



UNIVERSITY OF LEEDS

# school *of* design digest

Issue 02

January - June 25



# Introduction

As we conclude the second semester of the **2024/2025 academic year**, the [School of Design](#) continues to build momentum, strengthen **global partnerships**, advance **world-class research**, and **celebrate the creativity and ambition** of our students, staff, and alumni. This edition of the **School of Design Digest** reflects our school's **diverse, impactful work**, from groundbreaking research tackling climate change and microplastic pollution to thought-provoking **exhibitions** and inspiring **student-led initiatives**.

It has been a semester defined by action. We've seen our global standing rise in the **Times Higher Education World University Rankings**, marked a milestone chapter for the **Visible Language journal**, and welcomed international collaborators, industry speakers, and visiting scholars who have enriched our community with fresh insights and perspectives. Meanwhile, the [Professional Academy for Creative Enterprise \(PACE\)](#) has expanded its professional learning offer, and [LITAC](#) continues to lead national dialogue on circular fashion and sustainable innovation.

Our values remain clear across our **teaching, research, and industry engagement**: collaboration, inclusivity, creativity, and a bold commitment to designing for a better future. This newsletter offers a snapshot of the remarkable energy within our School. We hope you feel inspired by the stories within and reminded of design's powerful role in shaping our shared world.



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# News Spotlight

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# University of Leeds Rises in Times Higher Education Rankings

We are proud to share that the University of Leeds has climbed to **64th in the world for Arts and Humanities** in the [2025 Times Higher Education \(THE\) World University Rankings by Subject](#), a rise from 69th last year. Evaluating **750 universities worldwide** **THE** recognised the University of Leeds' impactful research, vibrant learning environment, and global academic collaborations.

This achievement reflects the strength and ambition of our **Faculty of Arts, Humanities and Cultures**, where bold ideas, inclusive learning, and world-class research come together. As we move forward with our **Vision & Strategy 2025–30**, we remain committed to creating meaningful partnerships, delivering transformative education, and leading global conversations in arts and culture.

Read the full article [here](#).



# Visible Language: A New Chapter in Open Design Research

**Visible Language**, the longest-running peer-reviewed design journal, has entered an exciting new chapter shaped by collaboration, accessibility, and global relevance. **Volume 59.1** marks the launch of a new consortium model, uniting the [University of Leeds](#), the [University of Cincinnati](#), and [North Carolina State University](#). Together, they form the journal's **editorial board**.

From 2025 to 2027, the **University of Leeds** will serve as the lead institution and host of **Visible Language**. **Professor Maria Lonsdale**, Head of the School of Design, will take on the role of Editor-in-Chief, supported by **Dr. Jeanne-Louise Moys** (Associate Editor), **Dr. Arjun Khara** (Assistant Director), and **Dr. Matthew Baxter** (Editorial Manager). Reflecting the School's interdisciplinary ethos, this team brings together diverse perspectives and expertise in design research and practice.

This transition also marks a landmark shift to diamond open access, meaning [Visible Language](#) is now entirely free to read and publish. With themes across its latest volume reflecting on the past, present, and future of communication design, the journal is creating space for emerging voices, critical debate, and boundary-pushing ideas.

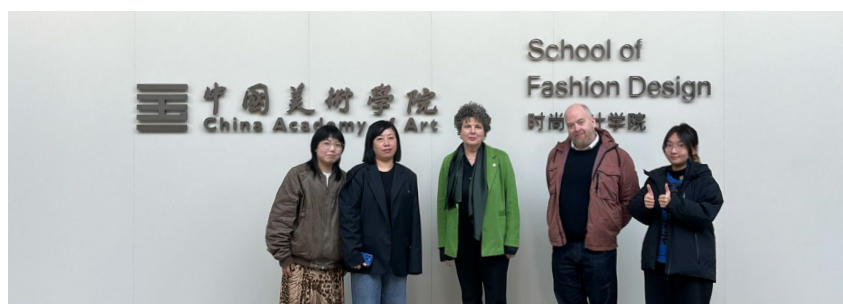
Discover more [here](#).

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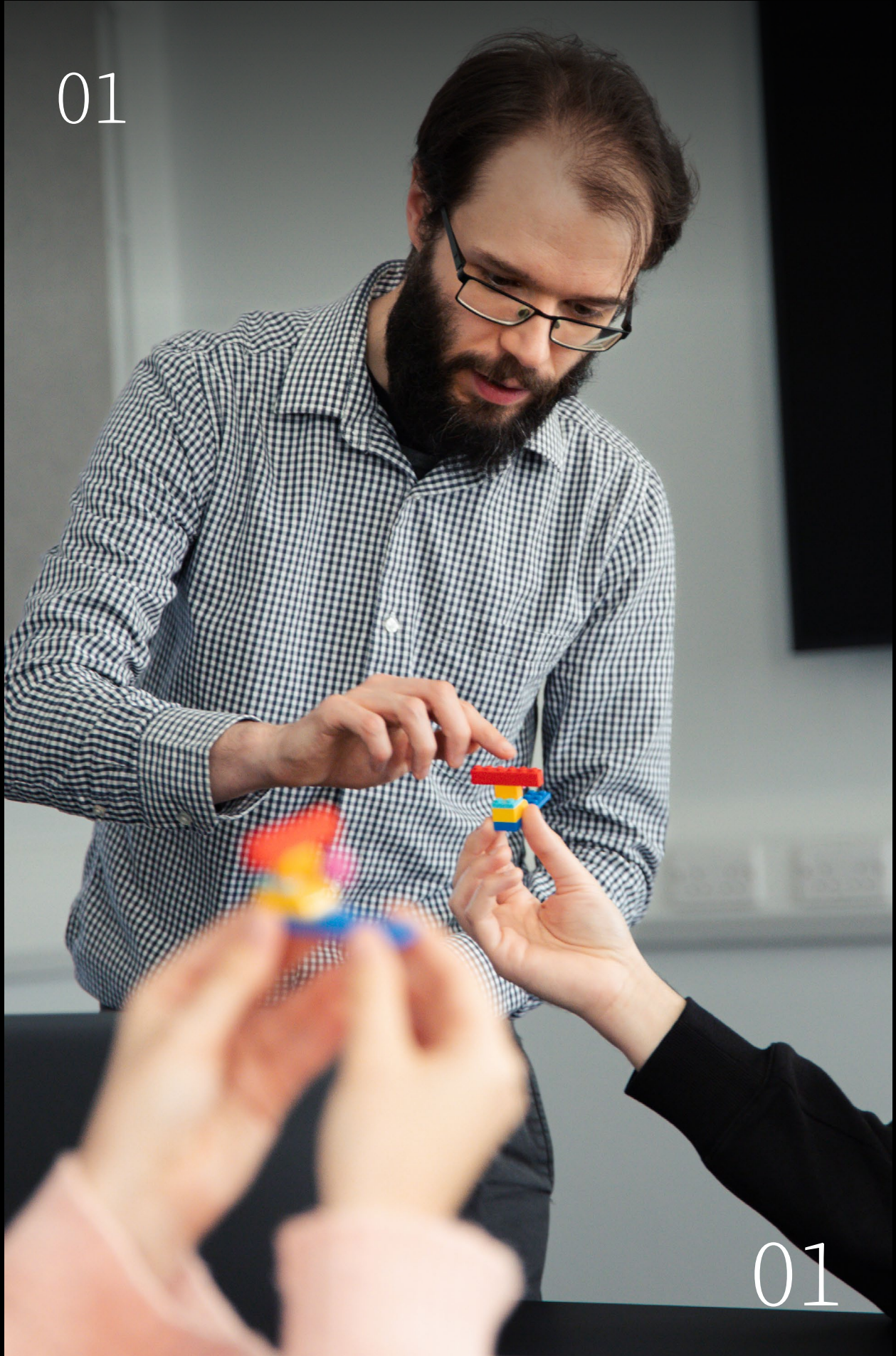


# Andrea Thoma Represents the School of Design in China

In March 2025, Andrea Thoma, **Director of International Activities and Lecturer in Art and Design**, joined the AHC Delegation to **China**, strengthening the [School of Design's](#) global connections. She attended **University of Leeds** offer holder events in **Beijing and Shanghai**, engaging with future students and alumni. Andrea also visited leading institutions, including [Jiangnan University](#), [Zhejiang Sci-Tech University](#), and the [China Academy of Art](#), where she lectured students in **Fashion and Art & Design**. The trip reflected our ongoing commitment to **international collaboration**, knowledge exchange, and expanding opportunities for students and staff. It was a valuable moment to connect across cultures and explore shared visions for the future of design education and innovation on a global scale.



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# PACE Reaches New Milestones with Expanded Course Portfolio

The **Professional Academy for Creative Enterprise (PACE)** has achieved several significant milestones in recent months, marking an exciting period of growth and innovation. With a rapidly expanding portfolio comprising **48 courses**, PACE continues strengthening its professional development and education position.

One of the most notable developments has been the launch of a series of **free micro-courses**. These **bite-sized learning experiences** offer a flexible and efficient way for professionals to gain targeted insights and practical skills without the time commitment of a full course. They are an ideal starting point for those looking to explore new areas quickly or upskill.

**PACE** has also launched and expanded its **On-campus** course offerings. These hands-on, immersive sessions are delivered by academic and industry experts at the **University of Leeds**, allowing participants to engage directly with thought leaders in their field. Courses range from one day to a week and are offered at multiple points throughout the academic year.

Most recently, **PACE** launched its first **Cohort-Advanced courses**, which are rigorous, **Level 7 courses** designed for professionals looking to lead, specialise, and grow in their careers. These advanced courses combine the flexibility of online learning with live webinars, interactive assessments, Q&A sessions, guided readings, and personalised academic feedback.

Explore our full [course offerings](#).

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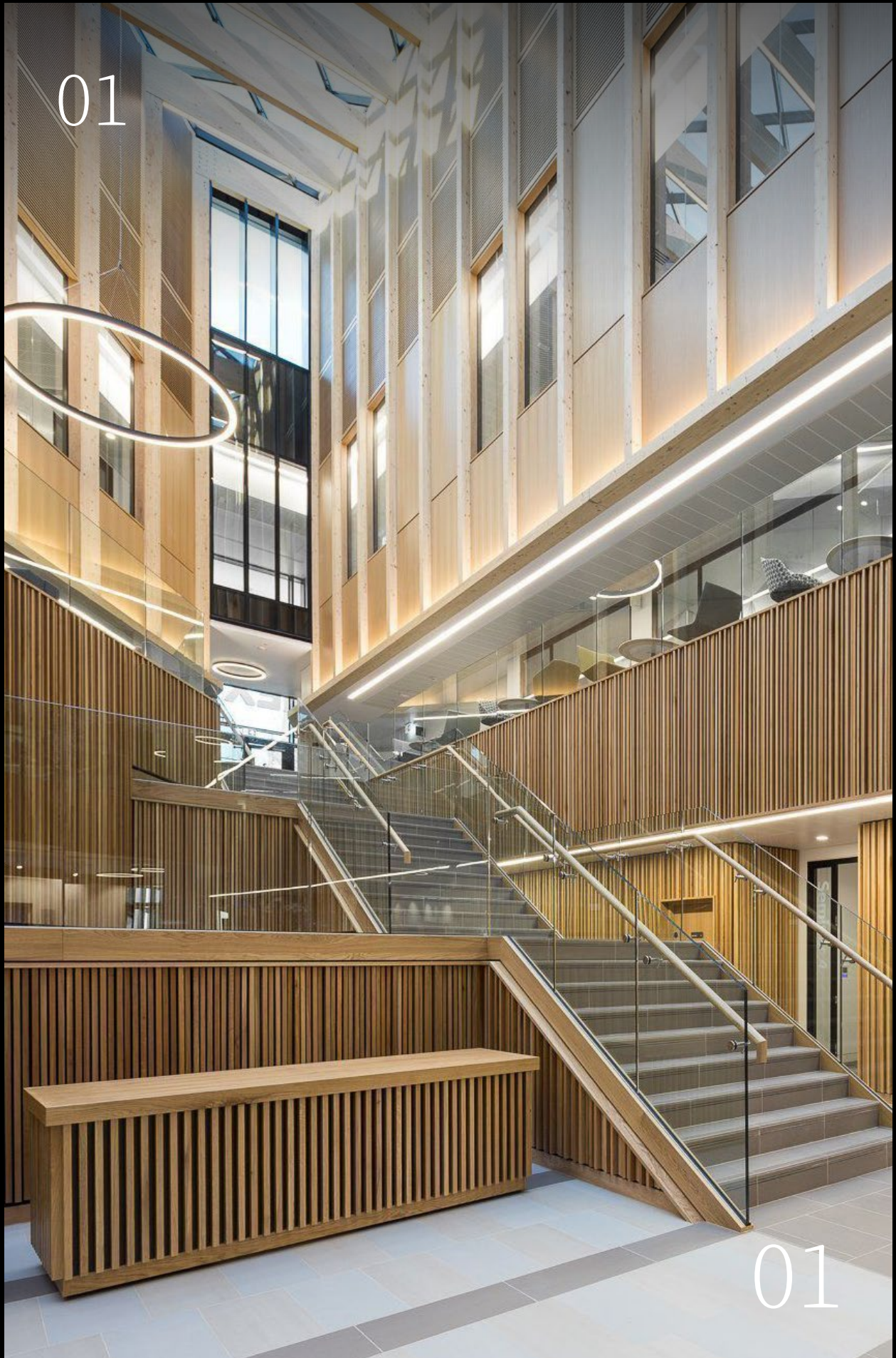


# CPD-Accredited Courses

All PACE **online courses** are now officially **accredited** by the **CPD Certification Service**, the UK's leading authority in **continuing professional development**. This accreditation recognises the high standard of our course content and confirms that our learning materials meet the rigorous criteria required for **CPD certification**. For learners, this means the time invested in a PACE course is formally acknowledged and valued by employers across sectors. CPD-accredited **learning hours** are recognised as part of a professional's continuing development, contributing to career progression and industry recognition.

This accreditation also places PACE courses among those benchmarked against the UK's most respected educational institutions, including the **University of Oxford** and the **UK government**. It reflects our commitment to delivering academically grounded and practically relevant education. With **CPD accreditation**, PACE continues to support professionals with flexible, research-informed learning that enhances skills, confidence, and credibility in today's evolving workplace.

01



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# Back to Baselines

## Driving Circular Fashion Forward

[Back to Baselines in Circular Fashion and Textiles](#) (B2B) is a **£2 million research initiative** led by [LITAC](#) in the **School of Design**. Funded by the **National Environment Research Council (NERC)**, **the Arts and Humanities Research Council (AHRC)**, and **Innovate UK**, B2B is part of the Circular Fashion and Textiles Programme. It aims to establish a research-validated baseline for the **UK's sustainability status** in fashion and textiles. The project unites academic and industry partners including **Heriot-Watt University**, **University of Huddersfield**, **Manchester Metropolitan University**, **Newcastle University**, **Nottingham Trent University**, **University of the Arts London (UAL)**, **Royal College of Art**, **UK Fashion and Textile Association (UKFT)**, and The Waste and Resources Action Programme (WRAP).

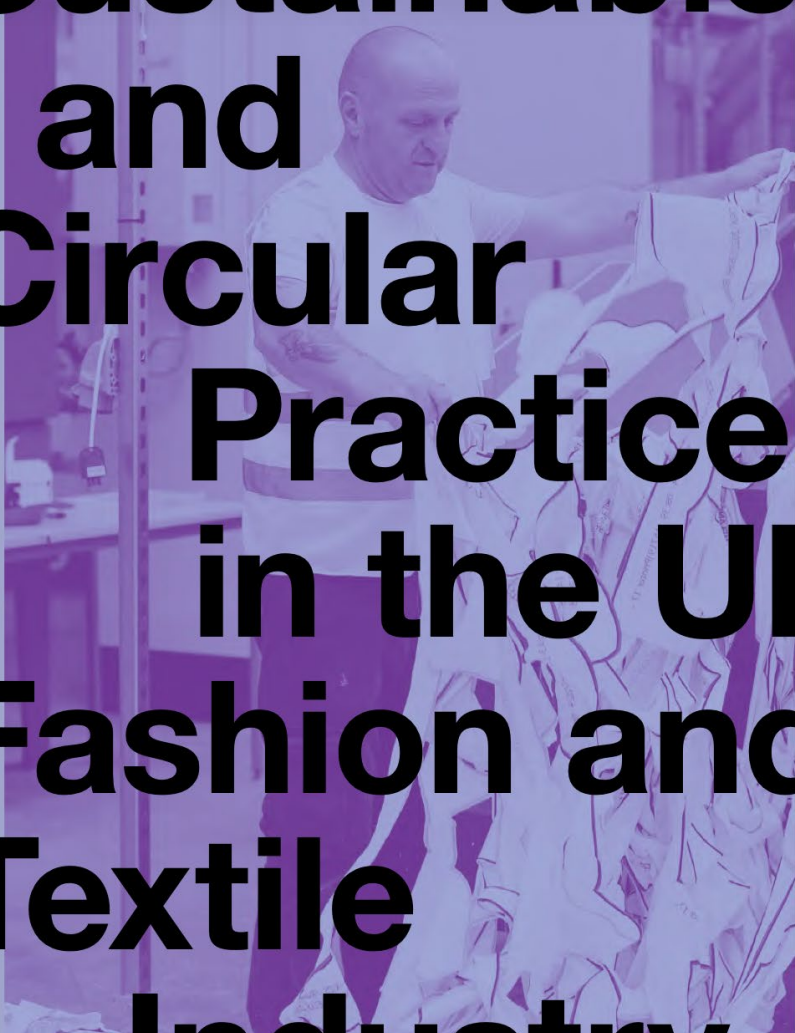
B2B's key aims include mapping sustainability baselines, identifying critical data gaps, and prioritising innovation, behaviours, skills, and standards. Eighteen mini projects are underway via the **Sustainable Transition Fund**. Highlights include:

- End-of-Life Textiles in Greater Manchester – featured in Manchester Metropolitan's Rethinking the Circular Economy and on the BBC.
- Visible Extended Producer Responsibility Fee and Consumer Choices – academic paper in progress.
- Standard for Fashion Data – published via OSTFD and presented by WEFT at UKFT 2024.
- Clothing Reuse Culture – dissemination plans to follow.

B2B forms one of three **Network Plus sub-networks**, alongside [IMPACT+](#) and [Future Fibres](#), coordinated by a central team at the University of Leeds to drive sector-wide transformation of the fashion and textile industry.

01

# Sustainable and Circular Practices in the UK Fashion and Textile Industry



A vision for an innovative practice,  
development and business growth ecosystem

ual:

# Reflecting on a Productive Start to 2025

It's been an output-rich start to the year for [LITAC](#), with several key publications showcasing the Centre's commitment to industry impact. Among the highlights are the first two **Fashion Demonstrator Reports**, co-authored by the **University of Leeds** and **University of the Arts London (UAL)**. These reports examine how UK fashion and textile businesses are responding to **sustainability and circularity**, particularly in the context of shifting regulation and green growth policy:

- [Sustainable and Circular Practices in the UK Fashion and Textile Industry](#)
- Innovation Funding for UK Fashion and Textiles: An Overview of R&D Mechanisms to Support Collaborative, Industry-Led Academic Research

LITAC also released a limited-edition book, [Digitally Enabled Design & Manufacture of Designer Products and Circular Economies](#), celebrating the Future Fashion Factory (FFF) programme and its role as LITAC's fashion innovation pillar. The publication features case studies of FFF-supported R&D projects.

# Success Stories

02



# Winter Graduation 2024

This past December, we celebrated **Winter Graduation 2024**, an inspiring day filled with pride, joy, and heartfelt moments. **Our School of Design graduates** crossed the stage to mark the culmination of their hard work, creativity, and resilience. Surrounded by friends, family, and staff, we reflected on **academic achievements** and the **personal journeys** that brought each student to this milestone. It was a true celebration of talent, ambition, and community and a reminder of the bold futures our graduates are poised to shape.

# Collaboration at the Sustainability Research Conference

This year's [Student Sustainability Research Conference](#) brought energy and creativity to campus, with over 120 presenters and nearly 300 attendees across Yorkshire and Humber. Five School of Design students, **Molly Tong, Em Taylor-West, Em Shepherd, Ella Caine, and Eve Hurley**, collaborated with the University's Sustainability Service to **handcraft seven bespoke awards**, offering a beautifully made symbol of student achievement for the closing ceremony.



# Postgraduate Research

## Drawing Connections and Redefining Practice

### Kelly Cumberland

Kelly Cumberland recently presented her research, “**Drawing the Invisible: Negation, Serendipity, and Transformation in Expanded Drawing and Neuroscience**,” as part of the 2025 ‘Drawing Negation’ online research series hosted by Loughborough University’s Drawing Research Group. Kelly explains, “[My presentation focuses on the role of materials and processes in my work, where negation, co-emergence, co-creativity, and serendipity are essential components.](#)” Her work explores the **intersections between drawing and neuroscience**, emphasising how these concepts shape creative practice.

### Yuki Koswara

Yuki Koswara has been selected as one of five participants in the prestigious ‘**Practice Research Diaries (PRD)**’ project, led by **Scott McLaughlin** (School of Music) and **Claire Knowles** (Library Associate Director: Research and Digital Futures). Building on the earlier ‘[SPARKLE](#)’ initiative, this project investigates how practice researchers document and share their work, particularly in relation to library systems such as Symplectic, repositories, and research support infrastructures. The project aims to **identify challenges and opportunities in supporting practice research**, which often differs significantly from traditional text-based academic outputs.

# Postgraduate Research

## Drawing Connections and Redefining Practice

**Chengxi Jiang**

Presents Collection at Tailored: 2025 Fashion Festival in York

**MA Fashion Enterprise and Society** student **Chengxi Jiang** presented her latest collection at **Tailored: 2025 Fashion Festival** in York on 16 March, hosted at the historic Merchant Taylors' Hall. The event spotlighted **sustainability, innovation and craftsmanship**. Chengxi's brand, founded in Italy in 2023, merges **Chinese and Italian influences with refined tailoring**. Inspired by **Feitian murals and Tang Dynasty values**, her collection explores body positivity and evolving beauty ideals, celebrating strength, gender fluidity, and female empowerment across time and cultures.



02



# 2025 PGT Award Winners

The School of Design is proud to celebrate the achievements of our **postgraduate taught (PGT) students**, whose creativity and academic excellence have been recognised through the **2025 PGT Awards**. These awards reflect the passion, rigour, and originality at the heart of our postgraduate community. Congratulations to all recipients!

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## **Barker Prize** – Yun-Chi Li, MA Global Fashion Management

Awarded for the **highest-marked dissertation**, Yun-Chi's work explored **digital marketing** in the **global fashion industry**. The project significantly contributed to **fashion management research** grounded in theory and rich in critical insight.

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## **Marsden Prize** – Claudia Melton, MA Advertising and Design

Claudia impressed with her final **Master's portfolio**, which **showcased innovative brand storytelling** and strong creative direction. Her work demonstrated technical excellence and a compelling, strategic vision.

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## **Tibor Reich Prize** – Nanyi Li, MA Design

Nanyi's project reimaged **cigarette packaging** through the Chinese **white ceremony** lens. By using white, a colour symbolising death, the work introduced subtle health warnings instead of red and offered a bold take on **colour theory** and **social design**.

# Student Education

03



Photographer: Nate Wilson  
(Instagram: glowingsnail\_pics)  
Models: Joshua Marcelo and Rosa Ironmonger



# Year in Industry

## Isobel Brown – Primark, Girlsweat

**BA Fashion Design Innovation** student Isobel Brown is completing a 12-month placement at **Primark's Dublin HQ**, working with the Girlsweat team. Her role includes trend research, developing colour palettes and tech packs, and designing prints. She also creates a monthly 'Trend Flash' to share insights across the department. Isobel says the experience has deepened her understanding of the fashion industry while **sharpening her technical and creative skills**: "I'm really enjoying my time at **Primark**. It's helped me develop professionally and creatively and given me a much deeper understanding of how a **fashion business operates**."

## Amy Beckett – Oxfam

As part of her placement with **Oxfam**, **BA Fashion Design Innovation** student Amy Beckett created an original upcycled collection to be sold at **Glastonbury 2025**. Working with materials like damaged tents, denim scraps, and rejected waterproof jackets, Amy explored new ways to challenge waste and express her creativity. Reflecting on the experience, she shared: "By utilising **second-hand fabrics**, I have also been able to think outside the box and push my creativity even further." This experience has **strengthened her design skills and her commitment to sustainable fashion**.

# Year in Industry

## Joshua Marcello – Oxfam

**BA Fashion Design Innovation** student **Joshua Marcelo** is working with the **Oxfam Festival** team, helping prepare him for his final year by equipping him with new skills and, most importantly, confidence. Through **upcycling projects and magazine photoshoots**, **Joshua** brought his creative vision to life with the support of an encouraging team. He shared, “**Managers and colleagues have shown me that failure is simply another step toward discovering the right creative outlet for me.**” The placement sharpened his design skills and deepened his passion for sustainability and social impact, values at the heart of both **Oxfam’s** mission and the **School of Design’s** commitment to responsible innovation.

## Jessica Anderson – Innovation Partner at the University of Leeds

**BA Art and Design** student **Jessica Anderson** has spent the past eight months working part-time as an **Innovation Partner** at the **University of Leeds**, running creative workshops, supporting events, and engaging students at HELIX and the Library Makerspace. She’s built technical skills alongside her studies using tools like Cricut, 3D printers, and fabric printers, while leading workshops from mug design to scrunchie-making. “**I love helping people discover creative tools and spaces**”, she says. Jessica has shaped the Helix space, strengthened her communication skills, and now hopes to pursue a career in art direction or advertising in the future. Her advice? “**Be yourself. You don’t need to know everything.**”

03



# Postgraduate Symposium

In February, the **School of Design** hosted its annual **Poster Symposium**, offering **postgraduate students** a platform to showcase their research through a vibrant and informal **poster exhibition**. Spanning themes including practice-based design, communication, and textile technology, the event allowed staff and students to explore **16 projects**, engage directly with researchers, and exchange ideas in a relaxed and welcoming setting, complete with refreshments and great conversation.

The diversity of reimagined displays reflected the depth and creativity of our postgraduate community. From speculative futures in human-bird coexistence and adaptive fashion for wheelchair users to innovative textile recycling and biodegradable microfibers, the symposium highlighted the school's ongoing commitment to sustainability, social impact, and interdisciplinary collaboration. Congratulations to **Sophie Fields**, whose poster on **Regenerated fibres from all cellulose composites** won the audience vote for best poster.

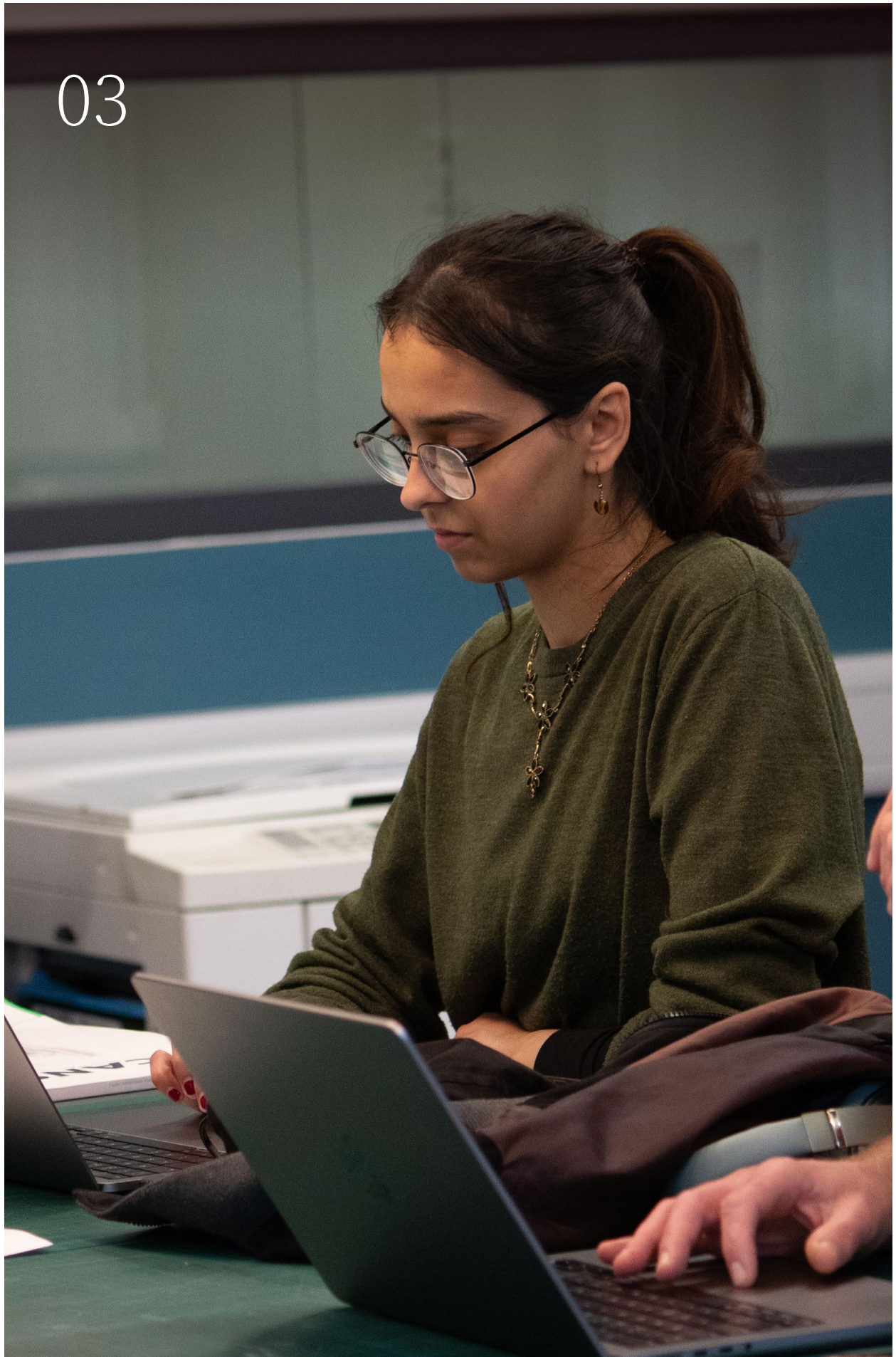
03



# Reuse, Reshare, Reimagine: Designing with Purpose

This semester saw the launch of **Reuse, Reshare, Reimagine**, a new initiative in the **School of Design**, to support more sustainable creative practices. This dedicated material reuse space invites students to **donate and collect clean, usable project resources**. The storage area is designed to reduce waste and inspire new thinking through repurposed materials, from **textiles and yarn to card and drawing materials**. It's a simple yet impactful way to be more resourceful and responsible.

03



# Postgraduate Open Day

In May, prospective students worldwide joined us online for our **Postgraduate Virtual Open Day**, an engaging and informative event to showcase life and learning at the School of Design. With live sessions led by **academic experts, current students, and support staff**, attendees had the chance to **explore postgraduate opportunities, ask questions, and discover how studying at the University of Leeds can shape their future.**

From **funding and scholarships to careers and accommodation**, the day offered valuable insights into what it means to be part of our **postgraduate community**. It was also a great opportunity for **our current students to share their experiences**, offering authentic perspectives and advice to those **considering their next academic journey.**

03



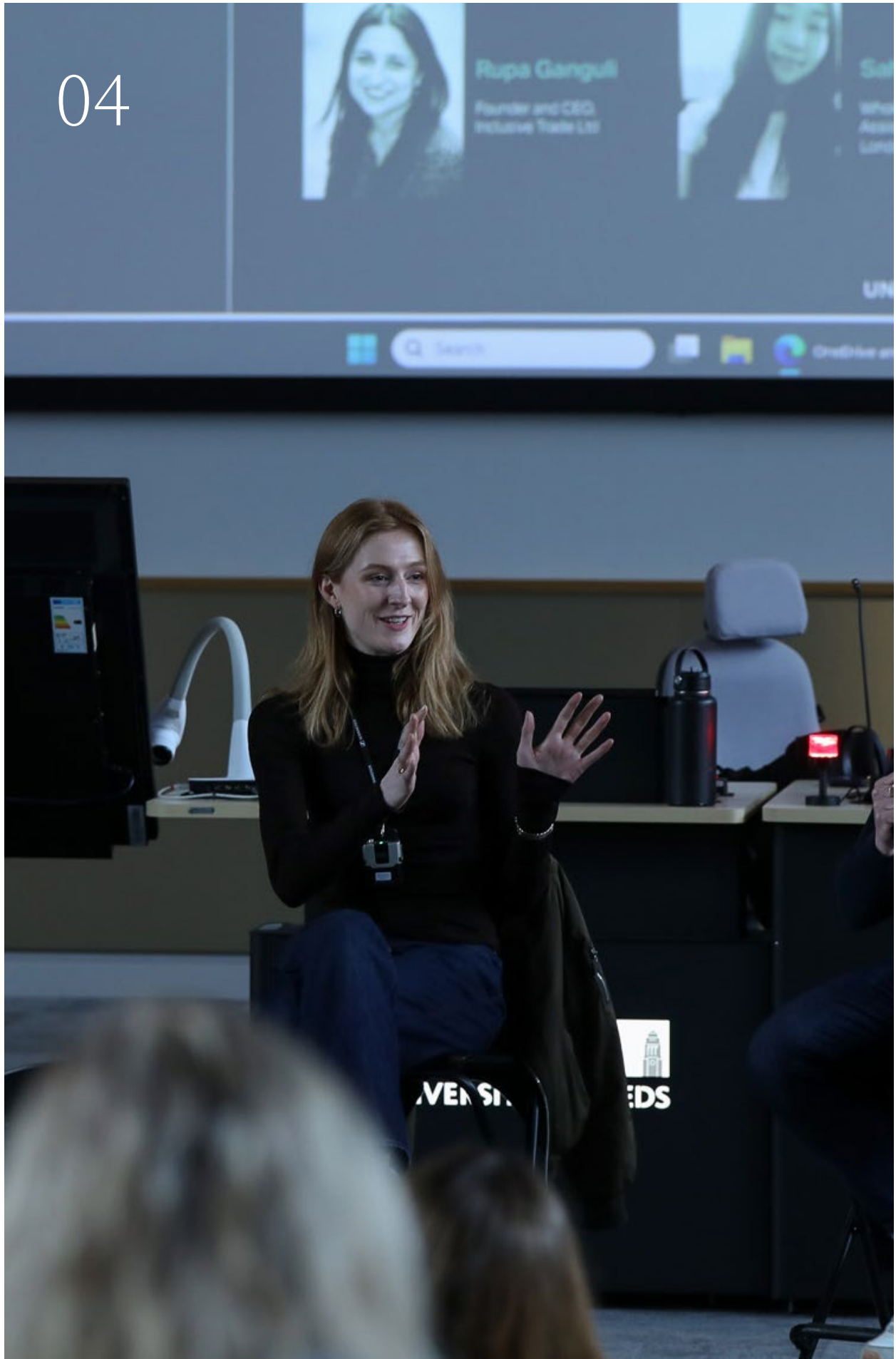
# International Student Steering Committee Alumni Event

The International Student Steering Committee (ISSC) hosted an inspiring alumni event featuring School of Design alumni worldwide in April. Speakers included **Tim C Huang**, founder of **Purist Gallery (BA Art and Design)**; **Yingjie Tian**, founder of **Maverick Studio** and **Head of Organisational Development at APEA (MA Fashion Enterprise and Society)**; **Alice Chen**, **Marketing Associate at tech startup Attio (BA Art and Design)**; and **Abigail Egwunyenga**, PhD researcher at **Loughborough University** specialising in textile innovation (**BA Art and Design**).

The panel shared **honest reflections from the creative industries, offering insight into life after graduation**. Their topics included **entrepreneurship, design, marketing, and academic research**. It was a vibrant space for connection, conversation, and inspiration.

# Featured Alumni

04



# Hannah Dean

## BA Fashion Design

Since graduating from [BA Fashion Design](#) in 2019, Hannah Dean has built an impressive career. Now a **Senior Product Developer** at **Canada Goose** in **Paris**, Hannah contributes to their fashion-forward **Snow Goose** line designed by **Haider Ackermann**.

Hannah's journey began with a **year in industry at Margaret Howell**, an experience she describes as pivotal: "[Working on their runway show at London Fashion Week cemented my ambition to work in high-end fashion.](#)" That placement motivated her final year and helped her build a professional network.

After **winning a Burberry design competition**, Hannah secured mentorship and her first role in their **supply chain team**. Over five years, she worked her way up to **Senior Product Developer for Technical Outerwear**.

Hannah credits the **School of Design** with teaching her the value of feedback: "[The ability to utilise, even challenging, feedback to my advantage has helped me to grow my career.](#)" She also praises the course's **broad approach**: modules in **fashion business** and **ecology** gave her a real-world understanding of supply chains.

04

UNIVER

*Celebrating*  
your *at*  
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Forever  
Leeds



# Yue He

## MA Advertising and Design

Yue He, a graduate of the [MA Advertising and Design](#) programme at the **School of Design**, describes her studies as “a **challenging but incredibly rewarding experience**.” As a joint course with the Business School, the programme offered Yue a distinctive balance of strategic insight and creative development. “**It pushed me outside my comfort zone**,” she shares, particularly through modules like **Consumer Behaviour and Marketing Communications**, which taught her to “**conduct research based on data from the ground up and build insights through evidence**.” On the creative side, modules such as **Integrated Communication and Effective Creative Communication** gave Yue valuable hands-on experience with real industry briefs. “**I had the opportunity to contribute to campaigns for Duolingo Math, Butterfly, Bumble, etc., which helped sharpen my creative thinking and teamwork skills.**”

Yue He works as an **International Students Events Coordinator** at the **University of Leeds Student Union**. Yue shares: “**Every part of what I do now — from planning inclusive experiences to leading cross-cultural teams — draws on the transferable skills I gained during my MA.**” She also credits her growth to the guidance of [Dr Qingxin Peng](#) and [Dr Francisco Queiroz](#): “**Their support helped me grow with confidence.**”

Explore Yue’s degree show project [here](#).

04



# Emily Rathbone

## BA Fashion Marketing

Emily Rathbone, a **2022 graduate** of the [BA Fashion Marketing](#) course, has quickly carved out a successful career in **brand strategy and communications**. Reflecting on her time at the **School of Design**, she shares: “I learnt to consider alignment in themes, messaging, and content strategies for bringing a campaign to life across all marketing channels.” After graduating, Emily worked as a **Marketing Coordinator** for a media agency in Australia before returning to the UK and stepping into a **Brand Marketing Associate** role.

Today, she’s thriving as an **Assistant Brand Manager** at **Beauty Pie Ltd in London**. Initially focused on brand marketing, Emily’s role soon grew to include **leading UK and US PR and Influencer Marketing strategy** alongside **ATL campaigns and go-to-market project management**.

Her advice to current students is clear: “Gain work experience while completing your degree; it’ll give you the experience to talk about at interviews and make you more confident entering the job market.” She also encourages students to **build wider networks** and emphasises the importance of **contacts in a retail role**.

04



# Nereida Ortiz Leyva

## PhD in Textile Technology and Fibre-reinforced Composites

**PhD alumna** Nereida reflects on her time at the School of Design as “not just about academic achievement; it was a holistic experience, blending technical expertise with essential professional skills.” Her research focused on “developing advanced yarn structures with enhanced properties, specifically targeting the critical issue of crack propagation in fibre-reinforced composites” used across **aerospace, automotive, and sports sectors**.

Now working as a **Polymer Processing Scientist at Fibre Extrusion Technology Ltd. (FET)**, Nereida collaborates with clients in the “**medical, dental, and textile**” sectors to deliver real-world **fibre and polymer solutions**. She credits her growth to diverse roles and projects during her PhD, including serving as “**PGR student representative and Project Manager for the International Steering Student Committee**.” These experiences, she says, “taught me the value of collaboration and the power of bringing different perspectives to the table.”

# On Display

05

# space@design

The School of Design's in-house exhibition space features diverse free exhibitions annually.

05

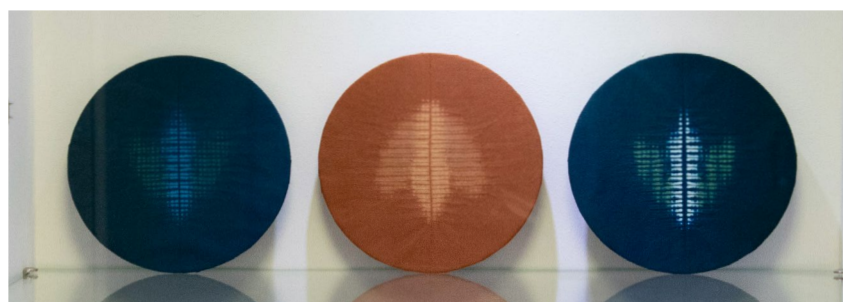


# Natures Cornucopia

## Exhibition

Curated by Dr Eirini Boukla, Dr Muriel Rigout, Professor Pammi Sinha, and Dr Bintan Titisari

Earlier this year, **Nature's Cornucopia: Ancient Sources, New Technologies** transformed Space@Design into a vibrant showcase of **natural dye practices**, from heritage techniques like **stitch-resist dyeing** to innovations such as **biosynthesis** and **CO<sub>2</sub> dyeing**. Part of the **EU-funded Colour4CRAFTS** project, the exhibition brought together scientists, designers, and educators to explore how **tradition and technology can shape a more sustainable future** for **colour, craft, and design**.



05



# Serendipity in Black and White

## Exhibition

Curated by Dr Kevin Almond and Jeffrey Thorpe

**Serendipity in Black and White: Considering Mistakes in Fashion Design**, showcased **second-year Fashion Design students'** bold reflections on the creative **power of mistakes**. Inspired by the **Yorkshire Fashion Archive**, the exhibition reimagined **misalignment, distortion, and error** as catalysts for innovation. Through disrupted patterns, proportions, and construction, students **challenged conventional ideas of success in design**. The exhibition celebrated risk, experimentation, and the value of failure, reminding us that in fashion, serendipity often lies in the unexpected.



05



# Conversations: A Sonic Dialogue

## Exhibition

Curated by Dr Louise Wilson and Dr Alan Dunn

**Conversations: A Sonic Dialogue** was a three-week exhibition exploring sound in bold, unexpected ways. Featuring six artists working in weekly pairs, it pushed boundaries through lo-fi setups, experimentation, and collaboration. The show included artist talks offering insight into each duo's creative process. With works by Alan Dunn and Louise K Wilson, Matt Green and Universal Serial Bus (USB), and Joe Gilmore and Scott McLaughlin, it celebrates sound as an innovative design medium.



05



# Wearing Sustainability

## Exhibition

Curated by John Sanderson & Matthew Cunnington

This spring hosted **Wearing Sustainability**, a dynamic exhibition led by **Dr Anja Connor-Crabb** and **Elaine Evans** in collaboration with fashion brand **Cunnington & Sanderson** and tech company **SEAMM**. Blending history, sustainability, and digital innovation, the exhibition featured **Digital Product Passports**, **AR try-ons**, and **student work**. A highlight was **Dr Zi Kang's** digital recreations of historic dresses from the Museum of London. The exhibition showcased how **fashion's future can be reimagined through collaboration, technology, and creative sustainability**.



# Guest Insights

06



# Fashion Forum

## Alumni Leading the Way

The latest **Fashion Forum** spotlighted **Early Career Women in Fashion**, with inspiring talks from School of Design alumni **Evie Walters**, Menswear Designer at **Dewhirst**, and **Hannah Dean**, Senior Product Developer at **Canada Goose**. Returning to campus, they shared reflections on **navigating the fashion industry**, from first roles to leading in menswear and performance outerwear. Their insights gave students a **real-world look at career paths, trends, and opportunities** shaping the future of fashion.



“PURPOSE BY DESIGN”

06

**WHO YOU  
CAN HELP  
+  
WHAT YOU  
CAN DO  
=  
YOUR  
PURPOSE**

- JOÉL LEON



# Greg Bunbury

## Purpose by Design

In February, we welcomed **creative consultant** and **D&I advocate** **Greg Bunbury** for **Purpose by Design**, a powerful talk on how **design can drive connection, inclusion, and change**. Drawing on his work with **Black Outdoor Art** and the **Design for the People** podcast, Greg shared real-world insights into **purpose-led creativity**. The session inspired students and staff to reflect on the **design's responsibility** and **potential to shape a more inclusive and impactful future**.



06

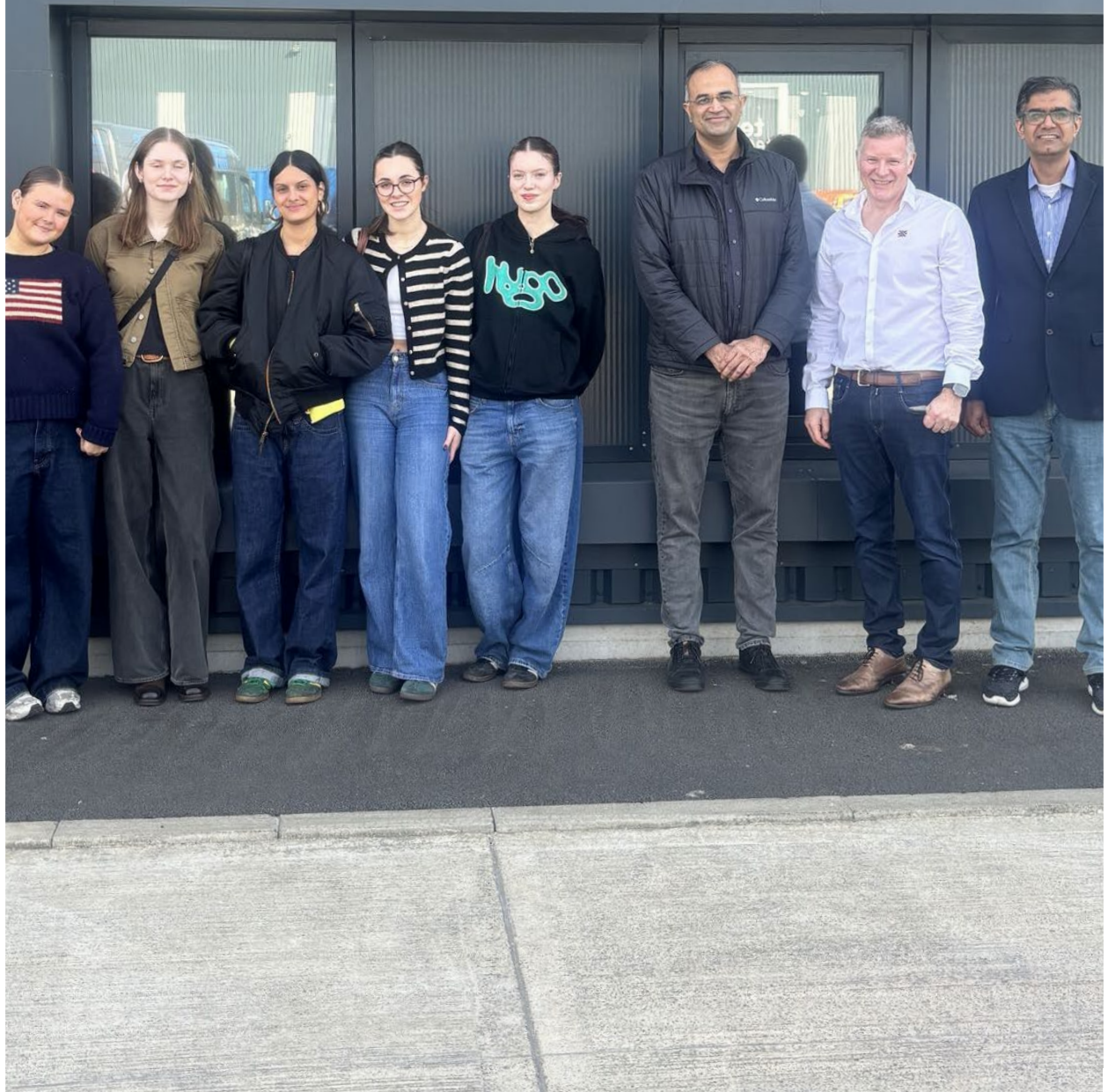


# Dr. Payod Panda

## Designing with Intelligence

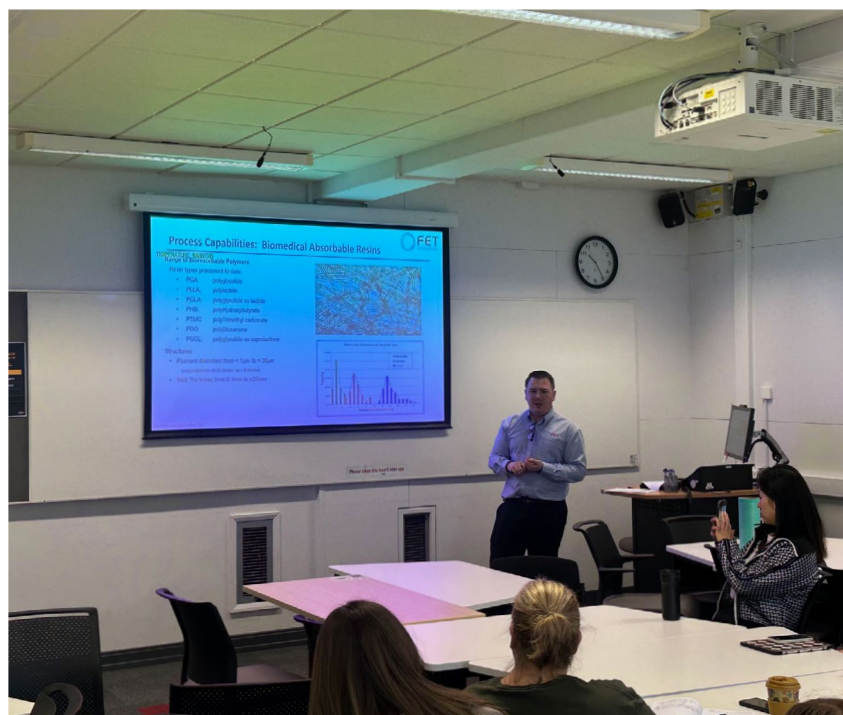
This year, we welcomed **Dr Payod Panda** from **Microsoft Research Cambridge** for a thought-provoking guest lecture and workshop with **MA Design students**. Organised by **Dr Elif Şener** and supported by **Dr Yuchan Zhang**, the visit offered insights into artefact-led research and creative technology. Dr Panda's talk explored how tools can **support human thinking and creativity**, while his hands-on workshop invited students to **experiment with design, AI, and innovation** in the age of **large language models**.

06



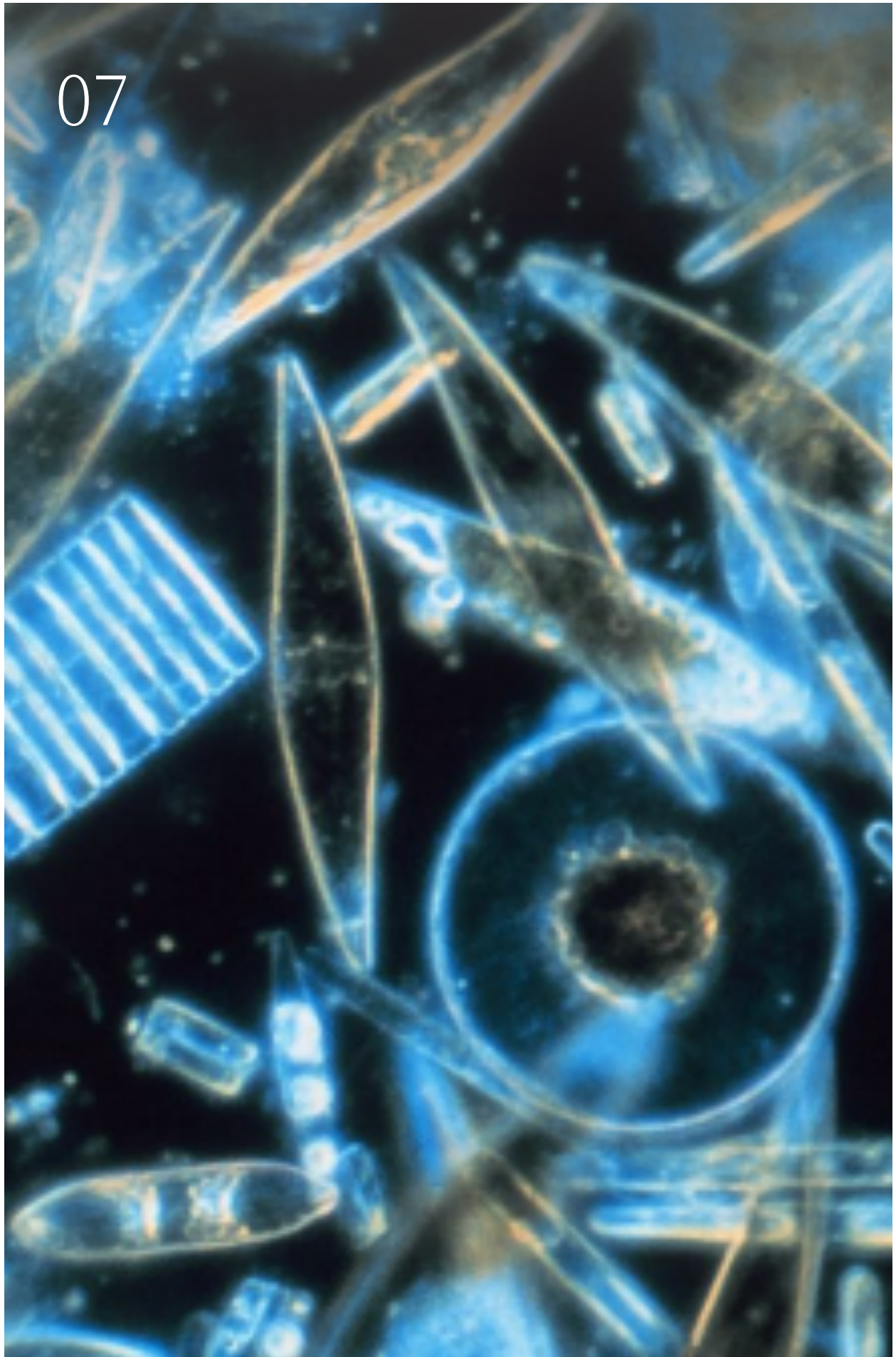
# Exploring Innovation in Yarn Manufacturing

As part of the **Yarn Manufacturing** module, **BSc Textile Innovation and Sustainability** students explored theory in practice through a visit to **Laxton's Limited** and a guest lecture from Fibre Extrusion Technology (FET). At Laxton's, students followed the full yarn production process, **from fibre to final product**, gaining insight into **sustainable manufacturing and UK-based innovation**. Jonathan Hunter from FET complemented the visit with a lecture on "Melt and Wet Spun Yarns," sharing cutting-edge developments for functional applications. Both experiences **offered real-world industry knowledge**. Thank you to Laxton's and FET for inspiring the next generation of responsible textile designers and material specialists.



# Research Highlights

07



# From Phytoplankton to Polyester

Exploring the connections between fossil fuels and the clothes we wear.

Dr Sonja Andrew led a thought-provoking workshop exploring the **hidden links between fossil fuels** and fashion as part of the **Back to Baselines in Circular Fashion and Textiles research network**. Through hands-on activities, participants traced the journey from **marine phytoplankton to polyester**, understanding how **ancient organisms became crude oil** and how that **oil became the synthetic fibres** in our clothes. The workshop shed light on the **environmental impact of polyester**, highlighting challenges around its production, use, and disposal. Attendees examined textile samples and microfossils, then created their own stitched artefact, an engaging, reflective reminder of the **deep connections between nature, science, and sustainable fashion**.



07

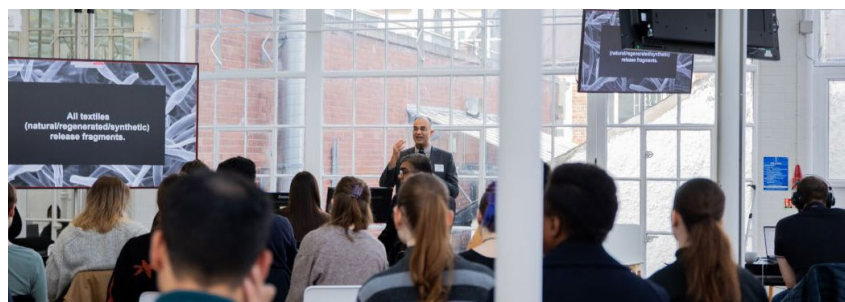


# STOP Fibrous Microplastic Pollution

## Textile Innovation for Global Impact

**Professor Muhammad Tausif** leads this vital research project, which brings together experts in textile technology, computational modelling, and tribology to tackle a major global challenge, fibrous microplastic pollution. Supported by the [EPSRC](#) and in collaboration with industry partners, including [Gap Inc.](#) and [The Microfiber Consortium](#), the project aims to **STOP microplastic release at its source** by understanding **how fibre damage occurs** and engineering innovative, sustainable textiles. Following the completion of the project, the inaugural **Fragmented Fibres (including Microplastics) Symposium** took place at the **School of Design** in **March 2025**, showcasing the exciting project outputs.

Find out more [here](#).



07



# How Smart Packaging Can Influence Better Eating Habits

New research from the **School of Design**, published in [Nutrition Bulletin](#), highlights how **smart packaging design** could steer people toward **healthier portions**. Led by **Dr Tang Tang**, in collaboration with the **School of Psychology**, the study revealed that while consumers often ignore standard serving suggestions, features like **resealable packs** and **single-serve formats** offer practical ways to **support better portion control** without feeling restrictive.

The team found that everyday **habits and lifestyle patterns** play a bigger role in food choices than **traditional on-pack messaging**. By **aligning packaging design** with what people value—**convenience, flexibility, and a sense of control**—brands and designers have a real **opportunity to improve eating behaviours**. This insight provides a new direction for innovation in both design and public health.

Read more [here](#).

07



# Gamifying Urban Change

## Willingness to Pay as Key to Citizen-Centred Approaches

**Dr Alessia Grassi** (University of Leeds) and Professor Mauro Vallati (University of Huddersfield) are leading an [EPSRC](#)-funded project, [Gamifying Urban Change](#), through the [DARe Hub](#). The research explores **how gamification can influence citizens' willingness to pay for sustainable transport and mobility solutions at the neighbourhood level**. Taking an interpretive approach, the project **engages transport authorities, councils, citizens, and businesses to co-design effective**, citizen-centred strategies for climate resilience.

By focusing on **neighbourhoods**, the research grounds **sustainability** on a relatable, human scale. It aims to define willingness to pay in the context of **transport decarbonisation** and **urban sustainability**, identify key stakeholder goals, and develop a framework for using gamification to support practical, community-driven environmental change across UK neighbourhoods.

# Staff Publications

Recent publications, ranging from artificial intelligence to information design, colour, textiles and healthcare, include:

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**Students' online engagement in higher education:  
a DEMATEL study**

Aldowah, H.A., Al-Samarraie, H., Noman, F. (2025).  
Journal of Computers in Education.

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**Performance-enhancing design for running shoes:  
When technology wins**

Almond, K., Stansbie, L. (2024).  
Fashion, Style & Popular Culture, 11(1).

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**Future fashion factory: developing an ecosystem to  
support sustainable change**

Almond, K., Rainton, S. (2025).  
International Journal of Fashion Design, Technology and  
Education.

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**What to Wear to a Contemporary UK Funeral: The  
Impact of Cultural Diversity on Mourning Dress**

Almond, K. and Simpson, J. (2025).  
Clothing Cultures.

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**Social Media and Modern Society - How Social Media Are  
Changing the Way We Interact with the World Around**

Al Siyabi, N., Marsden, J. and Guo, B. (2024).  
IntechOpen.

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### **Reading the Thread, Cloth as Communication.**

Andrew, S. (2025). The Coded Lab. In: Millar, L. and Kettle, A. (eds.) Bloomsbury Academic Publishing.

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### **Improved coloration of hemp fabrics via low-pressure argon plasma assisted surface modification**

Bapat, K.S., Kee, T.P., Russell, S.J., Lin, L. (2024). Cleaner Chemical Engineering. 10.

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### **Decoding Color Perception: An Eye Tracking Perspective**

Bortolotti, A., Cheung, V., Yu, L., Rhodes, P.A., Palumbo, R. (2025). Journal of Sensory Studies. 40(2), pp.1-14.

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### **Investigation into the aqueous and supercritical carbon dioxide dyeing of polyester and cellulose acetate: The influence of temperature and carriers on fabric coloration and dye levelling**

Broadbent, P.J., Carr, C.M., Lewis, D.M., Rigout, M.L., Siewers, E.J., Kaveh, M.S., Desai, P. (2025). Coloration Technology.

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### **XR and Workers' safety in High-Risk Industries: A comprehensive review**

Dodoo, J.E., Al-Samarraie, H., Alzahrani, A.I., Tang, T. (2025). Safety Science. 185.

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### **Promoting Youth Mental Health in Spiritual Tourism Through Service Design**

Dong, H., Zhang, J., Tang, T. (2025). Sustainability. 17(2), p.498.

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**Beyond a second life: Mechanical recyclability of woven fabrics containing recycled wool.**

Glasper, M., Tausif, M., Russell, S. and Picerno, G. (2025).  
Sustainable Materials and Technologies, 44.

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**The development of the CIECAM16 and visualization of its domain and range**

Gao, C., Xiao, K., Pointer, M., Li, C. (2025).  
Color Research and Application. 50(2), pp.144-160

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**The dark side of the interface: examining the influence of different background modes on cognitive performance**

Gazit, T., Tager-Shafir, T., Zhong, H-X., Hung, P.C.K., Cheung, V. (2025).  
Ergonomics.

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**A framework for measuring physical garment durability**

Guo, Y., Morris, K.E., Sumner, M., Taylor, M. (2025).  
Cleaner and Responsible Consumption. 16.

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**A novel approach for the replacement of accuracy and precision measurements with the visual instrument agreement scale (VIAS) in evaluating the performance of four intraoral scanners and one shade measurement device**

Hein, S., Masannek, M., Westland, S., Spies, B.C., Wrbas, K.T., Nold, J. (2024).  
Journal of dentistry. 151.

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**Comparative evaluation of intraoral scanners and a spectrophotometer for percent correct shade identification in clinical dentistry**

Hein, S., Nold, J., Masannek, M., Westland, S., Spies, B.C., Wrbas, K.T. (2025).  
Clinical Oral Investigations. 29.

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### How many tooth colors are there?

Hein, S., Morovič, J., Morovič, P., Saleh, O., Lüchtenborg, J., Westland, S. (2025).  
Dental materials. 41(1), pp.51-57.

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### Evaluating visual thresholds and color metrics in dental research: An exploratory study

Hein, S., Zangl, M., Graf, T., Vach, K., Güth, J.-F., Westland, S. (2025).  
Dental Materials. 4, pp.1-10.

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### Oxygen plasma treatment to mitigate the shedding of fragmented fibres (microplastics) from polyester textiles

Jabbar, A., Bryant, M., Armitage, J., Tausif, M. (2024).  
Cleaner Engineering and Technology. 23.

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### Micro-computed tomography analysis of ring, rotor, and air jet yarn structures and their impact on fragmented fibres release from polyester textiles

Jabbar, A., Zhang, H., Yang, D., Evans, E. and Tausif, M. (2025).  
Nondestructive Testing and Evaluation. Taylor & Francis Online.

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### Slum-Driven Design: Inclusion and Incursion Around Essential Entrepreneurship in Brazil's Urban Favelas

Khara, A., Curcio, G.O.F. (2024).  
Interface Communication Review, 2 (2). pp. 52-70.

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### An augmented reality board game to work ocean literacy dimensions

Leitão, R., Yao, S., Guimarães, L. (2025).  
Education and Information Technologies. 4, pp.1-24.

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**Using time-of-flight secondary ion mass spectroscopy to investigate the reaction of alkylsulfate and alkylethoxysulfate surfactants with keratin**

Lewis, D.M., Carr, C.M., Broadbent, P.J., Rigout, M.L., Swift, T., Hawkes, J.A. (2025). *Journal of Surfactants and Detergents*.

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**Online performance and interface design implications among older adults: A systematic review of eye tracking studies**

Li, G., Tang, T. (2025)  
*Applied Ergonomics*.

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**Photodynamic, UV-curable and fibre-forming polyvinyl alcohol derivative with broad processability and staining-free antibacterial capability**

Li, M., Brooker, C., Ambike, R., Gao, Z., Thornton, P., Do, T., Tronci, G. (2025)  
*European Polymer Journal*.

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**Deep Learning-Based Exposure Asymmetry Multispectral Reconstruction from Digital RGB Images**

Liang, J., Hu, X., Zhou, W., Xiao, K., Wang, Z. (2025)  
*Symmetry*.

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**The International Skin Spectra Archive (ISSA): a multicultural human skin phenotype and colour spectra collection**

Lu, Y., Xiao, K., Pointer, M., He, R., Zhou, S., Nassereldin, A., Sueeprasan, S., Gao, C., Li, C., Sohaib, A., He, Y., Mizokami, Y., Wang, M., Romero, E.P., Zardawi, F., Gill, L., Liao, N., Wuerger, S. (2025).  
*Scientific Data*.

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**Valveless micro piezoelectric pump and mixer with wide-angle diffusers: Effect analysis of diffuser angle through piezoelectric-fluid coupled simulation**

Matsumoto, K., Luo, C., Yokoyama, S., Miyabe, M., Shi, Y., Tsuchiya, K., Uetsuji, Y. (2025.)  
*Microsystem Technologies*.

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**Piezoelectric flutter energy harvesting: Absolute nodal coordinate formulation model and wind tunnel experiment**

Mukogawa, T., Shimura, K., Dong, S., Fujita, K., Nagai, H., Kameyama, M., Shi, Y., Jia, Y., Soutis, C., Kurita, H., Narita, F., Hara, Y., Makihara, K., Otsuka, K. (2025)  
Mechanics Research Communications.

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**Development of a Cultural Design Framework for Textiles and Fashion: A Case Study on the Application of Traditional Cultural Elements in Fashion Design Through Interviews**

Park, J. and Hur, E. (2025).  
Journal of Fashion Business

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**A scoping review on human-centered design approaches and considerations in the design of technologies for loneliness and social isolation in older adults**

Probst, F., Ratcliffe, J., Molteni, E., Mexia, N., Rees, J., Matcham, F., Antonelli, M., Tinker, A., Shi, Y., Ourselin, S., Liu, W. 2024.  
Design Science.

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**Qualitative exploration of the lived experiences of loneliness in later life to inform technology development**

Rees, J., Liu, W., Canson, J., Crosby, L., Tinker, A., Probst, F., Ourselin, S., Antonelli, M., Molteni, E., Mexia, N., Shi, Y., Matcham, F. (2024).  
International journal of qualitative studies on health and well-being.

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**Classifying the Natural Tooth Color Spaces of Different Ethnic Groups**

Saleh, O., Hein, S., Westland, S., Maesako, M., Tsujimoto, A., Michalakis, K. (2025) Color Research and Application.

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### **A new guided flipped learning model for lifelong learning**

Samaila, K., Al-Samarraie, H., Tsong, C.K., Alzahrani, A.I. (2025)  
Interactive Learning Environments.

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### **Correction: What topics and emotions expressed by glaucoma patients? A sentiment analysis perspective**

Sarsam, S.M., Alzahrani, A.I., Al-Samarraie, H. (2024)  
Social Network Analysis and Mining.

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### **Spamming our students? The use of email as a mass communication tool in higher education**

Simpson, J., Watson, C., Hall, J., O'Neill, A., Ghafari, S., Arfeen, R., Henry, N., Randall, K., Westwood, R. and Cook, B. (2024).  
International Journal of Inclusive Education.

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### **Higher Assemblies of Coordination Cage-Catenanes Linked by Copper(II) Chloride Clusters: Networks and Transformations**

Snelgrove, M.P., Sergeeva, N.N., Hardie, M.J. (2025)  
Chemistry: a European Journal.

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### **Enhancement of magnetoelectric effect in polymeric matrix composites by periodically-poled checkerboard structure**

Takeuchi, S., Luo, C., Jia, Y., Shi, Y., Tsuchiya, K., Uetsuji, Y. 2025.  
International Journal of Engineering Science. 6(211), p.104258

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### **Poly(amino acid) Synthesis from 2,5-Diketopiperazines for Acid-Actuated Drug Release**

Wall, P.A., Sajid, C.O.H., Mitchinson, K., Thornton, P.D. (2025)  
Macromolecular Materials and Engineering.

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### **Low-light Image Enhancement via Multispectral Reconstruction**

Xin, L., Ma, X., Luo, H., Hu, X., Xiao, K., Liang, J. (2025).  
Journal of Imaging Science and Technology.

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**Towards developing a “baby translator” - An exploration of how infant appetite cues are understood**

Yu S, Birtill P, Fildes A, Tang T, Hetherington MM. (2025)  
Appetite.

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**Information search in interactive information visualization - Testing the COVID-19 dashboard as a case study**

Yue, J., Lonsdale, M., Queiroz, F., Baxter, M. (2025)  
Information Design Journal.

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**Be What You See: How Advertising Change and Female Visibility Between 2012 and 2021 Reflect the Transformative Ambition of Saudi Vision 2030. In: Berkouk, D., Chatterjee, U., Bouzir, T.A.K., Dhaou, I.B. (eds) Proceedings of the 1st International Conference on Creativity, Technology, and Sustainability**

Zehairy and Wilson, (2025)  
Proceedings in Technology Transfer.

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**Image-based finite element modelling of fibre dynamics in polyester staple spun yarns**

Zhang, H., Jabbar, A., Li, A., Wang, X., Yang, D. and Tausif, M. (2025).  
Composites Science and Technology

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**Auto-White Balance Algorithm of Skin Color Based on Asymmetric Generative Adversarial Network**

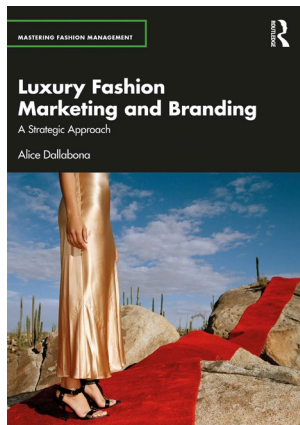
Zhou, S., Li, H., Sun, W., Zhou, F., Xiao, K. (2025)  
Color research and application.

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**The Mediating Role of Generative AI Self-Regulation on Students' Critical Thinking and Problem-Solving**

Zhou, X., Teng, D., Al-Samarraie, H. (2024)  
Education Sciences.

Recent books published include:



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### Luxury Fashion Marketing and Branding: A Strategic Approach.

Dallabona, A. (2024). Routledge.

This book presents a strategic approach to luxury fashion marketing and branding, combining theory and practice to examine consumer behaviour, brand identity, and digital transformation in the luxury sector.



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### Fashion Trends and Forecasting: The Fashion Futurist's Toolkit

Hur, E., Hemingray, C. and Westland, S. (2025). Routledge.

This book explores how designers, merchandisers, buyers, marketers and strategists use fashion trend forecasting to anticipate upcoming trends and understand past or current ones.

Discounts available for both books until 30th September.  
Code: **25FLY2**

# Upcoming Events

# International Textile and Colour Conference 2025

25 - 26th June 2025

This June, the **School of Design and LITAC** will host the inaugural International Textiles and Colour Conference (ITCC2025) at **Nexus**. This conference will bring together global voices to shape a more sustainable future for the textiles and colour industries. Over two days, academic researchers, industry leaders, NGOs, and policymakers will explore the latest innovations in **material science, manufacturing, digitalisation, and environmental impact**.

Beyond technology, the conference will highlight the cultural, behavioural and policy shifts needed to drive systemic change. ITCC2025 aims to spark vital conversations and collaboration, marking a bold step forward in reimagining the global textile landscape through research, insight, and action. Read more about the [event](#).

# Summer Graduation

25th July 2025

As the academic year draws to a close, we're getting ready to celebrate one of the most meaningful moments in the school calendar, Summer Graduation. Taking place this July, the ceremony will be a joyful reflection of our students' hard work, creativity, and resilience. We look forward to welcoming graduates, families, friends, and staff to campus to mark this special occasion together. Whether you're crossing the stage or cheering from the crowd, it's a day to honour the journey and look forward to the bright futures being shaped through design. In September, we will share all the highlights from graduation, graduate fashion week and the degree show in our special graduate Digest edition.

## PACE Summer On-campus Courses

This summer, the Professional Academy for Creative Enterprise (PACE) will welcome creative professionals and career changers for several dynamic short courses on-campus. Blending expert teaching with hands-on learning, each course is designed to build confidence, sharpen skills, and support career development.

### **Summer programme:**

#### **30th June – 2nd July**

User Experience Design (UX)

#### **8th – 9th July**

Sports and Performance Clothing: From Fibres to Function

#### **7th–11th July**

Fashion Design Portfolio

#### **14th–15th July**

From Logos to Legacies: Building an Engaging Brand

#### **28th – 29th August**

Sublimation Print

#### **15th September**

Retail that Resonates: Crafting Consumer Experiences

Whether you want to advance in your current field or branch into something new, these courses provide space to experiment, learn, and grow in a supportive, expert-led environment. There are still spaces available to book.