

# UNIVERSITY OF TEESSIDE

## SCHOOL OF COMPUTING

Boost Placement

LamasaTech LTD.

Darren Arquette  
BA Hons Creative Digital media

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# 1 PLACEMENT

During my time at University, it has been made more and more clear to me that an eventual work placement is the best way to gain work experience and hopefully more of an opportunity to gain work once leaving University.

After the School of Computing failing to find a suitable placement for my third year, I quickly heard of the Boost Placement scheme that the university offered for a five week placement.

I soon enrolled and quickly heard about a company called LamasaTech.

LamasaTech LTD is a new company, based in Sunderland, aiming to create and use new technology, such as touch screens, to create solutions for common problems in work environments.

One such solution is to create a Multi-touch, Multi-user restaurant table that can be beneficial to both the restaurant customer and the owner/manager, enabling them to serve more guests quickly, therefore to generate more profit, but keep staff costs down, amongst many more problems.

## 1.1 Tasks

I was asked by the company to join their team as a both a Graphic Developer and as the Marketing & PR Project Lead.

As Marketing & PR Project Lead I was asked to do a number of things such as; Create content for their website, create social media groups and outlets (such as Twitter, Facebook and LinkedIn), as well as create action plans for content that was missing from the site and for a number of brochures that the company could use to present their future products to interested parties.

However the products are still a little ways off from being ready to present to future customers.

Despite this I still made some contact with interested parties, such as gadget magazines, who showed some interest in the products and whom would hopefully see the products in the future for a spread in their magazine.

As Graphic Developer I was asked to do a few things with programmes such as Photoshop to fix images and other graphics to be displayed in their working

prototype of the restaurant table, but I most mostly asked to work to specific detailed plans to create a 1:1 scale representation of company product using 3D software. Some products I was even given refrain to create potential looks of the products, on such being the restaurant table.

I was even asked to create a 1:1 scale representation of exhibition rooms to show the products, one such room was the room next door. The other exhibition I was given free choice, and as a big gaming fan I choose the LA. Convention Centre and recreated one of the main halls from the buildings on a 1:1 scale.

(All of which can be seen on my website at; <http://www.darrenarquette.co.uk>.)

I was also asked to create corporate images and movies showing areas of the 3D models, representing the final look of the products in detail to potentiality inverters and manufacturers.

## **2 ACHIEVEMENTS**

In a short amount of time I have developed a deeper understanding of how a business works, hiring new staff, general running, as well as the stress and woe's that it could bring with things going missing or returning from an exhibition broken.

As well as some understanding of the marketing and PR industry, in which I found it wasn't for me as it's really boring just always getting in touch throw e-mail or phone (and sometimes just given a run around).

But the placement did help me find that I do enjoy creating detailed 3D objects as well as environments, with detail on a 1:1 scale (if even my laptop didn't), which in turn helped me define my portfolio more working to a set criteria from my employer and creating something for the company that hopefully people may see in the future as real products.

### **3 CONCLUSION**

I had a pleasant time working at LamasaTech LTD and found that the work placement was over a little too quickly, but the environment there was warm and welcome amongst the other employee's as well as from the employers. Although one certain employer can easily get distracted when talking about new mobile phones or technology in general, as I recall spending an hour or so, talking to him before realising I need to catch my train.