

NEPTIK AND BRIGHTON DIGITAL MEDIA ACADEMY

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Brighton Digital Media Academy (BDMA) started in 2015 and provides local 14-19 year old students with the education and preparation for a career in digital media.

Pairing up with other local industry businesses such as [Latest TV](#), [Brighton Fringe](#), and [Duke of York's Picturehouse](#), the students are provided with an exciting and hands-on curriculum involving logo design, animation, documentary production and more.

[Neptik](#) have recently joined as an industry partner. We want to get involved and support local education and so were partnered up with [Brighton Aldridge Community Academy](#) (BACA) to provide the sixth-form students with a design brief – something new, something old, or something we're working on. We went in for a chat with them about who we are, what we do, and what we'd like to see from them, and our brief asked the students to design a logo and brand guidelines for a current client, [The Ram Inn](#) in Firle.



We ran through with them what our current thought processes were, showed them their old website, and described what was needed from the brief. The client wanted a refreshing, modern design, with connotations of the earthy, organic and inviting nature of the pub and rooms.

We returned to BACA a few weeks later to see the students' designs.

It was great to see the variation of designs that were produced from the same brief; the students followed our guidelines and tips and came up with some creative headlines, well thought-out logos and well-justified brand guidelines. Below are a few examples of what they came up with.





The Ram Inn Makes Everything Better!

After their presentations we gave them some feedback – what we liked and what could be improved and why. We showed them a couple versions of our final logo design for the client, and explained our reasoning behind our decision. We created a simple, modern ram's head, which we think looked friendly, inviting, and homely, using simple typography to avoid drawing the attention away from their newly designed website. Here it is:



The Ram Inn's website will be up and running soon so keep your eyes peeled on our [Work](#) page to see it!

We hope our contribution to BACA will give the students a bit of an insight into the digital creative industry, client management and working to a strict time schedule. We hope we can continue to inspire young aspiring creatives – it's the perfect time for them to start gaining experience and building their knowledge.

Neptik specialise in [web design](#) and [development](#), [logo design](#) and [branding](#) and [digital marketing](#). We will be offering the school a week or two's work experience next year and are always looking for new talent, so check out our [Wired Sussex](#) page for job vacancies.