memorial, designed by architect Peter Eisenman and engineer Buro Happold, is made up of huge blocks that differ in size thus changing the flow of light between them at different times during the day.

Speaking on returning to the Hugh Baird University Centre, undergraduate Alex Parry said:

*"The trip to Berlin was brilliant on so many*

*levels. I learnt a lot from the design museums and will certainly be drawing on what I saw there to inspire my work over the next two years here at the University Centre. The visits to the memorials also really made us think about our history and remember how lucky we are."*

Andy Jones, lecturer in Graphic Arts accompanied them on the trip. He said:

*"This trip is typical of the kind of experiences*

*we try to provide our students at the University Centre. We offer small group sizes so it is a lot easier to organise trips such as this one to Berlin. I hope the students got as much from the trip as I did. By ensuring our students have a rounded understanding of design and its history, we hope that, when it comes to job interviews and networking, they are able to have more complete conversations with others in the design industry."*









# Undergraduate designs Museum's Window of Remembrance

The Museum of Liverpool has teamed up with the Hugh Baird University Centre to create a unique Christmas window display to commemorate the First World War.

First year undergraduates on the Foundation Degree in Visual Merchandising and Promotional Design at the University Centre – which is validated by the University of Central Lancashire (UCLan) – were invited to create a visual display for the Museum's shop window to reflect its First World War exhibitions. Students were asked to create designs based on subjects including 'Home for Christmas', 'Women at War' and 'The

Christmas Truce'.

Catherine Mooney's work was chosen and, this week, she installed the display which can be seen by Museum visitors until the end of January 2015.

Karen O'Connor, Head of Retail at National Museums Liverpool said:

*"This has been an exciting collaboration with the Hugh Baird University Centre and we've really enjoyed working with the students to come up with creative ideas to transform our shop window."*

*"All the undergraduates' designs were incredible,*

*but Catherine's was chosen as it was so well researched and thought-through, using very simple methods to remember those who fought in the First World War. She will also be featuring products available in our shops to animate the display, which will be seen by all our visitors and many others who pass the Museum on the waterfront."*

The development of Catherine's winning design involved her obtaining a copy of the First World War Memorial Roll of Honour of Liverpool's Military War Dead, which is displayed in the Hall of Remembrance at Liverpool Town Hall. It lists







more than 13,000 names of fallen soldiers, whom Catherine is including in her display using handwritten labels to signify those who didn't return home for Christmas in 1914.

Merchandise including books from the Museum's shop will be used in her display to form a tree-like shape. The concept was inspired by Catherine's discovery that it was virtually impossible to obtain a Christmas tree during the First World War, so people had to be creative in using whatever materials they could find.

Catherine Mooney said:

*"13,000 people from Liverpool lost their lives in the First World War, and many more were affected. I thought it was really important that those people were recognised in this window display."*

*Christmas is a happy time, but also a time to reflect and remember, particularly as we mark 100 years since the outbreak of war in 1914.*

*"The names I have featured are intended to make an emotional connection with the viewer, juxtaposing the sentiment of families at Christmas with the memories of all those who were lost."*

Undergraduates on the Foundation Degree in Visual Merchandising and Promotional Design work in close collaboration with the retail sector, but this is the first time they have been involved in the design of a Museum window display. The Foundation Degree involves students in work-based learning in order to apply new skills and knowledge to real life working situations.

Angela O'Brien, Programme Leader for Visual Merchandising and Promotional Design at the Hugh Baird University Centre said:

*"This has been a fantastic opportunity allowing our students to work on another live industry brief. Our Visual Merchandising and Promotional Design courses have a long reputation of linking with employers for live briefs, often collaborating with high street retailers."*

*"This project was particularly challenging due to the sensitivities surrounding the theme. I'm proud of the efforts our students made in researching and translating the brief, ensuring that the client's needs were met, whilst at the same time treating the subject with sensitivity and respect."*







# Students dress foyer for Christmas























# Students & Scholars



# Students explore their progression options

Hugh Baird College hosted an event this week aimed at helping students decide their next step into university level education.

More than 150 students attended the Progress to University day which was open to learners in their final year of sixth forms in the area, as well as those already studying at Hugh Baird College. There were universities and advisory organisations on hand including The Hugh Baird University Centre's higher education partners, University of Central Lancashire and

Edge Hill University. Also providing information stands were Liverpool John Moores University, University of Liverpool and Manchester Metropolitan University, as well as universities from Cumbria, Chester, Huddersfield and Staffordshire. Visitors were able to gather impartial information, advice and guidance about choosing the right course and the right university for them, as well as seeking advice about finance from Student Finance England.

Sofia Nikoloudakis is studying on the BTEC Level 3 Diploma in Art and Design

at Hugh Baird College and attended the event with her classmates. She said:

*"I wasn't sure about going to university before I came to the event, but now I'm considering it. I spoke to the people from all the different universities and got all their information to read through. If I do go to uni, I would like to do a Fine Art degree."*

Retention and Progression Co-ordinator at Hugh Baird College, Kerry Jones said:

*"Choosing which university to go to is a big decision so it's really*



*important for students to do their research. The Retention and Progression Team offers an impartial support service so we hold lots of information sessions for our students about applying for higher education, giving one to one advice and guidance and helping*

*them through the UCAS process. Today's event co-ordinated by our University Centre adds to this by giving students a chance to talk face to face to a range of universities so that they can make an informed decision about the right progression route."*

If you would like to find out more about the courses on offer at The Hugh Baird University Centre, which are all validated by the University of Central Lancashire or Edge Hill University, visit our course pages, or drop in to speak to one of the Retention and Progression Co-ordinators in The Pod.



*Higher Education - Moving on Fair encouraging the realisation of 'Where it all starts'*



# Shining Stars commended at Awards Evening

Hugh Baird College held their annual Awards Evening last week honouring students for their hard work and commitment during 2013/14. This year's event was held at the College's new L20 Building and, as always, each award was sponsored by an organisation with links to the College.

Representatives from the sponsor companies joined students, College Governors and staff in a lavish celebration. Guest speaker was Radio City's Rossie, aka Simon Ross. Presenter of the mid-morning show every weekday on Radio City 96.7, Rossie is a keen supporter of Hugh Baird College. Congratulating the award winners he spoke of his own

education and training and how he began his career in radio.

Amongst the winners on the night was Daniel Prosser who not only won Student of the Year for Motor Vehicle Technology, but was also presented with the Colin Appleton Award for Excellence. Named in honour of the





College's former Chair of Governors, the award is given to a student who has shown excellence in their performance. Having started at Hugh Baird College five years ago, aged 14, Daniel progressed through the Motor Vehicle programme and completed the Level 3 Diploma in Car Maintenance last year. His tutors said he consistently gave his best efforts in everything that was asked of him, describing him as a "boss lad"!

Speaking after the awards ceremony, Daniel said: *"I was shocked to get the second award, I never expected it."* As well as £100 worth of high street vouchers for the Colin Appleton Award, Daniel received a 200 piece socket set from Motor Vehicle Technology Award sponsor, Halfords Trade.

Another student rewarded for her hard work was Katarzyna Fronczyk who won the Student of the Year for English for Speakers of Other Languages (ESOL).

Her tutors said: *"Every class needs a Katarzyna! She helped the group to gel because of her friendly, fun loving and outgoing personality."* She was nominated for the award because of her determination and drive to make the most of every opportunity available to her.

The award sponsors each donate a prize to accompany their award so the winners received gift vouchers or tools for their trade. New sponsors for this year included the University of Central Lancashire, L'Oreal, Peel Ports and Crowne Plaza Liverpool. Branded clothing and merchandise experts, Wild Thang, also sponsored an award this year. Managing Director, Andrew Dwerryhouse said: *"Wild Thang were very proud to be an official sponsor and supporter of Hugh Baird College Student Awards Evening 2014. It was an inspirational night at Hugh Baird College with the evening showcasing and rewarding the best students*

*of 2014 all of whom were amazing individuals. For Wild Thang, it's important to support this sort of event that can inspire the next generation."*

Other guests at the event included Chief Executive of Sefton Council, Margaret Carney and Councillor Peter Dowd who tweeted from the event congratulating the winners.

Compere for the evening was Alun Owen and thanks went not only to him, but also to the College's Cabin Crew and L20 Hotel School students whose professional hosting skills were evident throughout. Guests were welcomed and seated by the team of students from the Travel and Tourism course, creating a striking first impression dressed in their Cabin Crew uniforms. Food was created and served by the L20 Hotel School students both before and after the ceremony.



# Edinburgh's grisly past and ghostly spaces inspire photographers

The Scottish city of Edinburgh was the latest destination for the Hugh Baird University Centre photography undergraduates. Studying on the Foundation Degree in Digital Imaging and Photography, which is approved by the University of Central Lancashire, and the HND Art and Design students had a theme throughout the trip to explore some of Edinburgh's more spooky and ghostly spaces.

Armed with only black and white traditional 35mm and medium format cameras the students experimented with movement, night photography and the happy accidents of shooting with

such a challenging, but unique medium. They visited the remote Cramond Island, which is only accessible for a few hours of the day due to its tidal crossing, as well as The Surgeon's Hall museum, filled with the grisly past of medical mishaps. Along with visits to galleries and museums including the National Portrait Gallery, they took a ghost tour through the forgotten underground vaults of the city.

Foundation Degree student, Conor McBride-Jones, said:

*"Shooting with only film cameras scared me at first but I learned so much. I had to think through each photograph*

*to get it right, not just relying on the digital idea, shooting enough will eventually get a decent image."*

All of the students came away inspired and enthused with the project, ready to experiment in the darkroom to try and capture the atmosphere of Edinburgh on the page. Between them, they took hundreds of images over the two nights, experimenting with unusual techniques, splashing, solarising and making deliberate mistakes. Some of the finished work can be seen here and video footage taken on the trip can be viewed below.





# Paris inspires photography undergraduates

A group of undergraduates from the Hugh Baird University Centre were inspired by their educational visit to Paris, producing some atmospheric shots of the city.

As they are all studying on the Foundation Degree in Digital Imaging and Photography, a course approved by the University of Central Lancashire, the aim of the visit was to undertake location photography and to attend the renowned international photographic fair, 'Paris Photo'.

As well as daytime photo shoots at World famous landmarks such as Versailles and Sacre-Coeur, the group spent evenings shooting night photography around Notre Dame, the Eiffel Tower and the River Seine. Their visit to Paris Photo gave them the opportunity to view some of the greatest

international photographic works and meet and talk to gallery owners, famous photographers and celebrities like Martin Parr and Brian Adams.

David Lockwood is Programme Leader for the Foundation Degree in Digital Imaging and Photography at the Hugh Baird University Centre and accompanied the undergraduates on the trip. He said:

*"All in all it was a very busy but enjoyable trip which the students gained lots from. It raised their aspirations and also gave them the opportunity to broaden their experience of foreign countries and location based photography. On their return, they put together their own 'Paris Photo' exhibit showing a selection of works at the L20 Café in Hugh Baird College."*

Student Tony Lavendar was moved by the trip to Paris and said afterwards:

*"Standing on the steps of the Grand Palais and walking into Paris Photo was a dream come true, and I guess it would be for any photographer. To talk with the World's finest photographers and gallery owners was daunting and a real baptism of fire, but for me an important step. As a photographer, I had set expectations for myself but after Paris I had to set the bar much higher and, with that, came a lot more creative freedom."*





# International Awards for Photography and Design Students

Students have beaten competition from thousands of students to gain two international awards for commercial photography and packaging design.

Amy Jay and Sean Armstrong study at Hugh Baird College and have scooped two top accolades in the 2014 Design & Art Direction (D&AD) New Blood Awards. Both are progressing on undergraduate courses in Digital Imaging and Photography at the Hugh Baird University Centre – degree programmes validated by the University of Central Lancashire (UCLan).

D&AD was formed in Britain during the 1960s by a group including photographer David Bailey to promote excellence in design and advertising. Now a global association which also promotes vocational training and charity work, D&AD holds its awards annually. The New Blood Awards are open to anyone in full or part-time education, recent graduates or anyone aged under 24.

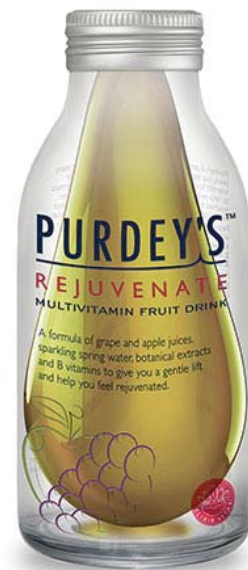
Amy, aged 21, from Old Swan, Liverpool, has won an award for the photography brief designed by mobile phone giant Nokia. Her photograph for the brief, entitled 'decisive moment' captures a plate of spaghetti

being thrown at a person's face.

Sean, aged 42, from Southport, enjoyed success in a brief written by multivitamin drinks brand Purdey's. He designed a range of rebranded and repackaged drink bottles and labelling, partly inspired by the shape of water drops and tornados.

Amy is progressing onto the second year of the Foundation Degree in Digital Imaging and Photography at the Hugh Baird University Centre. The Foundation Degree is one of a number of new degree programmes launched for 2014 at the University Centre, all













**D&AD New Blood Awards**  
Nokia 'Decisive Moment' Awards 2014  
Hugh Baird University Centre  
FdA Digital Imaging and Photography - Amy Jay



validated by the University of Central Lancashire (UCLan).

She said:

*"I really enjoyed the art and design course I studied at Hugh Baird College and I am looking forward to continuing on the Digital Imaging and Photography degree. The tutors have been really helpful and encouraging. In the future I hope to work in the media industries, so the degree course should boost my knowledge and help me firm-up my career plans."*

Sean said:

*"I've been working in graphic design and photography for 15 years but went back to college*

*because I never had any qualifications related to them. The course at Hugh Baird was fantastic. There was flexibility to focus on the areas that I'm particularly interested in and the tutors were brilliant. I'm continuing my studies at Hugh Baird College and I'm interested in becoming a teacher and hopefully can do a teacher training qualification once I've got a degree."*

As part of their course, the students entered the D&AD awards to support their photography and design studies. Tutor David Lockwood said the impact this has on developing students' working skills and experience is tremendous.

*"A key focus of our courses is vocational and commercial photography with a work-based orientation. Our approach develops real-world skills. We entered the D&AD competition because it has commercially-focused briefs written by real clients such as Nokia."*

*"Our students were competing internationally with up to 1,000 others in each category - including those studying on the best degree courses across the country."*

*"The success is great for Amy, Sean and the Hugh Baird University Centre. The students can promote their personal portfolio on the D&AD website and put the D&AD award*



*symbol on their own individual websites, giving them national credibility. It's also great for Hugh Baird University Centre to have two students achieving such success internationally.*

*"Photography has had a revival in recent years, he said. Although cameras and technology have become more accessible through digital technology in some ways, students now realise that they need proper education and training to get the best results, and to develop both the creative and commercial skills and experience to be successful in this field."*

College principal Yana Williams said:

*"The development and success of new courses at Hugh Baird College and the University Centre, like our new Foundation Degree in Digital Imaging and Photography, shows that people are increasingly studying locally because of the costs associated with studying away from home.*

*"We benefit from students of all ages and backgrounds, not just young people who are already in education, but a lot of mature students, who are taking new career paths.*

*"The Hugh Baird University Centre is continuing to align itself with the region's key economic growth sectors*

*including Liverpool's burgeoning creative industries and media scene. The courses reflect wider initiatives to further develop Liverpool's creative industries."*

# Festival bug hits local University Centre

With the festival season in full swing, a crop of forward thinking undergraduates are hoping to kick start their career in the festival management industry on a brand new degree course.

The Foundation Degree in Festival Management, which is subject to approval by the University of Central Lancashire (UCLan) and will be delivered at the Hugh Baird University Centre, offers students the opportunity to gain both the practical and academic skills required to work within the thriving and diverse festivals and events industry.

One of the first to sign up for the new Foundation Degree was 19 year old, Magan Farquhar. Having just completed the Level 3 Extended Diploma in Travel and Tourism at Hugh Baird College, there were a number of progression options open to Magan. As a keen festival goer and with her sights firmly set on a career in event management, she felt the new degree course offered her the best of both worlds.

Magan said:

*"I was really excited when I heard about the Festival Management foundation degree and I can't wait to get started*

*on it. Having been at Hugh Baird College for a few years, I already know what a great place it is to study - the tutors and the support are brilliant and I've loved my time here. We've already had a tour of the new university centre where the degree courses are delivered and it has a modern university feel but is still friendly like the main campus and, as a HE student there, I'll get a bursary from Hugh Baird too which will help with things like travel and equipment.*

*"I've been to lots of music festivals and the travel and tourism course gave me a brief*





*insight into managing events. It's something I'm really interested in. The modules on the course cover things like festival themes, planning and promotion, right through to risk assessment and security. I'm hoping to work on something like Creamfields in the future and maybe even start my own events company."*

Liverpool's reputation as a world-class destination for events is supported by market intelligence gathered through the region's Local Enterprise Partnership which states that, on average, visitors to the Liverpool City Region spend £3.4bn a year, supporting 46,000 jobs

across the local economy. The increased popularity of festivals in recent years has seen Liverpool City Region develop an outstanding and eclectic programme of festivals and events. From the International Music Festival, Mersey River Festival and Liverpool Food and Drink Festival to the International Festival of Business, Africa Oye and Liverpool Pride.

The Liverpool Enterprise Partnership has mapped out a vision for the Visitor Economy sector, aiming to increase spend and jobs so that by 2020 annual spend of £4.2 billion is achieved supporting the creation of 13,000 new jobs. Much of

this growth will be attributed to major festivals and events, encouraging increased numbers of visitors to the region. It will also showcase the talents of those involved in the delivery of festivals and events.

In developing the Foundation Degree in Festival Management, the Hugh Baird University Centre has forged strong links with big names in the business. With input and advice from professionals in the industry such as Creamfields Managing Director, Scott Barton and the Founder and Director of Psych Fest, Craig Pennington, the course content and delivery has been shaped by experts



in the festival and events management field.

Offering his endorsement to the new Foundation Degree in Festival Management, Creamfields MD, Scott Barton said:

*“The festivals industry is thriving and there has never been a better time to enter the sector. I am delighted to support the Hugh Baird University Centre, working collaboratively with UCLan, in training the next generation of skilled festival managers.”*

# Black is Back for Visual Merchandising Undergraduates

Retail and design experts from companies such as Ikea, Wirral Council, Makro, Bhs and Next joined the judging panel and invited guests at the Hugh Baird University Centre Degree Show. Organised by undergraduates from the Foundation Degree and BA (Hons) top up courses in Visual Merchandising and Promotional Design, which are validated by the University of Central Lancashire (UCLan), the annual event showcases the undergraduates final course work with prizes awarded for the best design concepts.

Amongst this year's judging panel was one lady who knew exactly how the

students felt. This time last year, Kristy Ford was about to graduate from the same course at the Hugh Baird University Centre. This year, she returned as a representative from one of the biggest high street names, Next, to help select the winning designs at a Private Viewing launching the exhibition.

Now a buyer for the UK based retail giant, Kristy gained a first class honours degree in Visual Merchandising and Promotional Design at the Hugh Baird University Centre before landing the job at Next's head office in Leicester. She said: *"After a few months in*

*my job at Next, I realised how the skills I learned on my degree were directly related to the career I'd chosen. The Visual Merchandising and Promotional Design degree taught us about design and creativity but also about spotting fashion trends and how important in-store placement of merchandise is – all skills that I'm using now in my role as a buyer.* Speaking after judging at the Degree Show, Kristy said: *"The standards at the show just get better and better each year."*

The theme for the Foundation Degree brief was 'Black is Back' and undergraduates were



tasked with designing a visual merchandising package and a promotional design package with inspiration from a novel. The objective was to design a commercially viable retail prop that could be utilized in a large department store environment. The resulting displays were dark and striking, each based around a black mannequin. Winner of the Best in Show award was Jess Frodin with her interpretation of George

Orwell's book, 1984.

The BA (Hons) students were free to choose a pathway that they wanted to explore and develop for their final project. Many of the exhibits incorporated futuristic and innovative design ideas using the latest technologies. Best in Show winner was Leona Nichols, with her stunning piece inspired by prominent jewellery designer, Stephen Webster MBE. With stores

in London, Beverly Hills, Moscow, St Petersburg, Kiev and Vienna, Stephen Webster attracts some of the entertainment world's most alluring and glamorous stars, while winning industry-wide recognition. When Leona contacted the company to research for her project, they were so impressed with her ideas that they have invited her to visit their Harrods concession to present her design concept to them.









International home furnishing retailer, IKEA, also lent their support for the Hugh Baird University Centre again this year, with representatives attending the launch of the Degree Show. Having been part of the judging panel in the past, IKEA now employ two graduates from the Visual Merchandising and Promotional Design course. Whilst one of them was unable to attend the Degree Show due to working on the opening of IKEA's new store in Japan, the other, Sharon Hay, accompanied some of her colleagues to take a look

at this year's crop of talented students. Sharon graduated last year and now works as a visual merchandiser in the Manchester store. She said: *"It's the first time I've seen the new University Centre and I love it. I also love that the exhibition is all black – people expect white for exhibitions so it's really different. The level of work and the standard is even higher this year and the technology used is moving on so quickly. We were particularly intrigued by Molly Kerfoot's design. She's taken an everyday*

*object that we see all the time in retail, the kimble tag, and used it in an innovative way, it's a great idea."*

Speaking about the exhibition Kerry Roberts, Visual Merchandising Manager from IKEA said *"It is very professional. From a visual merchandising point of view, it's a long time since I've seen this standard of work. We're looking forward to working with the Hugh Baird University Centre on future projects."*





*End of year Degree Show - Visual Merchandising & Promotional Design students celebrating at the final exhibition of their work in the new L20 University Centre.*







RE  
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STYLE ON THE GO



TURN STYLE ON ITS HEAD





Leona Nicholas was awarded a 1st Class Honours & Best in Show for her final project on the BA (Hons) in Visual Merchandising & Promotional Design.







*Foundation Degree students exhibiting their styled mannequins as the centre piece for the Black is Back end of year exhibition.*



# Scholarship students' year to remember

A group of undergraduates from the Hugh Baird University Centre are benefitting from the Government's National Scholarship Programme (NSP). As their year on the NSP draws to a close, we look back at how the scholarship has supported their experience of university life.

Funded by the Government, with match funding from universities and colleges, the National Scholarship Programme provides a small number of bursaries aimed at helping individual students from disadvantaged backgrounds as they progress into higher education. In 2013-14, this

meant that selected full time eligible students were entitled to an award of not less than £3,000.

At the Hugh Baird University Centre, twelve students across a range of degree courses, all approved by either the University of Central Lancashire (UCLan) or Edge Hill University, received the bursary for 2013-14. As well as meeting the national criteria for the scholarship, the undergraduates went through an interview process in front of the Dean of Higher Education and Hugh Baird College Principal. They were selected based on additional criteria such as their passion for their

studies, their commitment to supporting their peers and an enthusiasm for promoting higher education.

Amongst them was Megan Beattie, one of five undergraduates from the Foundation Degree in Visual Merchandising and Promotional Design to be awarded the scholarship. The course is approved by the University of Central Lancashire (UCLan) and the Hugh Baird University Centre is one of only a small number in the country to offer it. Megan relocated from her home town in Northern Ireland to study on this particular course so the additional funds helped her. She said: "*Having the*



*bursary makes things easier financially. There is less pressure and we're able to use the money towards our educational trips and any equipment we need. We've already been to Milan and Venice which were truly inspirational for our studies."*

For some of the undergraduates, they are the first in their family to go to university and the bursary has given them the opportunity to progress. Stacy Parr from Litherland, for example, is literally leading the way in her family...her younger twin sisters are also on the first year on the Visual Merchandising and Promotional Design course and they all hope to emigrate from Britain to Australia after they complete their degrees.

With two young children to look after too, Stacy is grateful of the bursary saying: *"Without the extra money, I would struggle to manage financially. I already work part time as well as looking after my family so the bursary does take the pressure off a little."*

At the Hugh Baird University Centre, there are additional benefits to receiving the National Scholarship. The NSP recipients are encouraged to give something back for the award by getting more involved in driving student voice, promoting the University Centre and representing the student body. With the rapidly expanding degree provision at Hugh Baird, they have been able to have an input

at ground level, pioneering the foundations for the students of the future. Their experiences will add to their employability and help them to stand out from the crowd.

With an impending review of the Hugh Baird University Centre by the Quality Assurance Agency for Higher Education (QAA), one of the scholarship recipients, Lisa Phillips has been given responsibility for representing the student voice on the University Centre's QAA project team. Lisa is studying towards the Foundation Degree in Digital Imaging and Photography, which is also approved by the University of Central Lancashire, and is relishing the opportunities the scholarship has brought. She said: *"I feel honoured to be playing an integral*



*Some of our scholarship students: (left to right)  
Megan Beattie, Sharon Rice, Charlie Wharton, Stacy  
Parr and Megan Orr.*



*part in the QAA review. As a former IT tutor myself, I will have the opportunity to see the inspection from both student and institution point of view and the experience will be invaluable for my future career options. I came here to study digital imaging and photography with a view to carving out a new career in photography and eventually returning to teaching and the QAA involvement will enhance my skills and employability. Without the National Scholarship I may not have been given this chance so I have definitely felt its benefits outside of the welcome financial support.”*

The Government has announced a change in the level of government funding for the National Scholarship programme for 2014-15, reducing the minimum award per full time student from £3,000 to £2000. However, in spite of the reduced financial rewards, the scholarship recipients at the Hugh Baird University Centre will continue to reap the employability and engagement advantages it brings.

The Hugh Baird University Centre offers an expanding range of degree and professional level courses, all approved by either the University of Central Lancashire or Edge Hill University.

# University Centre Survey Winner Announced

As part of the National Students Survey (NSS) campaign, all Hugh Baird University Centre undergraduates who completed the survey were entered into a prize draw to win an Apple iPad Air. The winner was drawn by the independent body that organise the National Students Survey and the lucky owner of a brand new iPad is...Rebecca Southern!

Rebecca is an undergraduate at Hugh Baird University Centre studying towards the Foundation Degree in Health and Social Care. She was delighted to find out about her win and said:

*"I was shocked to hear I'd won and, because I've already got an iPad, I've had family and friends asking for my old one already! I studied the Level 3 Health and Social Care course at Hugh Baird College and, although I tried university for my degree course, I didn't like it and decided to come back and study at the College's new University Centre. All of our classes are in the brand new University Centre so it feels very different from the rest of the College and much more like a uni."*

The National Student Survey is a nationally recognised and independent survey conducted annually by Ipsos MORI. It gathers opinions from final year undergraduates on the quality of their courses and asks for honest feedback on what it has been like to study at their institution.

Thanks to Hugh Baird University Centre undergraduates, we had an excellent response rate of more than 85%. Watch out for news of our results when the National results are published in August.





*Rebecca receiving her prize from the Dean of Higher Education at Hugh Baird University Centre, Helen Mathers.*

# Students turn windows ten shades of green

A group of Hugh Baird College undergraduates have launched a series of store window displays at Birkenhead's Pyramids Shopping Centre to highlight vital messages about helping to save the planet.

The undergraduates, all studying towards a Foundation Degree in Visual Merchandising and Promotional Design, were asked to create a series of powerful displays specifically tailored to alert shoppers to the importance of green issues such as recycling, biodiversity and controlling litter in our towns.

Their hard work was unveiled to special guests including

Pyramids Shopping Centre Commercial Director, Derek Millar, and Councillor Brian Kenny, Wirral's Cabinet Member for the Environment, at a special launch event.

The project is the brainchild of Wirral Council's Eco Schools Officer, Lynn Struve, who explained that, while getting across the green message to younger schoolchildren and adults was relatively easy, persuading those in the age group in between to take notice was much more difficult.

Lynn said: *"We were looking at ways to reach the mid-teenagers and we decided that one thing they love*

*to do is shop and they also understand brand marketing, so that's why we came up with the Ten Shades of Green project using windows at the busy Pyramids Shopping Centre. I'd heard about the foundation degree course in Visual Merchandising and Promotional Design at Hugh Baird College and decided to ask its course leader, Colette Mawdsley, if her students might be willing to get involved with the project."*

The final creations focus on the ten key messages of minimalisation of waste, recycling, energy, healthy living, transport, litter,



biodiversity, water, food and green homes.

At the opening ceremony, the students who came up with the three best designs were awarded prizes by Pyramids Centre Managers. First prize of £100 in shopping vouchers went to Jess Shrimpton with her creation entitled 'Be Classy Not Trashy'. Charlotte Anderson took second prize of £50 in vouchers for her design 'Green Homes' and third prize of £25 in vouchers was won by Sophie Whitehead for her 'Healthy Living' design.

Derek Millar, Commercial Director for Pyramids Shopping Centre, said: *"The window displays are visually stunning and many shoppers couldn't help but stop and see what they were all about. The messages they convey are*

*really powerful."*

Speaking shortly after the launch event, Cllr Brian Kenny, Wirral's Cabinet member for the Environment, said: *"The designs not only provide a vibrant and unique backdrop to shopping in Pyramids Shopping Centre, they also encapsulate a number of very important themes. I would like to thank the students for their enthusiasm and ideas, which have been executed with great professionalism."*

Colette Mawdsley, who leads the course the students are on at Hugh Baird College, said: *"We are delighted to get involved in Ten Shades of Green because we've just celebrated the tenth anniversary of the launch of our two-year foundation degree course in Visual Merchandising*

*and Promotional Design, which is validated by the University of Central Lancashire. After they graduate, our students will design window displays and promotional design campaigns for industry, doing everything from the initial research and design work to full installations that include design narratives, so you could say that producing designs for Ten Shades of Green is right up their street."*

The displays will be on show to the public in Pyramids Shopping Centre for the foreseeable future. Click [here](#) to see the gallery of photos from the project, or why not visit Pyramids Shopping Centre to see the final displays for yourself.



Did you know...  
The air pollution from cigarette smoke is 10 times greater than that from a diesel car exhaust













# College welcomes UCLan lecturer

Hugh Baird College degree students recently welcomed a visiting speaker from the University of Central Lancashire (UCLan) as part of their course. The first year undergraduates are all studying towards a Foundation Degree in Visual Merchandising and Promotional design and the talk on semiotics supported their module in historical contextual studies.

James Battersby is a lecturer at UCLan, the prestigious university that validates this and many of Hugh Baird College's other degree programmes. As an expert in antiques and design history, Mr Battersby delivers the semiotics lecture to students on degree and masters courses at the university. He was keen to emphasise to

the group the importance of semiotics – the study of signs – and how powerful signs and visual triggers are when exploring design, advertising, brand and marketing.

The students' lecturers at Hugh Baird College, Angela O'Brien and Colette Mawdsley, met Mr Battersby when they were studying towards their Masters Degree in Design at UCLan and have since invited him in every year to talk to their students.

Angela said: *"As our validating partners, we have a strong relationship with UCLan and our collaboration means that we are able to ensure added value for our degree students. Whilst we teach*

*the historical contextual studies module as part of the Visual Merchandising and Promotional Design degree programme, we feel that having James share his insights into semiotics gives them a deeper understanding of the subject."*

Several of the College's second and third year undergraduates also attended the lecture. Third year undergraduate, Molly Kerfoot, said afterwards: *"We heard Mr Battersby's talk in our first year but wanted to hear it again. It really gave us food for thought and this year we were able to relate it to the work we've done since we heard him the first time. I am hoping to have a career in advertising and*



*promotion after I graduate so this talk was particularly useful for me. It gave an insight into how people interpret what they see in advertising and how differently individuals can perceive what they see."*

Speaking after the lecture,

James said: *"Hugh Baird College is the only partner institution where I deliver the talk on semiotics and it is a pleasure to return each year. The subject really helps to get the students thinking about how we are all controlled by this powerful phenomenon."*

*As visual merchandising and promotional design students, having an awareness of semiotics can ensure they stand out from the crowd because it underpins everything they're learning."*



*James with some of our undergraduates.*



# Student wins competition with Christmas sprouts!

This year, our Visual Merchandising and Promotional Design students were invited to submit their own designs for the College's Christmas Card. More than forty entries were received and the winner was chosen by Principal, Yana Williams.

The winning design, by Georgia Hill from the BA Hons Visual Merchandising and Promotional Design course, has now been printed and will be distributed as the College's official greetings card for 2013. The design also went on to drive the narrative

behind the theme of the festive decorations in the Balliol Centre.





# Hugh Baird degree student beats 9,000 applicants to secure Next role

Hugh Baird College graduate Kristy Ford has landed a double success after securing a first on her BA (hons) degree course and winning a job at the head office of retail giant Next.

The 20-year-old from Lancaster has been a star of the Bootle-based college's Visual Merchandising and Promotional Design Higher Education course for some time.

Earlier this year college principal Yana Williams revealed she had been crowned the Judges Choice in the third year degree show after pitching her design proposal to both academic and industry experts.

By then however Kristy was already planning her future. When she won the award she and her course tutors had already started working to prepare her to take on 9,000 applicants from across the UK competing for graduate job's within Next. The applicants were competing for trainee roles within fashion and interior buying.

*"Kristy has shown real flair in a class full of talent over the past three years," said Ms Williams. "Monitoring and predicting trends is a very difficult thing to get right.*

*"To be consistently successful and to secure*

*such a sought after job a matter of weeks after the course has ended is extraordinary. We are so proud to have been able to help Kristy. Hugh Baird has a strong record of getting our learners and students into employment and Kristy is more evidence of that. We work hard will all our learners to help them understand what employers expect and how they can best position themselves to secure a job they really want."*

With the advice of her college tutors, Kristy planned thoroughly for the lengthy interview process.



*Kristy Ford holding her Best in Show prize. She was chosen by a panel of industry and academic professionals for this award.*



*“It started in January when my application was accepted,” said Kristy. “I then had to take timed verbal reasoning and numeracy tests. After that I had to do video responses to set questions using mood boards. A 20 minute phone interview came next where I had to demonstrate my knowledge of the latest and forthcoming trends before I was invited with seven other candidates to an assessment centre.”*

Two days after the assessment centre Kristy was told she has successfully gained a position as a trainee interior buyer. She credited the support of Hugh Baird College for helping her rise to the challenge.

*“When I applied for the role I sat down with my lecturers and they prepared me for what I would face in the interview process. They have worked in the industry before becoming lecturers so they know exactly what companies are looking for. Without Hugh Baird College I would never have been able to achieve this. The Visual Merchandising and Promotional Design course is so diverse. We covered fashion, retail, interiors, architecture, photography and that allowed students to follow the path that most suited them.”*

The degree class of 2013 at Hugh Baird College included two other graduates who received firsts. Marc Bailey, who is a full-time computer-

aided design tutor on the course, applied design skills to create a travel brand. Joining the first class graduates this year was Sharon Hay, who despite working full time alongside the course was able to devise a campaign to launch a re-branding of a major high street retailer.

# Hugh Baird College reveals plans for ultra modern £1million gym

**H**ugh Baird College is announcing plans to transform a former exam hall into a brand new £1million gym.

The news comes after the college teamed up with UK gym experts Lifestyle Fitness which is carrying out the redevelopment.

The ultra modern gym set to open in January will include a fitness studio, gym and changing rooms. It will have more than 47 cardio vascular machines and 17 running machines.

Hugh Baird College principal Yana Williams said: “The new Lifestyle Fitness gym will be of huge benefit to all our students, but especially those studying on our Sports courses. The

facility will allow learners to develop fitness programmes, sport injury rehabilitation programmes and will enable those studying on our personal training courses to deliver sessions in a state-of-the-art and modern environment.

*“Hugh Baird College is committed to delivering a healthy environment for all students and staff. Healthy lifestyles and well being are fundamental to the college’s culture. We appointed Health & Wellbeing Co-ordinator Janine Hopewell in 2009 in a bid to promote and develop healthy lifestyle initiatives. Since then the college has rolled out a number of “healthy college” programmes.*

*“These include a holistic approach to health which involve more than just healthy eating and activity, environmental influences and social interactions. Students have also benefitted from initiatives including free breakfasts, smoking cessation, alcohol awareness, emotional wellbeing, community safety and much more. All of these programmes have been designed to help create a healthier lifestyle, which students can carry on into their working lives. Hugh Baird College believes its students gain major benefits from being part of a “healthy college” environment.*

*“Studies have shown clear links between*



*health initiatives and bringing about a positive change in emotional and physical wellbeing. The investment in new gym and sport facilities at the campus are set to play a pivotal role in the continued promotion of healthy lifestyles which are fundamental to driving improvements in performance and achievement.”*

Lifetsyle Fitness managing director Gordon Hall said: “We are delighted to announce that Lifestyle Fitness will be carrying out a redevelopment of Hugh Baird College’s sports centre. We are investing close to £1million in brand new state-of-the-art facilities to transform sport and fitness provision at the site. It will include the very

latest in cardio vascular and weight training equipment as well as new cutting edge vibration equipment in an inspirational new setting. The college lies at the heart of the community in Bootle and is a leading further education college on Merseyside. We believe it presents the perfect setting to host a Lifestyle Fitness facility to benefit both student and people living and working in the surrounding area.

*“We will be providing facilities for people to exercise in comfort - regardless of age, fitness, size or ability. There will also be fully qualified health and fitness instructors on site to help people develop their own unique fitness programmes. We are extremely passionate*

*about what we do, we have been delivering first class fitness facilities for more than 30 years across the length and breadth of the UK.*

*“This latest development at Hugh Baird College has all the ingredients to be another great success. We are keen to hear from anyone who is interested in joining our Bootle site. To ensure you get the most from your fitness experience we have created a range of flexible membership options for individuals and families, couples and corporate. Our membership rates are some of the most competitive around and we can ensure workouts and fresh ideas for your fitness regime to prevent stagnation and boredom.”*



# Students get seal of approval from retail giant

Retail experts joined the judging panel for Hugh Baird College's Degree Show\_13 last week at Liverpool's Metropolitan Cathedral. Organised by students from Hugh Baird's Foundation Degree and BA (Hons) courses in Visual Merchandising and Promotional Design, the annual event showcases their final course work with prizes awarded for the best.

Amongst this year's judging panel was one lady who knew exactly how the students felt. Just a few years ago, Nikki Birchall was about to graduate from the same course at Hugh Baird College. This year, she

returned as a representative from Harvey Nichols to help select the winning designs at a Private Viewing launching the exhibition.

Now Visual Merchandiser for the world's leading international luxury fashion destination, Harvey Nichols, Nikki gained distinctions at Hugh Baird on the Foundation Degree in Visual Merchandising and Promotional Design. She landed the job at Harvey Nichols straight after finishing her course, having done some work experience for them already. Now, she spends most of her time at the Manchester store, with visits to Liverpool

for their food 'Pop Ups'. Nikki explained that the type of work she does at Harvey Nichols is exactly what she learned on the Visual Merchandising and Promotional Design course, following exactly the same processes from creating mood boards and concept designs to presenting them to head office. Whilst still studying at Hugh Baird, Nikki's dream was to work at Harvey Nichols. Speaking at the Degree Show, she said: *"I truly believe that this course gave me the confidence to apply to Harvey Nichols and helped me to get the job. The standard of the exhibits this year is very high and the*



*projects are varied and all really good."*

There were three themes for this year's design briefs. Year 1 was 'Macy's Pops Up' – a direct response to the research collated on the students' recent trip to New York. The Year 2 students had to identify a brand and expand its potential into a new retail direction for 'Brands Branch Out'. The Year 3 theme was 'Design Futures' giving the students a chance to apply a creative design concept for the future of retail design practice.

Year 1 winner was Jane George with her Macy's Pop Up who is finding her course very challenging, enjoyable, fun and creative. Second Year winner was Leona Nichols, who's design 'Storm in a Tea Cup' focussed on the Vivienne Westwood brand. Winner from the Third Year was Kristy Ford. Kristy's entry was based around ASDA, Fashion and Food.

The free of charge public viewing of the exhibition took place on 6th and 7th June at The Crypt at

Liverpool Metropolitan Cathedral. If you would like to find out more about the Visual Merchandising and Promotional Design courses at Hugh Baird College, why not come along and speak to the tutors and students at the College. Alternatively, follow the College on Twitter or Facebook to see photos from the exhibition.



# Students' seal of approval from Very

Representatives from the Shop Direct Group joined the judging panel for Hugh Baird College's Visual Merchandising and Promotional Design End of Year Degree Show last week. Organised by Hugh Baird's Foundation Degree and BA (Hons) students, the annual event showcases their final course work with prizes awarded for the best.

Shop Direct Group is the UK's leading online and home shopping retailer, with brands such as Littlewoods, Very and Isme. Their Head of Merchandising, Annie Ventre, and Merchandiser

for Ladies, Celebrities; Men's and Sportswear, Jackie Stockdale, helped select the winning designs at a Private Viewing to launch the exhibition. This year's themes were based around 'Retail Facelift', using creative thinking skills to come up with ways to improve the high street with concepts for the future. Best in Show went to Foundation Degree student Olivia Watts for 'Digital Double' and BA (Hons) student, Lesley Armstrong, for 'Compartment Stall'. Olivia's concept would replace standard fitting rooms with scanning rooms,

where the customer's image, complete with skin tone and hair colour, would be uploaded to an interactive screen. The technology would then suggest clothes to flatter the customer's shape and allow them to see on screen exactly what they would look like in the clothes. Lesley's idea was for modern day market stalls to entice people into town centres and give struggling independent retailers the same platform as the big chains. Winner of the Tutors' Award, chosen not only for her standard of work but also for her commitment, distance travelled and



creative thinking was BA (Hons) student, Kirsty Isibor. Her concept was 'MixMix', offering shoppers the chance to mix, but not match, their clothes and encouraging them to push the boundaries of traditional styles. Her idea offered a new concept on the interface between customer and retailer, taking their experience outside the boundaries of the store.

Speaking at the private viewing, judge Jackie Stockdale from Shop Direct Group Liverpool said: *"It's our first time at the event and we've been*

*very impressed. It was an absolute pleasure to be a part of the judging panel. The students' work is truly amazing and they've done a fantastic job of thinking outside the box. They've created imaginative concepts that could transform the shopping experience of the future."*

The free of charge public viewing of the exhibition took place on 24th and 25th May at the University of Liverpool's Foresight Centre. If you would like to find out more about the Visual Merchandising and Promotional Design courses

at Hugh Baird College, why not come along and speak to the tutors and students at the College. Alternatively, follow Hugh Baird College on Facebook to see footage and photos from the exhibition.

# First class honours celebrations

The Hugh Baird University Centre is celebrating its best ever results for the BA (Hons) in Visual Merchandising and Promotional Design, with no less than seven students achieving first class honours degrees from the University of Central Lancashire (UCLan).

Together with six upper seconds and three lower seconds, the results mark the tenth year of the Visual Merchandising and Promotional Design programme at Hugh Baird and set an impressive benchmark for the University Centre's brand new degree programmes launched for 2014.

Watched by proud family, friends and lecturers, all sixteen graduates of the course picked up their degrees at a lavish

ceremony at Preston's Guild Hall. Amongst those receiving first class honours degrees were Matt Longden, Leona Nichols and Nikki Phennah.

Matt first completed a Foundation Degree and, after three years travelling Australia and New Zealand, returned to the Hugh Baird University Centre to complete the BA (Hons) top up. Leona's first class honours degree comes hot on the heels of her success at this year's Hugh Baird University Centre Degree Show where she won Best in Show for her exhibit. Her stunning piece was inspired by prominent jewellery designer Stephen Webster MBE. When Leona contacted the company to research for her project, they were so impressed with her ideas that they loaned her

thousands of pounds worth of jewellery to incorporate into her design and have since invited her to visit their Harrods concession to present her design concept to them.

Achieving a first class degree was particularly poignant for Nikki whose inspiration for her final project was her dad who had terminal cancer. Having worked closely with Clatterbridge Hospital and Cancer Research UK, Nikki said:

*"So many opportunities have opened up for me since my final project and the support I received throughout at the Hugh Baird University was amazing. I'm extremely proud to be graduating with a first class honours degree."*



Angela O'Brien, Programme Manager for the Visual Merchandising and Promotional Design courses at the Hugh Baird University Centre, said:

*"All the students worked extremely hard to achieve their results and the design concepts*

*challenged and stretched them. We are very proud of all of them and we wish them every success in their future careers. We know that some are already using what they learned on their degrees and have taken up employment in some fantastic roles.*

*We are looking forward to welcoming them back to the University Centre to inspire our next generation of undergraduates."*



# Giving something back

Dennis McGlynn achieved his Certificate in Education in July 2014. A highly qualified electrical engineer with his own consultancy, Dennis decided he wanted to 'give something back' by

developing a teaching career with a local private training company.

Dennis didn't have a degree but was accepted onto an MSc at Bath University (in October 2014) on the

basis of having achieved his teaching qualification. He is doing this on a distance learning/residential attendance mode so that he can combine his studies with his consultancy work.

## SESSIONS HOUSE COURTS 1 AND 2

The Law Courts  
Crown and County Court  
Offices.

SITUATED AT END OF LANCASTER ROAD  
OVER RAILWAY





# University Centre undergraduates generate feedback on their experience

Students from the Hugh Baird University Centre liaised with their peers to generate feedback on the experience they receive as they study at the University Centre.

The feedback, will enable staff at the establishment to maintain and improve the student experience and was collected on iPads as fellow students enjoyed refreshments at the café housed in the £8m University Centre.

Catherine Mooney said:

*"I chose to come here because it is close to where I live, I get to study*

*a degree that is approved by a leading North West University and it costs me two thirds of what I'd pay if I studied the same course at a University. The staff here really care about the experience you get I am confident that they will act on the responses given in this survey."*

Colette Mawdsley, Higher Education Academic Lead, said:

*"The students are at the heart of the University Centre and their voice is key to the continued development of the student experience."*

*The student body have formed a group that will enable them to engage in identifying areas to improve and formulate recommendations to present to the University Centre management team. It is vital that students are empowered to suggest areas for improvement, in turn this develops graduate skills in team work, reflection, problem solving and corporate development. We welcome the opportunity to work with students to ensure the enhancement of the student experience at the Hugh Baird University Centre."*

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YOU'VE STARTED  
**W H Y**  
**S T O P**  
NOW?

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