

Collaborate with us: Knowledge transfer partnerships

Norwich University of the Arts recognises the explosion in advanced digital practices, producing groundbreaking bodies of knowledge in the arts and sciences, and shaping cultures globally.

Our research explores how technologies developed by creative practitioners can be applied to solve complex real-world problems. This knowledge is underpinned by work in our **Institute for Creative Technologies** and the creation of new postgraduate degrees that include Interaction Design MA, Creative Computing MSc, and Data Science and AI in the Creative Industries MSc.

Find out how Norwich University of the Arts can drive innovation in your business through creative technology with a **Knowledge Transfer Partnerships (KTP)**.

What is a KTP?

A KTP provides funding and support for UK-based organisations and universities to collaborate and employ a graduate to address a specific and strategic challenge faced by the business. Together they work on a project to develop a new product, process, or service.

The opportunity is a cost-effective way for business to benefit from access to academic expertise and university resources.

What is the cost?

A KTP is part-funded by **Innovate UK**.

A typical KTP project costs around £80,000 to £100,000 per year. The grant rates are:

- 75% for not-for-profit businesses of any size.
- 67% for micro, small and medium-sized businesses.
- 50% for large businesses and public sector organisations.

The business organisation funds the remaining percentage.

Immersive Visualisation and Simulation Lab (IVSL)

Through a KTP businesses will have access to the **Immersive Visualisation and Simulation Lab (IVSL)**.

What is possible through the IVSL's technology:

- Advanced screen technology, including virtual production
- Asset capture – ways of placing virtually captured physical objects in CG environments
- 360 moving image creation – at high resolution
- Experience virtual environments running in game engines

- Programmable AI for user interaction
- Convergence of creative disciplines to explore new ways of experiencing and making

The IVSL currently supports work exploring:

- Climate futures
- Virtual heritage
- Spatial computing
- Applied games
- Leading-edge approaches to virtual production
- Practice-based technology innovation for cultural organisations

Contact us

For a conversation about how to collaborate through a KTP, please contact Thomas Abbs, Knowledge Exchange Manager (t.abbs@norwichuni.ac.uk).