

Director:

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The Publishing Technology Center (PTC) offers a wide range of publishing services to all academic and research staff on a one-stop-shop concept. There are four distinct but inter-related production teams in the Center.

- The Design and Multimedia Team provides total solutions in producing the University's publications and graphics materials for teaching, research and publicity purposes. Its services cover print publication, website design, CD-ROM authoring and package design, production of exhibition and promotional materials for conferences and events.
- The Photo Imaging Team handles location, event and portrait shootings on and off campus. It also works on professional image editing and re-touching to cater for the needs of various users. This team maintains an online Photo Catalog containing more than 160,000 images of the University for easy access by users.
- The Print Shop Team deals with high-speed high-volume laser print output and photocopying services in either full color or black and white. It also takes care of computer-to-plate making, offset printing, CD-ROM label printing, course-pack production, paper folding and book binding services in various formats.
- The AV Production Team provides a comprehensive production service in both analogue and digital formats. It also assists in producing web-based learning materials and upkeeps a Video-On-Demand Archive for courses, lectures, seminars and workshops. Throughout the academic year, the team helps language instructors in recording hundreds of student presentations for language enhancement courses.

Besides fulfilling the in-house publishing needs of university users, PTC also acts as the consultant and coordinator for production projects outsourced to the commercial sector. In addition, the Center gives expert advice regarding the choice of the delivery approach and production format, budget planning, system configuration and specifications of multimedia facilities for teaching and research projects. It also offers assistance in tender evaluation and system integration processes.

Hands-on technical workshops can be organized on request basis for faculty, students, and staff to promote a deeper understanding and wider use of digital and online publishing technologies for teaching, learning, and administrative purposes.

Details about PTC's services, facilities, charges, and updated production information are accessible at the Center's webpage: <http://www.ust.hk/ptc>