

PRESS RELEASE



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DATE OF ISSUE: WEDNESDAY 29TH JULY 2009

STUDENTS DESIGN NEW LOGO FOR SOUTH SOMERSET 14-19 PARTNERSHIP

Two Yeovil College students have designed the new logo for the South Somerset 14-19 Partnership, the organisation responsible for delivering the new Diplomas for 14-19 year olds locally.

The South Somerset 14-19 Partnership is a coalition of local schools, training providers and Yeovil College. It was created to deliver the new 14-19 Diploma qualifications, which were introduced as part of a swathe of Government educational reforms that will become active between now and 2013.

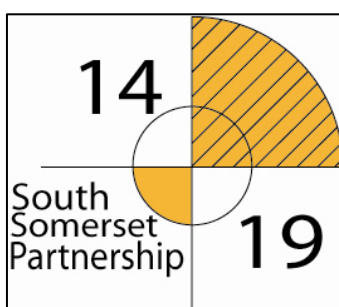
Thirty BTEC National Diploma Graphic Design students submitted entries for the competition. The winner was selected from five finalists and was designed by Luke Fitzpatrick (23) and Karn Nightingale (17). They split prize money of £100, which Luke will put towards his study of Spatial Design at Falmouth University.

Luke Fitzpatrick (23) of Yeovil said *"I loved working on this design project. It was fun working on a live brief and thinking about how the logo had to appeal to young adults. It had to stand out for the audience and apply to them. We aimed to make it modern and crisp, not childish. It was fun for me to work on a live brief, especially as the logo is something that will actually be used."*



Karn Nightingale (17) of Sherborne said *"Luke came up with the initial ideas and then we worked on adapting it on computer. It was fantastic when our design got chosen. Winning for doing something well is really cool. It's hard to come up with a good idea in this business, so when someone says 'That's the one we want', it feels really good."*

David Derbyshire is the Chair of the South Somerset 14-19 Partnership. He said *"We started this project because we needed a corporate brand identity and it seemed appropriate to work with young people on the design. We liked Luke and Karn's design immediately because of its simplicity and potential versatility. It stood out from the other designs and we look forward to using it on our literature."*



Course lecturer Adrian Ponter said *"We are always looking for realistic, work-related projects as a way of giving our students an experience of what it is like to work in the Graphic Design industry. This project provided a good challenge, so Luke and Karn can be very proud of their achievement."*

The new logo will feature on a range of Partnership publications, as well as letterheads and other materials. The organisation currently provides 14-19 Diplomas in South Somerset at Foundation, Higher and Advanced Level in Engineering, Creative and Media and Business, Administration and Finance. For more information, please visit www.yeovil.ac.uk.

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Notes to Editors

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Photograph shows (l-r) David Derbyshire, Chair of the South Somerset 14-19 Partnership, BND Graphic Design students Luke Fitzpatrick and Karn Nightingale and their winning design.