

# Collaborate: Nurture Innovation

## Opportunity to access student design expertise and work together on a design related challenge

Brunel University's Product and Industrial Design courses are amongst the highest rated in the UK. Since 2004, Designplus has brought together students from these courses with industry partners to work on a huge range of Design projects.

The students returning from a year working in industry in September will be in their fourth and final year, and the work is undertaken as their 'Major Project', the culmination of the knowledge they have gained on their course. Standards are very high, with work exhibited at the MADE IN BRUNEL exhibition in June of each year, and included in an internationally distributed book.

Students work on a variety of real-life design challenges, supported and guided by their supervising tutor. For example, Lightweight Medical have been successfully working with Brunel for many years.

In one brief they challenged a final year student to design a more effective treatment system for premature babies with jaundice. Roisin Monnington was selected and her resulting work earned her an HSBC Innovation Award.

"Roisin has approached the project in a manner more akin to that of an industry professional than an undergraduate student. The project has been delivered to time and cost and Lightweight Medical is a happy client."

Neil Tierney, Director of R&D, Lightweight Medical Ltd

This is an opportunity, not only to access a useful design resource, but also to add considerable value to a student's education and career prospects; to support the next generation of innovators.

All potential briefs and intellectual property arrangements are carefully discussed with Brunel University staff as part of the process.

### TIMESCALE 2011 - 2012

|                              |   |
|------------------------------|---|
| <b>15th July 2011</b>        | Deadline to express an interest in working with a student               |
| <b>August</b>                | Discussion of your project brief and IP                                 |
| <b>Mid September</b>         | Deadline for final agreed briefs  |
| <b>End September</b>         | Deadline for students to express an interest in working with a company* |
| <b>Early October</b>         | Academic staff allocates students to projects                           |
| <b>End November</b>          | Contracts to be signed and returned to Brunel                           |
| <b>October to late April</b> | Students complete projects  |
| <b>June 2012</b>             | MADE IN BRUNEL exhibition   |

\* Whilst our process is designed to match your brief with suitable students, if your brief is not selected by students it will unfortunately not become a project.

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The project examples on this page are just a few of the collaborations which Designplus has helped to establish. We have consistently found that partnering a final year student with a company for their Major Project significantly improves the overall outcomes of their work and therefore their career prospects. But the companies involved also achieve direct benefits through new design thinking on their chosen issues, specific New Product Development objectives, access to wider research resources and identification of top future employees.

## Lightweight Medical | Neonatal Acoustic Protection System

Lightweight Medical selected Brunel Design as a partner for collaborative design projects. This project involved a complex technical and human centred brief to develop a product to protect the hearing of vulnerable premature babies during transit to specialist hospitals. Specialist input included a team at Glasgow Royal Infirmary and acoustic testing at Birmingham University

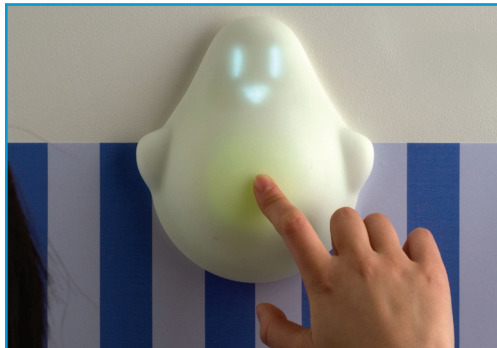


**Jono Jones**, (BSc Design) in collaboration with **Lightweight-Medical** and healthcare specialists.

[www.lightweight-medical.co.uk](http://www.lightweight-medical.co.uk)

## ONZO | Tio

Tio is a lightswitch which provides a simple way to engage and educate children about their lighting's energy consumption and its effect on the environment. Tio encourages children to turn lights off, and becomes more irritable the longer they are left on. Tio allows energy use to be tracked over time, engaging children to make a personal contribution to reducing energy consumption.



**Tim Holley** (BSc Industrial Design) in collaboration with **ONZO**, a smart metering systems company

[www.onzo.com](http://www.onzo.com)

## Physioscience | Poise

Poise was developed to train office workers to maintain good posture whilst sitting and thus reduce the days taken off due to back pain. A study of the anatomy of the spine and understanding the sensitivities of users to wearing a device resulted in the development of an electronic prototype. The device trains the user, in a non-invasive way, by providing instant vibration feedback when it detects changes in the geometry of the back and spine.



**Pui-Jun Lam** (BA Industrial Design and Technology) with **Dr Peter Malliaras**, **Tendon Clinic**

[www.tendonclinic.com](http://www.tendonclinic.com)

## Lifelab Innovations Ltd | BIObelt

BIObelt is a training aid that gives instantaneous feedback of abdominal muscle compression, throughout core workout, to enhance training efficiency. Extensive research into anatomy, studying abdominal muscle function, created a design and prototype that was used by the client to secure further funding.



**Eden Smith** (BSc Product Design) with **Professor Alison McConnell**, **Lifelab Innovations Ltd**