Dr Mark Evans

Ambition, impact and originality in outputs

Loughborough University

DPR group

LOUGHBOROUGH DESIGN SCHOOL

Ambition, impact and originality in outputs

- Outputs
- Impact Summary/Pathways to Impact

- Cards
- App
- Video
- Exhibition
- Award
- Website

- Cards
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- Video
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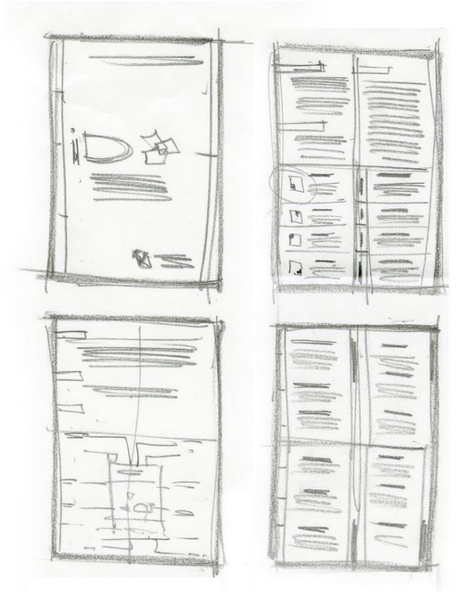

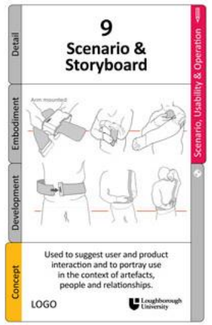

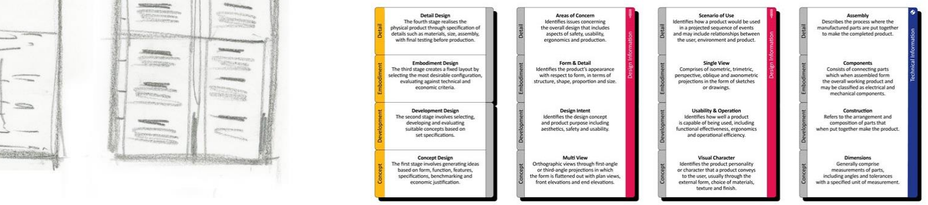

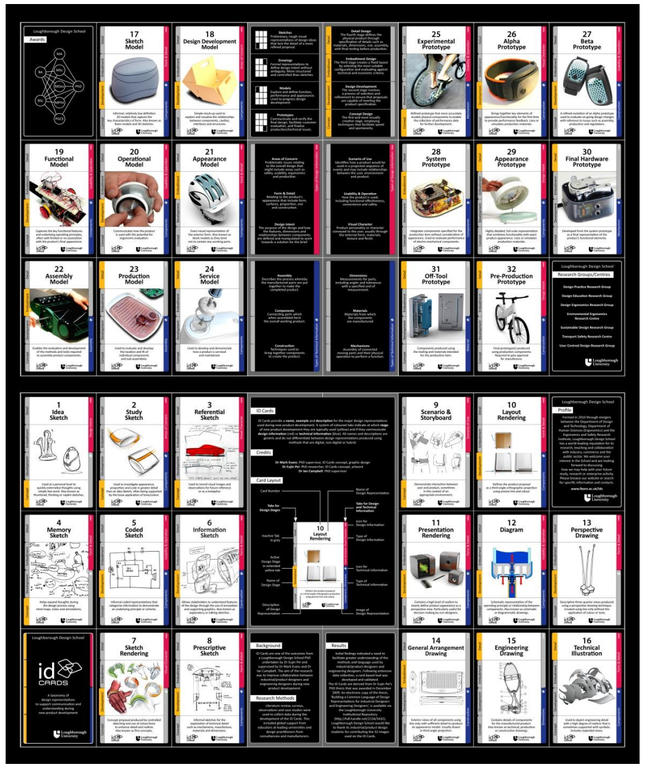

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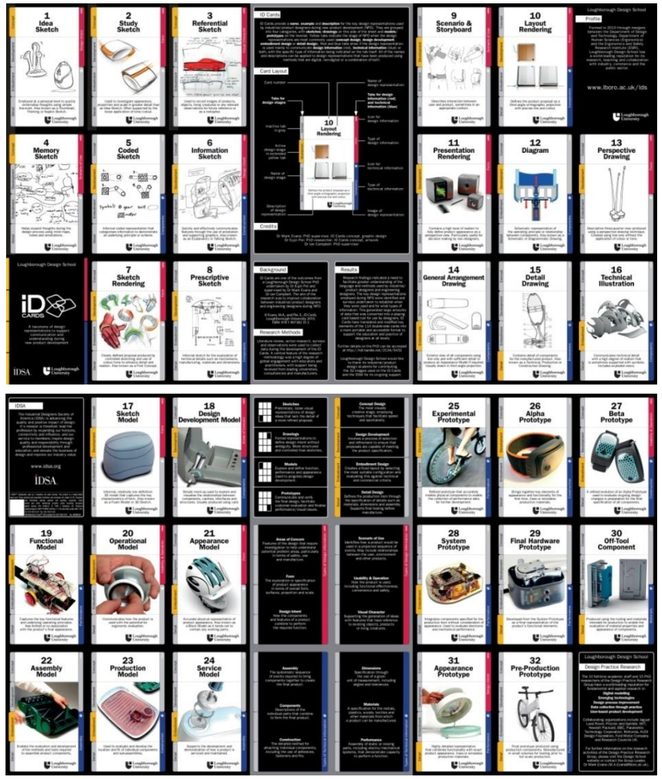
IDSA



- Validated by Executive Board of Industrial Designers Society of America (IDSA)
- 5000 purchased for distribution to IDSA members
- Content used to define nature of profession on IDSA website
- Received corroborating statements for REF2014

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- Over 15000 downloads
- Permanent presence on IDSA website
- Promoted by German Design Council, Design Institute of Australia, Design Denmark, Brazilian Association of Designers and Finnish Association of Designers, Swiss Design Association and others
- Used by design educators across world
- First non-USA member to receive IDSA Educator of the Year Award (2016)

- Cards
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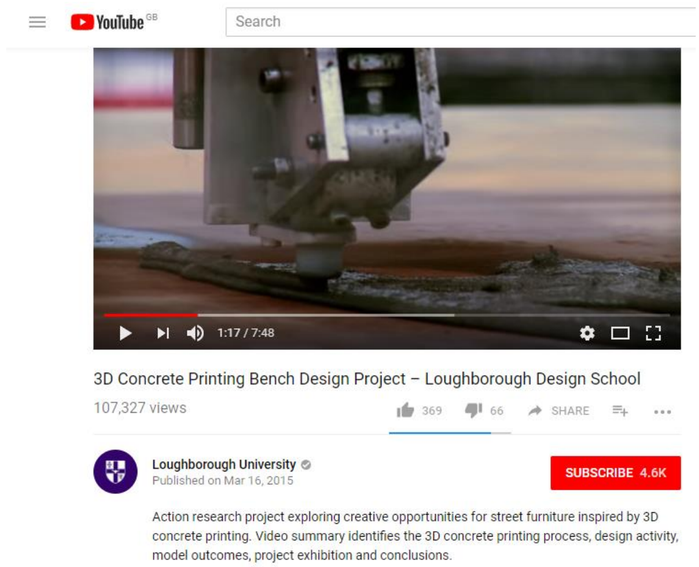

- Over 107000 YouTube views
- Generated international commercial interest
- Captured project and demonstrated potential for public exhibition
- Available at: https://www.youtube.com/watch?v=qTFUTI39uhE&feature=youtu.be

- Cards
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Concrete Innovation

NCCD
Sat 12 Dec –
Sun 28 Feb 2016
Exhibition

Mezzanine
Sat 12 Dec – Sun 28 Feb

Loughborough University

Sat 12 Dec – Sun 28 Feb

Visit our Mezzanine for Concrete Innovation, a small exhibition and film exploring creative design opportunities inspired by 3D concrete printing.

Concrete Innovation: Designs for Public Seating Inspired by 3D Concrete Printing

3D printing uses shapes produced by Computer Aided Design (CAD) to automatically make parts for products. As no moulds are required, this can be a cost effective way of manufacturing small numbers of complex items in a wide variety of materials. The Concrete Innovation exhibition features the work from a research project undertaken by Dr Mark Evans and colleagues at Loughborough University. It explores how an innovative 3D concrete printing machine, developed at the University, might be used to manufacture large items of street furniture (public seating). The exhibition features seven quarter scale models of the bench designs and includes display panels that describe the project. An eight minute video demonstrates the 3D concrete printing process and the processes that the team went through from sketches to exhibition.

In partnership with Loughborough University

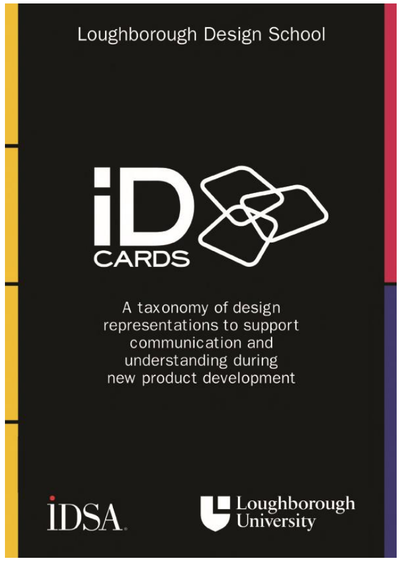
Artists/Designers:
John Allen
Richard Bibb
Guy Bingham
Mark Evans (Principal Investigator)
Guy Newsam
Mark Sinclair
George Tomlins

Share

- Review by National Centre for Craft and Design
- Three month exhibition (November 2016 to January 2017) with dedicated exhibition space
- 10159 recorded visitors

- Cards
- App
- Video
- Exhibition
- Award
- Website

INTERNATIONAL DESIGN EXCELLENCE AWARDS



- Finalist in major international design awards
- Awarded through peer review process consisting of international panel of designers/educators

- Cards
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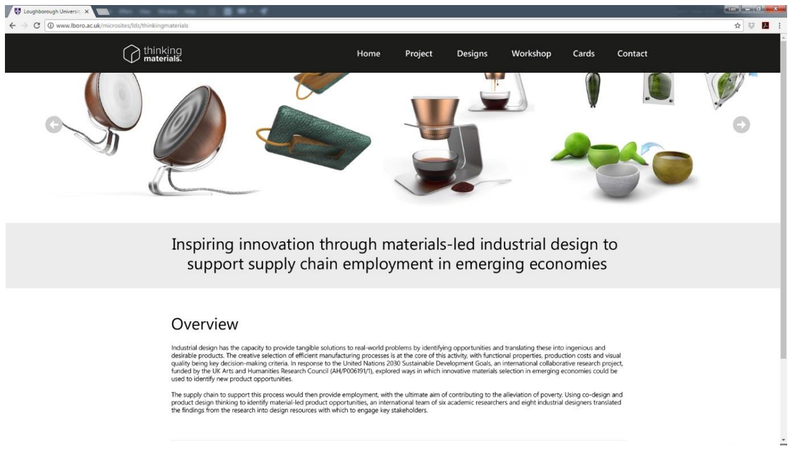
thinking materials.

Arts & Humanities Research Council



- Captured project activities and outcomes
- PDF download of design tool (cards)
- Central to impact strategy/dissemination
- Website available at: http://www.thinkingmaterials.net.webhost2.lboro.ac.uk/
- Video available at: https://www.youtube.com/watch?v=ZwsfSMvA4Vw

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thinking materials.

Arts & Humanities Research Council

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Ambition, impact and originality in outputs

Conclusions

- Be ambitious (and designerly) in the way you think about outputs
- Identify ways to record impact (e.g. visitors, downloads, views, 3rd party promotion
- Where appropriate, it's good to brand
- Gauge how your institution feels about 'non-typical' outputs (citation/funding)
- No/low funding can generate high impact
- If you want your findings to reach designers, forget about academic journals
- But don't forget about academic journal publication completely…….