

Hertfordshire Students' Union

Proposer: Mr Bradley Johnson [Officer Trustee]

Secunder: Mr Jack Amos [Officer Trustee]

GRAPHIC DESIGNER POLICY

The issue:

Currently, the Marketing and Advertising policy has expired which means that, whilst they are still using student designers, there is currently no mandate for the Students' Union to use student web developers, graphic designers, photographers and videographers and/or alumni of the University of Hertfordshire for these roles in the Students' Union.

Why this is important to University of Hertfordshire Students:

There are hundreds of students who study specific courses with the School of Creative Arts and School of Computer Science and even more who are alumni of the University of Hertfordshire. This means that we can use our students to undertake work for creative services, this will put pounds back in students' pockets and ensure that we are using the talent available on campus.

Action:

- Use students of the University for creative work within the Students' Union where possible/appropriate
- Ensure that we make an effort to recruit creative students to undertake work for the SU rather than automatically using external agencies
- Create a network of alumni who are now freelancing so we can support their entrepreneurship and ensure we are recognising the talent that has come from our students.
- Promote roles to the School of Creative Arts and School of Computer Science specifically to ensure those studying on these programmes know about the roles available.

Officer Responsible: Vice President Communications and Media