

## Case study

# KIS International School creates design projects using print technology



## HP DesignJet print solution improves the school's teaching, learning and display materials

### Challenge

- To create better quality materials in-house
- To make the learning process more enjoyable and encourage a love of design
- Enable students to create tangible product designs
- Improve the cost and efficiency of print tasks

### Solution

- Implemented a wide format HP DesignJet Z5600 PostScript® Printer

### Results

- Allowed the school's marketing department to print large, colorful and visually appealing communication collateral
- Improved print quality and costs by bringing all printing in-house
- Allowed design students to transform designs into physical prototypes



**“Once we installed the HP DesignJet Z5600 in the school lab the teachers and staff soon became aware of how affordably and quickly they could output superior quality teaching, learning and display materials.”**

– Philip Toews, MYP & DP design teacher, KIS International School

KIS International School had ambitions to transform its design course from its two-dimensional paper output into physical prototype objects. This would lead to extending the course into the intense and rigorous criteria demanded by the International Baccalaureate Diploma course in Grades 11 and 12. At the same time the school wanted teachers and staff to be able to produce better quality teaching, learning and display materials.

“The fact we have the HP DesignJet printer here means we can print out and edit, and make some immediately informed decisions about which print communication will or will not work. We then print again and within an hour we have the perfect finished output.”

– Robert Kawada, business development and communications manager, KIS International School

**Industry:**

Education

**Company name:**

KIS International School

**Location:**

Bangkok, Thailand

**HP equipment:**

HP DesignJet Z5600 PostScript® Printer

**Website:**

kis.ac.th



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## Challenge

### Transforming the speed, cost and capability of print output

KIS International School is an International Baccalaureate World School based in Bangkok, Thailand. Accredited by the Council of International Schools, it is also placed in the top five international schools in Asia by Study International. Its 670 students, drawn from 55 different countries, are taught by 80 highly qualified teachers. KIS students have had a 100% IB pass rate since 2015 against the global pass rate of 78%.

The school offers three art streams: visual, performing and design. The design art curriculum aims to prepare students grades 6 to 12 who are interested in an applied design career, such as graphic, electronics, fashion or interior design.

### Graphic design for the real physical world

Philip Toews, MYP & DP design teacher at KIS has laid out a farsighted blueprint for extending graphic design into 3D objects, moving beyond two-dimensional paper craft. In tandem with this vision is Robert Kawada, business development and communications manager whose objective was to produce compelling communications material for the benefit of the school's wider audience of existing and prospective parents.

“Our program emphasizes applying graphic design to the real, physical world rather than a flat piece of paper. We encourage our students to create designs that would lead to future commercial products such as smartphone cases, board games, packaging boxes or even furniture,” explains Toews.

“Design is a hands-on, tactile regime. We want our students to take ideas from design to a stage that could be taken to a manufacturer to be finished in more durable materials,” continues Toews.

## Solution

### Achieving cost effective, timely and error free print output

“As a minimum, we needed a large and wide printer, with a good range of substrates and multi-roll capability. When the purchasing department selected the HP DesignJet Z5600 PostScript® Printer I realized we'd taken a great step forward,” says Toews.

The HP DesignJet Z5600 PostScript® Printer allows students to use a wide range of materials, such as heavy board, adhesive matt and gloss stock, canvas and waterproof paper. “For example, the grade 7 students can graphically design a board game layout which can be printed and stuck on to the heavy bookbinding cardboard stock,” says Toews.

“HP adhesive stock allows greater positioning and flexibility which for younger students is an important advantage.”

Students can use heavier stock to print, digitally cut out, and create things like tokens or game pieces. Students also make objects that can be assembled for slot model construction. “The large print out allows us to make slot objects, for example, products that can be assembled to make the ribs on the backbone of a toy dinosaur,” says Toews.

## Results

### Students excited by making ideas real

Toews says the HP DesignJet Z5600 PostScript® Printer has transformed the way the school teaches design: “It is fast, easy to use and inexpensive to run. This allows us to prototype really quickly. Because the quality is excellent, students get a very good idea of what the product might look like when actually manufactured. I see the HP printer as part of the manufacturing process.”

The impact has been just as transformative among students, he continues: “We can see students are enthused. They're not just making something that lives on a screen but can hold a tangible, physical product in their hands. It's like a light has been switched on. The software is excellent and the multi-roll capability allows me to throw in 50 print jobs which it manages. The HP printer is really quiet - almost silent - and runs in the lab without distracting the students from their work.”

“The fact we have the HP DesignJet Z5600 PostScript® Printer here means we can print out and edit, and make some immediately informed decisions about which print communication will or will not work. We then print again and within an hour we have the perfect finished output,” explains Kawada.

The KIS marketing department shares Toews' enthusiasm for the HP DesignJet Z5600 PostScript® Printer. Kawada, adds: “It is important we show how successful this school is in a way that is visually appealing. Before the HP solution, we had to use glue and bits of paper with paper frames around them. Or we had to outsource the printing and the process was cumbersome, costly and disappointing.

“Now, for instance, we're able to make informed decisions immediately about which different colors and different texts will work best, make any edits and print it again within one hour. Whereas if a third-party company was involved it might take a week.

“We can present a cooler, more modern, high-tech display that is in line with the school's actual look and tone. We created a vertical display board with profiles, background and pictures of all our teachers. We also display our academic results in attractive graphic format. This always attracts strong attention from families.”

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