London Transport

Desktop Publishing
Case studies

Case Studies

The following pages contain some recent projects that
Peter Powell Design Associates have undertaken for the
Corporate Design Manager of London Transport.

Considerable cost savings and increases in production and
efficiency have been achieved by using pre-designed computer
templates, training and specially written guidelines.

Case studies

London Underground

Many of the documents required by LT and its subsidiaries need to be created locally, rapidly, and at a minimum cost. We helped one London Underground department save over **£100,000 per year** by re-organising the way they used computers to produce weekly information bulletins.

LT Commercial Office

We have recently been able to assist the LT Commercial Office on the re-design of all London Bus Fare Tables.

By the sensible selection of computer equipment and software this formerly complex and time consuming task has been considerably simplified.

Revised layouts and typography have not only improved the document for the end user but have brought about significant savings in production time, the elimination of external specialists and a potential saving of half the amount of paper used.

London Transport Buses Publicity

We have helped LT Buses Publicity to save over £125,000 per year by designing computer templates and training them to produce designs and artwork for hundreds of information leaflets and Bus panel notices more efficiently using their own in-house resources. Developments in the professional use of desktop publishing techniques are vitally important if a company is to reduce its' design and production costs overall.

Bus Passenger Infrastructure Unit

Concurrent with the production of a Bus Station Design Manual, work is proceeding towards the establishment of a Bus Station signing and design database.

This will allow BPI to virtually dispense with the services of external designers and artwork production houses. Through the development of a relatively simple software based upon an existing desktop publishing programme employing templates, they will be able to carry out sign planning, and generate layouts for individual signs within prescribed formats. Artwork can then be produced or data can be supplied directly to the signmaker in digital form.

The system's database will also facilitate the speedy amendment of information in the event of changes to services, and maintain a consistently high standard of presentation.

LT Planning

We have set up a new way of producing planning reports on computer. Instead of more than a hundred reports being produced by ten or more planners, the new design templates will be used by two specially trained secretarial staff. This will not only give the planners more time to carry out their normal duties but also control the visual appearance of all future planning documents. This work will all be done on an Apple Macintosh computer.

LT Human Resources

Thousands of vacancy information packs are sent out each month. We are currently re-designing these to make them more interesting and in doing so we have saved the department nearly 50% of its paper costs.

LT Information

We have already produced new designs for TI weekly bulletins and internal newsletters. Line Service Guides, Information Leaflets and the TI Shop Catalogue will also be re-designed soon. These new computer templates will be installed on Apple Macintosh computers and the staff given specific training to produce the above items in house.
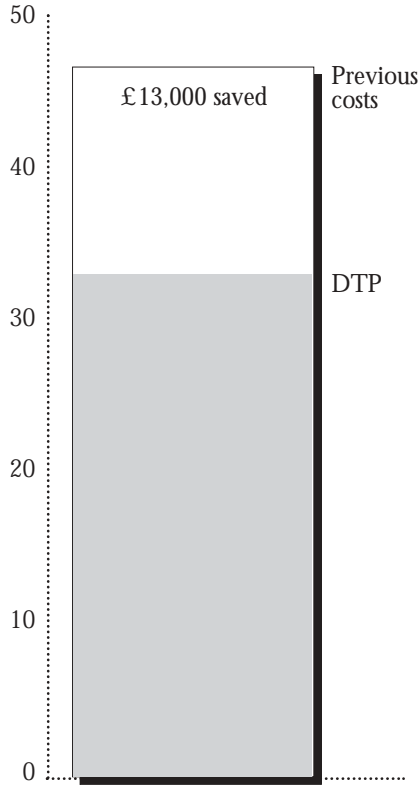
Case Study 1
London Underground
Performance Statistics Brochure

Savings in production costs per year

£000's

50

£13,000 saved

Previous costs

40

DTP

30

20

10

0

Previous costs

1 issue	£3,500
13 issues	£45,500

New DTP costs

1 issue	£2,500
13 issues	£32,500

Cost savings

1 issue	**£1,000**
13 issues	**£13,000**

Days saved in production per year

days

300

156 days saved

Previous costs

DTP

200

100

0
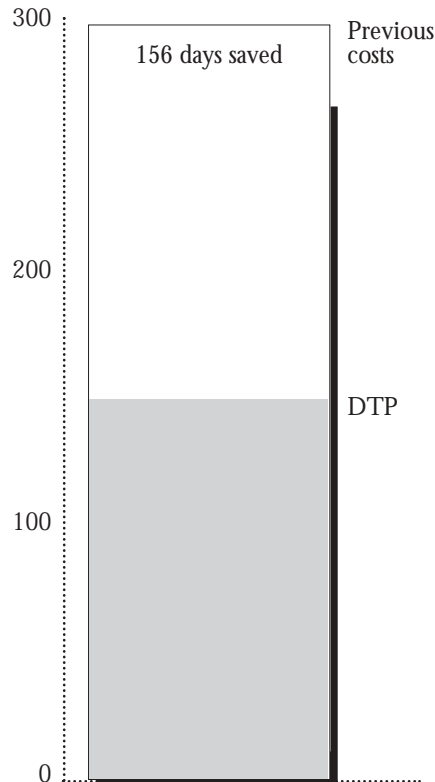
Previous schedule

1 issue	22 days
13 issues	286 days

New DTP schedule

1 issue	10 days
13 issues	130 days

Days saved

1 issue	**12 days**
13 issues	**156 days**

Case Study 2
London Underground Traffic Circular

Savings in production costs per year

£000's

£75,000 saved

Previous costs

DTP
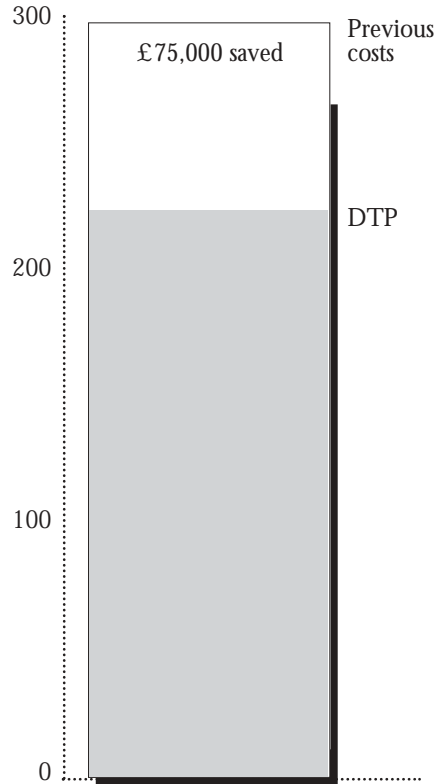
Present production costs

1 week	£6,000
50 weeks	£300,000

Proposed DTP costs

1 week	£4,500
50 weeks	£225,000

Cost savings

1 week	**£1,500**
50 weeks	**£75,000**

Savings in production costs per year

£000's

£37,500 saved

Previous costs

DTP
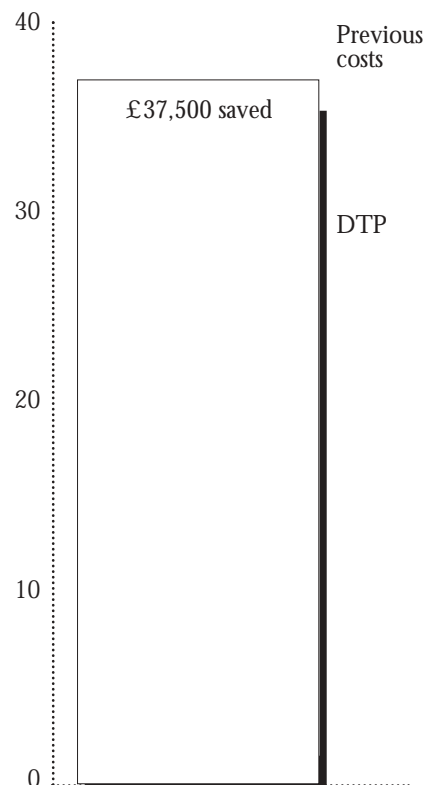
Paper
At least £5,000 more could be saved by 'shopping around' for the paper that is used on these publications.

Artwork
The Rules & Regulations Department has now started to produce its own camera-ready artwork, using Word 5 software and their own Canon laser printers. Savings of approximately £25–£30 per page are made by supplying the printer with camera-ready artwork.
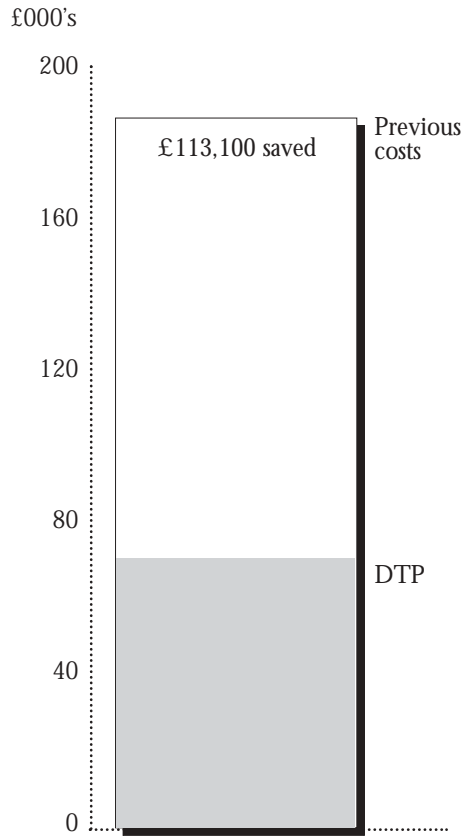
Cost savings

1 week	**£750**
50 weeks	**£37,500**

Case Study 3
London Transport Buses Publicity

Publicity – leaflets
Savings in production costs per year

£000's

£113,100 saved

Previous costs

DTP

Previous costs

Per leaflet:

new map	£230
map amendments	£50
film	£50
artwork	£300
new illustration (if required)	c. £325
195 leaflets[1]	**£186,225**

New DTP costs

Per leaflet:

film	£50
new illustration (if required)	c. £325
195 leaflets[1]	**£73,125**

Cost savings

1 leaflet	**£580**
195 leaflets[1]	**£113,100**

Publicity – A4 panels
Savings in production costs per year

£00's

£11,680 saved

Previous costs

DTP
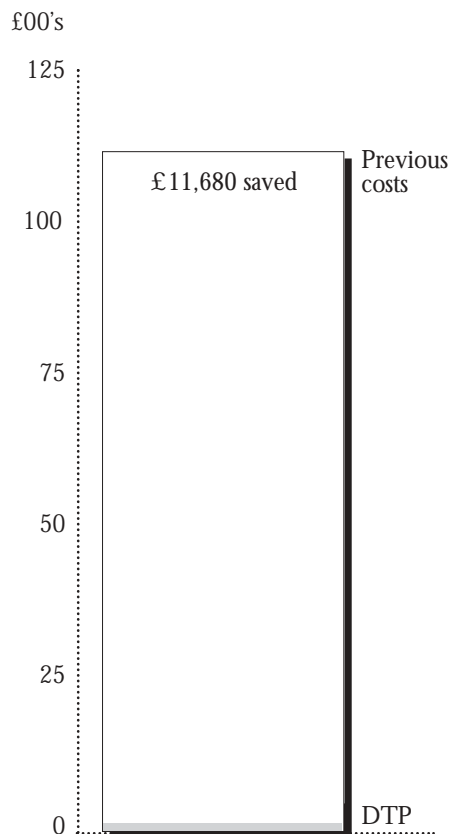
Previous costs

1 panel	£40
292 panels[1]	**£11,680**

New DTP costs

minimal

Cost savings

1 panel	**£40**
292 panels[1]	**£11,680**

1 Amount produced 1 September Year 1 to 31 August Year 2.