

Graphic Design learner creates logo for The Hive located in the Yeovil Innovation Centre

The name and branding of the new space was designed by Danielle Millward, an FdA Graphic Design learner from Yeovil College.

Danielle, 23, formerly of Chilton Cantelo School, said, "I really enjoyed working on this real life brief and I was very grateful that my design was chosen, produced and is now being used at the Yeovil Innovation Centre. The Foundation Degree in Graphic Design at Yeovil College University Centre has enabled me to develop my skills and this live brief enabled me to put the professional design skills I have developed into practice. It was a fantastic experience".

South Somerset District Council approached the college and offered learners the chance of creating a new name and logo for the co-working space. The winning design was chosen by officers from the District Council and the final vote rested with South Somerset District Council's Economic Development Portfolio Holder, Councillor Jo Roundell Greene.

Jo Roundell Greene, said, "I was really impressed with the wonderful designs that the students created. This competition gave them the opportunity to work on a real-life project and Dani's designs will be used in all future branding".

Adrian Ponter, Head of Creative Industries at Yeovil College, said, "This was a fantastic experience for all of our Foundation Degree Graphic Design students and I'm really proud of the professional and creative design work which Danielle has produced for this real brief. It is fantastic to see Danielle's designs come to life at Yeovil Innovation Centre, she has developed professional design skills on the course and is now working as a Graphic Designer. On all of our Graphic Design courses all of our students develop strong employability skills which enables them to secure employment in the Creative Industries which is a growing employment sector in the UK".

Users of The Hive will have the option of either hot-desking or taking a permanent desk and will have access to superfast broadband, free parking, free business advice and opportunities to network with like-minded businesses.

The Hive offers practical services to help businesses grow, access new customers, reduce overheads and thrive for years to come. The emphasis has been on providing high quality space, with affordable and flexible charges.



Photograph shows

L-R, Rebecca O'Neill, Economic Development Officer; Councillor Jo Roundell Greene, Portfolio Holder for Economic Development; Dani Millward, Graphic Design learner from Yeovil College