

BDMA SUMMER REVIEW 2017

YEAR 2

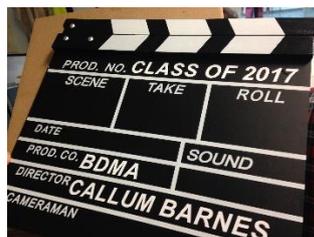
This summer it has been wonderful to see the graduation of our first cohort of Y13 BDMA students - how marvellous it is to see their confidence grow and see our students placed in universities, colleges, internships and apprenticeships far and wide, in order to progress with their chosen career. The range of direction is extensive, including:



- Thoughtshift Internship
- Tilt traineeship
- Exeter Degree Apprenticeship

This year our students have consolidated all their creative learning to produce music videos for BIMM artists and for their own tracks; animations for Tilt and Persistent Peril; documentaries on a variety of subjects including Slender Man and generational differences. All of which provides our students with a wealth of content for their showreels, which, along with their BTEC Level 3 in Digital Media, has launched them to the next stage - good luck Y13 - the sky's the limit.

We celebrated our students' achievements at the BDMA Showcase – with prizes for category winners and certificates for all – a lovely and fitting culmination of 2 years study.



For our Y12 students it's been a focus on the rigorous work placement recruitment process - all students were successful this year - with 12 placements made in 10 top Brighton digital media companies: 'Giving young guys and girls opportunities to see what a career in digital is really like is the reward for being a partner of the Brighton Digital Media Academy.' Jollywise. 'This has been a very important experience for me, it's helped me push myself with my skills, it makes me very happy to feel successful - makes me very proud and makes everything achievable.' Keeran

The students have also completed their social action films and the final films for the Bevy, which are now being used to promote the community pub on their website – 'Really well done to the students. This was a complex task and they have done an amazing job. From the way they interacted with

people to get the interviews to how they have edited video, music and text together to make the films flow really well - what superb results.' Lyndsey Haskell, East Brighton Trust. The students have also worked on Gifs for the Brighton Museum Gif Competition – all students have submitted short clips that re-work artefacts from the museum – chosen Gifs will be shown in the Brighton Museum as part of the Brighton Digital Festival in the autumn.

I'm very pleased to welcome yet more digital companies as partners to the BDMA, these include:

- iCrossing - digital marketing agency
- Gene – internet marketing service
- Kineo – e-learning company
- Graphite Digital – digital agency
- Net Natives – marketing agency

Having established a good partnership with Brighton Uni we have now developed our relationship with Sussex Uni: 2 BDMA students will be attending their summer school and earlier this month we enjoyed this workshop day - Will the Revolution be Televised?

A practical workshop to provide an insight into studying Media Practice at University - our students responded to a creative brief in the Media labs and took it from concept to production.



Tom Misenti and Rachel Perry took a group of students to Berlin for an exhilarating tour of film studios and famous landmarks – 'The trip was a fantastic opportunity to explore a city rich in culture and film history. We all had a blast.' -Rachel Perry. Film of the trip soon to be posted on website.

And finally, to round the year off we went to the cinema to see the latest summer blockbuster - Spider-Man: Homecoming – all very much enjoyed by students and tutors alike.

Exciting times ahead with numbers up and the BDMA going from strength to strength – especially with our new member of the BDMA team:



Fiona Adams
BDMA Partnerships Manager
JULY 2017