



British Columbia Institute of Technology Students Benefit from Aleyant Pressero Donation

Company Background

British Columbia Institute of Technology (BCIT) is different than a college or university. Its approach combines small classes, applied academics and hands-on experience so students are prepared to launch their careers from Day One. Its programs, including its Graphic Communications Technology Management (GTEC) program, are developed in consultation with leading employers. Advisory committees provide direct input to curriculum development to ensure students will be at the forefront of the latest developments in their chosen industry. BCIT instructors are active in their careers and bring years of practical expertise. They bring an insider's perspective of their industry-knowledge and experience that benefits students in the classroom and after they graduate.

Challenge

Each term sees different instructors from the industry who bring their expertise and experience to students to provide a real-life, hands-on approach to education. Instructors often turn to their industry partners seeking donations that will assist them in delivering their desired curriculum. Recently, Steve Tomljanovic, Web-to-Print Specialist at MET Fine Printers, turned to Aleyant to seek its support in the development of a new web-to-print course.

Solution

Aleyant donated Pressero and eDocBuilder to BCIT for classroom use. Typical course construction is one-third graphics-related software, one-third hands-on lab work and one-third formal business training. In the case of Tomljanovic's web-to-print course, students also took advantage of free online training videos on the Aleyant site.

Results

"We are very lucky to have the full support of the local printing industry for our institution," said Wayne Collins, GTEC Program Head and the program's only full-time employee. "Our model at this polytechnic institution started by partnering with the BCPIA industry association to seek high-level managers as instructors, who typically teach one class per term. This keeps our curriculum current, and what we really deliver is a two-year diploma that trains entry-level managers into the industry. It's like a two-year job interview."

Beyond the two-year degree, students are encouraged to take advantage of BCIT's Bachelors of Business Administration. "We are unique in terms of graphic arts programs," Collins added, "in that we are actually part of the School of Business here at BCIT. We believe business training is critical."

Thanks to Tomljanovic's efforts and the generosity of Aleyant, students were able to use Aleyant Pressero web-to-print and its eDocBuilder variable data tool to create web-to-print sites and documents, and to then produce their products in BCIT's state-of-the-art production lab with electrophotographic, inkjet, offset and flexo presses. "Students invented a company," Collins explained, "and then produced products for that fictitious company. One team took their production to a new level with packaging elements in their solution, and this was

something we had not done before. Customized packaging opened new horizons for us here at GTEC! They had the tools in the lab, and they took advantage of them in new ways."

Collins also complimented Tomljanovic on the real-world expertise he brought to the course. "Steve was a manager at MET Fine Printers," he said, "where he was in charge of their web-to-print services as a programmer and web-to-print specialist. He knows the Aleyant product well. As an added value, he is also a commissioned sales rep for the firm and was able to show students how he used web-to-print to win business."

Collins has big ideas for future web-to-print sessions. In addition to document creation and production, he would like to investigate adding curriculum around pricing tables and their connection to MIS as well as other aspects of advanced web-to-print solutions to round out the student experience. "One thing that was really valuable," he said, "was the availability of great training videos on the Aleyant site. Our students have a lot to accomplish over a 14-week course, and assigning them videos to watch as homework helped boost the course content. They had two hours of course work and 12 hours of video each week. But it was also critical that we had the actual software. The videos are important and a demonstration of Aleyant's commitment to having the best tools for training customers, but it is equally important for students to be able to translate what they learned into actual hands-on interaction with the product. Combined, these two aspects made for a potent educational experience. We are thankful for the gift and hope to be able to continue the relationship into the future."

Collins concluded, "If a group of students just coming into the industry can get the tools, use them that quickly and develop the kinds of products our students produced, I am confident they will be well-prepared to join a company upon graduation and get a profitable web-to-print operation up and running right away!"

Below are screenshots of the Pressero storefront created by the BCIT students.

