Past, present and future

ROCKET SCIENCE REALITY
Inspirational achiever

FIRST IMPRESSION
Gateway developments

NO BUTTS
Support to stub it out

NEWS FEATURES REGULAR COLUMNS & MORE
Welcome to the spring edition of UPfront, the staff magazine

Read about Lee Davis, a Plymouth PhD student who – despite leaving school with few GCSEs and a lot of disillusionment – is now lecturing students and encouraging them to achieve their potential.

This edition also includes an overview of Plymouth’s Darwin 200 celebrations (complete with a birthday cake featuring the Galapagos Islands!) and a look at what’s ahead in the Peninsula Arts programme of talks, films, concerts and exhibitions, plus other news from across the university.

If you have any ideas for, or feedback on, the magazine, please email me at paola.simoneschi@plymouth.ac.uk

Paola Simoneschi
Editor

Front cover: The Portland Square Memorial Sculpture with creator Frana Favata.

Contents

Page 3
• From three GCSEs to rocket science

Pages 4 & 5
• Creative force
• Darwin 200

Pages 6 & 7
• Information Gateway developments
• Sculpture unveiled

Pages 8 & 9
• Leading aquaculture research
• No butts

Pages 10 & 11
• In the news
• Peninsula Arts

Equality Update

Embracing diversity is good for business and is supporting the university in its enterprise mission, according to Mel Landells, Head of Equality and Diversity.

Equality is high on many agendas and is seen as an essential requirement in many funding and research proposals which are regularly supported by the E&D Unit,” said Mel. “There is substantial evidence to suggest that diverse groups and organisations have performance advantages over homogenous groups. This is increasingly important as the population becomes more diverse, as indicated by statistics.”

Mel cites the following examples:

• The percentage of women in work has risen from 59% in 1980 to 70% today and is set to continue to rise
• At the start of 2008, ethnic minority pupils in state primary and secondary schools accounted for over 20% of both populations, and 17% of UK undergraduate students were from an ethnic minority background

• By 2022 there will be 1 million fewer people under the age of 50 and three million more people aged 50 to state pension age. In 1950, just one in ten of the population was over 65 — now it is one in six. By 2035, it will be one in four.

Mel urges staff to consider equality and diversity in their everyday practices, as well as in policies and documentation, and to look for ways to mainstream diversity into their individual areas.

“If you have any queries – we are pleased to help,” she said. “And let us know about good practice in your area – we’ll highlight examples in future updates and in our annual reports.”

You can email the Equality and Diversity Unit at equality@plymouth.ac.uk. To see the recently updated briefing paper on the business case for diversity, visit www.plymouth.ac.uk/equality
Despite his boyhood passion for Formula One racing, when he was at school Lee Davis never dreamt he would one day study mechanical engineering at university – never mind research and occasionally lecture at one. But thanks to his own hard work and the unswerving support of his tutors, Lee has realised all of these.

Lee, who grew up on a council estate and was by his own admission a bit of a ‘Jack the lad’ at school, found that his teachers did little to encourage his love of motor racing and his dreams of finding work related to the technical aspects of the sport. Lee left school with three mediocre GCSEs – and a great deal of disillusionment with the education system.

Following a short stint in manual work, which left him unfulfilled, he decided that travel would broaden his horizons, satisfy his thirst for learning about different cultures, and give him “a much needed change of scenery”.

Lee took up painting and decorating to help fund his travels and, while in the USA, painted the houses of some of the rich and famous, including fashion designer Tommy Hilfiger. He also spent some time helping to build aircraft simulators for the US navy, but none of this was enough to shake the feeling that his education was ‘unfinished business’.”I was determined to find the way back into education. Specifically something with an engineering aspect,” said Lee.

Lee did some research whilst in the States and determined that the one year Foundation Pathways in Technology course fitted his agenda perfectly, as it would allow him to get his mathematical and scientific skills up to the standard required to qualify for a place on an engineering degree.

Lee was accepted on the course and embarked on it in September 2001, aged 22. Under the guidance of tutors like Andy Smith and Martin Lavelle, Lee passed the course and was accepted on to the four-year BEng (Hons) Mechanical Engineering degree.

“When I look back, it seems amazing to me that in a few short years I went from just three GCSEs to studying things like rocket science!” he said. “But I worked hard and was passionate about engineering. This, and the unflagging support and encouragement of some really great tutors including my PhD supervisor, Mike Miles, really spurred me on.

“Our open-door policy meant I was always able to find them when I needed advice – and they really helped me to believe I could achieve what I wanted.”

Lee passed his degree with flying colours, and more success was to come, although it has been tinged with sadness. Having beaten stiff competition from a significant number of other applicants, Lee was accepted for PhD study at Plymouth in 2006, but his mother – who reached him by phone whilst he was in Bali to tell him of this achievement – died of leukaemia shortly after his doctorate studies began.

“I’m just so pleased that she lived long enough to know I’d made it onto the PhD,” said Lee, whose research is based around developing leaner, greener supply chains in construction.

Aside from his research, Lee occasionally gives lectures at all degree levels when aspects of a given module relate to his work. He is also proactive in encouraging students to keep trying to achieve their full potential. “Having received so much help from the university, it’s really satisfying to be able to give something back, whether that is helping out with lectures, or promoting the School of Engineering and the university on open days,” he said. “Also, I can tell you, quite comprehensively, how a Formula One car works!”
Creative force

A website has been launched by Innovation for the Creative and Cultural Industries (ICCI), a new initiative which recognises the university’s expertise in creative and cultural education, research and practise and is closely linked to the institution’s key enterprise agenda.

The ICCI initiative aims to provide a central point for the development, communication and project management of creative and cultural activities, external projects and related academic research. ICCI is able to support Knowledge Transfer Partnerships, placement opportunities for staff and students and intellectual property development within the creative and cultural sector. “ICCI is a conduit to enhance relationships, research and collaborative opportunities between the creative and cultural sectors and the academic community, and provide the basis for sustainable development for these activities within the Faculty of Arts and our other faculties,” said Dave Hotchkiss, Centre Manager.

“Key to our activities is the development of a structure to enhance and support access to staff expertise and research skills to develop unique, challenging and inspirational collaborative opportunities.”

Visit the website at www.plymouth.ac.uk/icci to see case studies and success stories, a gallery, collaborative opportunities pages and employers’ information.

For more information, contact Dave at david.hotchkiss@plymouth.ac.uk or call 01752 585060.

Plymouth graduates who stay on at the institution as employees, or perhaps go away for a time and then re-join, make up a special community with a unique insight into the university.

The Alumni Relations and Development team, Clare Anderson, Karen Teague and Fern Cargill - based in Research and Enterprise – is re-launching the university’s alumni programme, working on ways for graduates to get involved with the opportunities that being part of this community can bring.

These include meeting and learning from other Plymouth graduates and contributing to the student experience through careers advice and guidance to current students.

“Every graduate is automatically part of this extended Plymouth family and is entitled to participate in the new, revamped alumni programme which will include informal events, a re-invented magazine, and access to the new-look online portal to be launched in the summer,” Karen explained.

“The feedback of our alumni is fundamental to producing the right events, communications and services,” said Karen. “We are really interested in hearing their views to help us shape the service, and we can offer support for reunions and other alumni activities across the university.”

“I live in Plymouth and have been associated with the university for over 20 years, both at undergraduate and postgraduate levels, and as a member of staff,” said Dr Jan Bennett, Deputy Director, Research and Enterprise.

“As an alumnus I have watched with amazement as the institution has grown and developed and I am proud to have made a small contribution to the overall effort that staff at all levels have made to this. I continue to have a huge feeling of ownership of and commitment to the university because, it many ways, it has made me the person I am – both academically and personally.”

Alumni Relations and Development can be contacted at alumni@plymouth.ac.uk
DARWIN 200

February saw the 200th anniversary of the birth of the great naturalist Charles Darwin and, as part of its year-long programme of events to celebrate Darwin 200, the university threw a special ‘happy birthday’ event – with a special guest.

Christopher Darwin, a descendant of the older brother of Erasmus, who was Charles Darwin’s grandfather, added to the party atmosphere by giving a light-hearted speech about his famous relatives before cutting a specially made birthday cake created by Friary Mill in Plymouth.

Darwin was a music lover with a particular fondness for Mozart, Handel and Beethoven, and towards the end of his life he lamented the fact that he had not made more time in his life to enjoy music and poetry.

“This is not a name that people automatically associate with music and art, but Darwin’s ideas have had a huge impact on these areas,” said Simon Ible, Director of Peninsula Arts. “We showcased the latest in computer music and the creativity of staff and students from a range of areas including art, dance and theatre as well as science.”

The event was also a ‘taster’ for the university’s annual Contemporary Music Festival, which followed shortly after.

Guests enjoyed a slice after watching a performance by staff and students using cutting-edge evolutionary music and art performance to celebrate the significance of Darwin’s ideas.

To find out more about Plymouth’s Darwin 200 events, which include exhibitions, talks and concerts as well as events for children, visit www.darwin200plymouth.org.

UPLIFTING EXPERIENCE

Plymouth’s only independent lingerie boutique, Sienna, has received a stunning new look thanks to the skills and flair of an enterprising postgraduate student, boosting both their prospects.

Seeking help with the store’s front window and interior, and requiring something both stylish and practical, the shop’s owners – Donna and Sue Barnett and Tracey Lane – approached the university after hearing of its strong reputation for supporting businesses in the city. They were soon matched up with talented MA Design student Danielle Newman and wasted no time in setting to work.

The fresh new look was unveiled to customers at a special preview evening recently and has been drawing praise from existing customers impressed with the improved design and layout, as well as attracting new ones.

The new interior also showcases the work of University of Plymouth photography student David Hedges, who Danielle chose to work with her on a lingerie fashion shoot.

“This was a fantastic opportunity for me to put theory into practice and use the knowledge and skills I’ve acquired at university to work on a live project,” said Danielle, 21. “It’s really exciting to walk into the shop and see the difference my input has made.”

“Danielle’s work exceeded expectation and it’s obvious she has bags of passion and talent,” said Donna Barnett. “The fact that she is from the city’s university is even more satisfying – and goes to show that help for businesses is available on our own doorstep.”

The university’s Business Enquiries Service can be contacted on 0800 052 5600 and via email at businessservices@plymouth.ac.uk.

L to r: Danielle with Sienna owners Tracey Lane and Donna and Sue Barnett.
FIRST IMPRESSION

Launched just over 18 months ago, the Information Gateway in the Roland Levinsky Building is a friendly, professional information and signposting service for students and visitors – and a key element of the new portfolio of services offered to individuals, businesses and community groups through the university’s Enterprise Solutions.

It’s estimated that this year alone the team of gateway staff will assist more than 22,500 people – this includes current students and staff looking for information as well as the many people who will be making their first contact with the university, such as representatives of businesses and community groups, prospective students and their parents, and schools groups. Whatever their reason for visiting the campus, the gateway team is there to inform, signpost and support.

Since the addition of touch-screen kiosks and a display screen, the staff are also involved in promotional work, including presenting information about the university’s history, alumni and campus, and creating an image gallery showcasing some of the work from the Faculty of Arts, which has its main base in the building.

“Prospective students and other visitors are now greeted with a campus-wide information service when they enter the flagship building from the city centre,” said Marc Lintern, Head of Student Development and Employability.

“Presenting a good first impression of our university is very important to the whole team.”

A further development is the addition of a team of Student Information Assistants, providing a flexible frontline team and ensuring that the ‘student perspective’ is central to the service. All student assistants deal with enquiries, as well as researching and adding information to the kiosks.

“Employing our own students has provided an ideal opportunity to support their personal development and provide them with paid work experience,” said Marc.

“As the Information Gateway continues to develop, our aim is to bring together a co-ordinated frontline team working across departments, offering clear signposting to university services for all of our users. We consider ourselves to be able to help with anything and will certainly do our best!”

If you have any queries about the gateway, or would like to advertise an event or service on the kiosks or gateway screen, email infogateway@plymouth.ac.uk

New Channels

The department welcomes feedback and is keen to make it as quick and simple as possible for users of its services to provide ideas and suggestions. The addresses are:

- cateringfeedback@plymouth.ac.uk
- recreationfeedback@plymouth.ac.uk
- studentaccommodationfeedback@plymouth.ac.uk

When an email is received at any of the accounts, the service manager will be sent an immediate notification.

• Three new email accounts have been established for the Department of Learning Facilities as part of its continued desire to improve services.
PAST, PRESENT AND FUTURE

Plymouth’s eagerly awaited Portland Square Memorial Sculpture was unveiled at a special ceremony on 23 April, a warm, bright spring day that saw 220 guests on campus for what was a very poignant occasion.

Commissioned by the university to honour the memory of the 76 men, women and children who perished when the underground air-raid shelter close to the spot was bombed during the Plymouth Blitz, the sculpture was fittingly unveiled on the 68th anniversary of the tragedy by Barbara Mills, one of the survivors.

Along with many of the guests, Barbara lost loved ones – her parents, sister and grandfather – in the disaster, making it a particularly moving occasion.

The sculpture stands nearly 10ft tall in a thoughtfully landscaped area at the rear of the Portland Square Building. It was created by talented South West artist Frana Favata and depicts an adult lifting a child, arms outstretched – a symbol of hope and rebirth for the city of Plymouth and a reminder of the importance of the next generation.

Those giving speeches at the event included the Lord Mayor of Plymouth, Councillor Brian Vincent; the Vice-Chancellor, Professor Wendy Purcell; Senior Lecturer Tony Rees, who was central to the campaign for the memorial, and Peninsula Arts Director, Simon Ible, as well as Barbara.

But the quote of the day went to Frana’s four-year-old grandson, Enzo, who on seeing the sculpture unveiled queried loudly and with some indignation, “Do we have to carry that all the way home?”

The memorial – a stunning piece of public art for the city – strikes a chord with the people of Plymouth, including the companies and individuals who generously donated to the appeal fund launched by the university and backed by the Plymouth Herald.

A symbol of hope and rebirth for the city of Plymouth

Together with funding from the university’s Centre for Sustainable Futures as part of its enhancement of the campus, the appeal fund ensured that the strong desire for this important memorial was realised.

To find out more about the sculpture, visit www.plymouth.ac.uk/news
Hundreds of people in the city decided to quit the habit starting from that day, and the university played its part in promoting the advice and support available to students and staff wanting to give up nicotine. The Students’ Union was the venue for a special stand with helpful information, including reminders that the university’s two Occupational Health Nurses, Sarah Bunt and Edel Rogers – both qualified smoking cessation advisors – can provide guidance on quitting. As well as the advice available from Sarah and Edel, a whole range of helpful information can be found online at www.smokefree.nhs.uk.

“Going smoke free is one single thing you can do to dramatically increase your chance of living a longer life. Once your body is smoke free, it will begin to heal within 20 minutes, repairing the damage done by smoking.”

Jane Midgely, Specialist Stop Smoking Advisor, Devonport Regeneration Community Partnership

Pippa Waller, Mature Students Advisor

When did you give up smoking?
June 2007, when I was 35.

What made you decide to quit?
I knew it was unpleasant for others and obviously having a negative impact on my health. The public ban helped to move things along as well!

What helped your resolve?
The smoking cessation advisor I saw every fortnight. As an ex-smoker, she really understood the symptoms. She “diagnosed” the type of smoker I was and provided the appropriate nicotine replacement therapy. Silly as it sounds, I didn’t want to have to own up to any lapses – and I’m a terrible liar! The only option was to grit my teeth through the withdrawal and use my inhaler, which worked really well. I also had a lot of support from my other half, who ultimately packed it up himself shortly afterwards.

And the best thing about not smoking?
It’s a lot easier not smoking than worrying about where and when you can have your next fag!

Phil Harrison, Security Operations Manager

When did you give up smoking?
In 1986, following a visit to hospital due to a suspected heart attack. Fortunately, it wasn’t a heart attack but the consultant said to take it as a warning. I did and haven’t smoked since.

What helped your resolve?
A further visit to hospital with the same pain in 1998 – again, no heart attack but this time it was discovered by accident that I had lung cancer.

Any advice for those wanting to kick the habit?
Take the warnings on the packets seriously – they are true! I am now continually breathless with half a lung missing. I was one of the lucky ones though – survival rates beyond five years for those with lung cancer are low.
What is your advice to anyone wanting to quit?
Do it! Over the past 50 years evidence of the detrimental health effects of smoking has increased steadily. Research shows that the health benefits of giving up smoking at any stage in life are overwhelming.

Any hints or tips that might what help?
Yes, it is one of the most difficult habits to break but with the right motivation, support and self-will, it is possible. People often relapse, a normal part of the process, but keep trying – it’ll be worth it! I found it helped to avoid specific situations that I associated with smoking, such as going to the pub (though this is not so much an issue now due to the smoking ban). If possible, avoid being with smokers.

What are the main health benefits for those who quit?
Former smokers live longer than continuing smokers. For example, people who quit before the age of 50 halve the risk of dying in the next 15 years compared to continuing smokers. Giving up reduces risk of lung cancer and other cancers, heart attack, stroke and chronic lung diseases. Women who stop smoking before pregnancy reduce their risk of having a low birth-weight baby.

Are quitters likely to gain weight?
Weight gain can be common because a lot of people tend to replace cigarettes with food. It’s best — if possible — to engage in other things like new interests and activities. But if you do put on a little, remember the health benefits of smoking cessation far exceed any risks from the average 5lb (2.3kg) weight gain that might occur. Healthy eating advice should apply to everyone – see www.eatwell.gov.uk for advice.

City school students enjoyed taking part in recent hands-on art activities designed to inspire their creativity.
Year 8 pupils from Stoke Damerel Community College spent a day involved in workshops organised by the Faculty of Arts, and got to grips with aspects of ceramics, fine art and animation in a very practical way.
The day was set-up as an aspirational taster to raise awareness of the different subject areas available. “They loved the arts workshops where they could get really messy – it was very hands-on,” said Alison Valerio, Widening Participation Officer for the faculty.

FISH TALES

The past decade has seen Plymouth’s Fish Nutrition and Health Research Unit generate over $6m, with many grants currently pending or in progress, and research findings are resulting in significant benefits for aquaculture around the world.

Intensive farming of fish, especially carnivorous species, requires artificial diets using feeds based mainly on marine proteins and fish oils. With world fish stocks in decline, alternative protein sources for the partial replacement of fishmeal are required to meet the rising global demand for fish supplies.

Aquaculture, valued at around $US 80 billion and accounting for nearly 47% of all fish consumed by humans, is expanding at a rate of 11% a year, particularly in South East Asia, and is seen by the United Nations Food and Agriculture Organisation as offering an important complementary strategy to providing sea food in association with better managed fisheries.

Led by Professor Simon Davies, scientists at Plymouth are focusing their research on the development of alternative, sustainable protein replacements in fishmeal for commercially farmed fish species, including salmon and trout. Soya protein, processed feed grade peas, pulses and grains as well as by-products from the bio-fuel industry and yeasts from the distillation industry are some of the novel ingredients being investigated.

As Editor-in-Chief of global trade journal of International Aquafeed, Professor Davies is aware of the wider issues. “The global demand for seafood is immense and aquaculture is dependent on high quality proteins, oils and cereals to provide the basis for formulated fish and shrimp diets,” he said.

“The challenge is to explore the potential of natural ingredients that meet with consumer acceptance for quality end-products. We are working close with the government’s UKTI offices in Brazil and Singapore to promote Plymouth’s technology expertise in this area, having met with scientists and officials at meetings in these countries in 2006 and 2008. There is a vast range of products on the market that need efficacy trials with fish and I am proud that Plymouth is a leader in this area.”

Ex-smoker Clare Pettinger, from Health and Social Work, is an expert in public health nutrition. She’s keen to encourage staff considering kicking their nicotine habit to take the plunge.
“We’ve been busier than ever in recent months so lots to tell you about.

The Green Agenda (www.plymouth.ac.uk/greenagenda) – a partnership between the SU and the university – was headlined by Green Week early in the year, with the Vice-Chancellor Professor Wendy Purcell launching initiatives that set out to show that even small changes can have a big, positive impact and that ‘going green’ doesn’t have to be complicated, expensive, or time-consuming. A great example is our One Less Cup Scheme encouraging students and staff to cut down on the number of disposable cups they use and invest in a long-lasting thermal cup instead.

“Our green credentials are increasingly being recognised nationally. At the time of writing this, UPSU is in the running to scoop an NUS gold award – possibly the Innovation in Sustainability award, which is fantastic news. “In other recent news our volunteering department (ViP) has once again won a national award in recognition of some of its outstanding work in the community, and I was lucky enough to be invited by the Prime Minister to Number 10 for a reception for young leaders. This was an amazing opportunity and very special to me to be recognised for the work I do on a day-to-day basis.

“I am also thrilled to have been recently elected to the Council of Governors for the Plymouth NHS Trust.

“Another highlight has been our victory in the men’s rugby – for the first time in many years! – at the annual varsity matches between us and the University College Plymouth St Mark and St John. The annual elections have also taken place – see this column in the next edition for details of the new executive officers.”

Darren can be contacted at president@upsu.com

The university is regularly in the headlines for its ground-breaking research, new initiatives and staff and student successes...

• Already widely known for its prowess in robot football, the university received coverage on international news site CNN for its cutting-edge work developing robots capable of beating humans at football. “The next big challenge to be met is to get robots walking like humans and then running like humans,” said Dr Phil Culverhouse from the university’s Centre for Robotics and Intelligent Systems. Robotics developments tested in robot football have the potential for use in other fields such as medicine.

• Dr Jason Hall-Spencer’s evolving ocean acidification research continues to attract global media coverage after the groundbreaking study was published in Nature. The BBC recently accompanied Dr Hall-Spencer on a research trip to Italy and the resulting coverage appeared on Radio Four’s Today Programme, World Television Service, the 10 O’Clock News and BBC Online, where you can view the video footage. The coverage also highlights the research by fellow Plymouth Marine Sciences Partnership members, Plymouth Marine Laboratory and the Marine Biological Association.

• The portfolios of three illustration students received a major boost when they worked with a top designer to create work that will be seen across the globe. As reported in the Western Morning News, Ciaran McFadden, Mark Smith and Hannah Watkinson collaborated with founding member of Pentagram Design, Mervyn Kurlansky, to produce illustrations embodying the relationship between the arts, sustainability and social justice – the three strands of the Dartington Hall Trust’s Charitable work. Their work has been featured in the Dartington Annual Review at www.dartington.org

• The brain is a time machine and we continually journey back and forth between a remembered past and an imagined future, according to Senior Lecturer in Clinical Psychology Paul Broks, whose article ‘Why Our Memories Need Delicate Handling’ appeared in The Times in March. In the piece, Paul talks about the retrieval of memories and what qualifies as a first memory, saying that most of us recall memories from our fourth year.
SPRING PROGRAMME

The spring programme of Peninsula Arts is underway, featuring a diverse range of films, exhibitions, talks and concerts.

A particular highlight is the Best of British film series, which among others includes My Beautiful Launderette (14 May), starring Daniel Day Lewis, TwentyFourSeven (21 May), a gritty British companion piece to Stallone’s Rocky, and Red Road (4 June), one of the first feature films to confront the theme of CCTV and the modern surveillance state in contemporary Britain.

On 23 May a free exhibition featuring the work of University of Plymouth Reader in Painting Christopher Cook begins, running until 3 July in the Peninsula Arts Gallery in the Roland Levinsky Building. During a ten-year period, Christopher has developed a highly specific process involving graphite powder combined with oil, resin and solvents.

And don’t miss the annual Faculty of Arts Degree Show (20 – 26 June), showcasing the talent of our own students as they prepare to graduate.

For details about all of these events and more, see www.peninsula-arts.co.uk

SMALL ADS

TO RENT:

Spacious room in comfortable Plymstock house. Shared house with owner and cat. Regular bus route to city centre and close to amenities. Garden, parking space and broadband. £300 per month.

Call 07954 417590.

HOST HOMES

Are you keen to learn about different cultures? Do you enjoy the spirit and energy of young people? If you do and have a spare room in your house, read on...

Global Xchange, a well established programme run by Voluntary Services Overseas and the British Council, is looking for householders who can offer a room and three meals a day to a pair of volunteers.

“The programme involves a pair of volunteers - one from the UK and one from Ghana - coming to live with you and you sharing something of your life with them,” said Susan Moores of the Plymouth programme. “This encourages learning about each other, the wider community and global issues. A unique and uplifting experience! And we provide support from our two Programme Supervisors.

“Volunteers are between 18 and 25 and will be out of the house volunteering in a local activity or attending educational activities five days a week. We contribute £85 per week per pair. The programme is for 12 weeks, but if hosts can offer even one week I am very keen for them to get in touch.”

You can call Susan on 07896 683 572 or send an email to susan.moores@vso.org.uk
Students Christopher Bradley, Jake Dickinson, Sarah Youen, Lisa Reed and Jay McCalla ensured that their game Build a Shark – which challenges young children to build the creature from selected virtual body parts – was so fun and educational that it scooped the prize of being featured on the Shark Trust’s website at www.sharktrust.org.

Lecturer Hugo de Rijke, from the university’s Institute of Digital Art and Technology (i-DAT), asked the trust to set the challenge. “I’m always looking for opportunities for the students to work on real projects for real clients. This year the students produced some outstanding work for the Shark Trust, and the winning team is very excited that their game will debut on the website.”

A class of seven-year-olds from St Nicolas School, Downderry, was invited to test all the entries and gave invaluable feedback before the games were formally presented to the Shark Trust at an event on campus.

To find out more about iDAT, visit www.i-dat.org

Sharkmates

Plymouth undergraduates have created exciting videogames to help conserve sharks.

Deadline for the next edition is 15 June 2009

Please send all items to Paola Simoneschi, Marketing & Communications Directorate, Hepworth House, Plymouth campus
paola.simoneschi@plymouth.ac.uk

UPfront is produced by the Marketing & Communications Directorate and designed by Nomad Graphique