

BDMA SPRING & SUMMER REVIEW 2018 **YEAR 3**

Brighton Digital Media Academy (BDMA) has truly blossomed this year with our Year 12 students excelling themselves during their work experience and developing focussed direction and long-term contacts for their future. We also had a wonderful celebratory BDMA showcase for our graduating Year 13 students now heading off to pastures new in work and higher education.

Spring had us launch the work experience programme, now into its third year, at both Brighton Aldridge Community Academy (BACA) and Portslade Aldridge Community Academy (PACA). Fifteen companies introduced their work placements giving students the opportunity to informally discuss the jobs on offer and enjoy some light refreshments together. The intense recruitment process included a meet and greet evening with industry partners, creating CVs, applying for jobs, interview technique master classes, shortlisting, formal interviews for the jobs, and then the final selection.

The jobs students did ranged from website design to show reel production and included campaign development for major brands, recruitment video production, designing posters and tickets, data research, a social media campaign for Disney, documentary film idea development, social media review and idea development, and documentary pre-production. Throughout the week, students have developed their technical computer and software skills, as well as fundamental skills preparing them for their future careers.



"It has inspired me to work in a digital media company - it has such a laid back atmosphere. Its flattering to have a major company like Brandwatch ask my opinion and suggestions... it gives me a boost and makes me think that I'm more able to do things than I think I am." BACA College student Elly doing her work experience at Brandwatch.

"I cannot say how blessed we were to have three such engaged students. They all were fantastic with their presentations and should be immensely pleased with themselves." Nina, iCrossing

Our industry partner masterclasses continued with visits from a number of companies setting short live briefs, these included:

- Trailer Farm – produce hype-building trailers, pre-visualization for games

Trailer Farm gave an overview of how a small creative agency works at making videos for the games industry. They talked about career archetypes within the company and set a challenge for students to cut a short video trailer for the game Player Unknown's Battleground. The students received very

positive feedback on their work: *“Excellent timing. Really nailed the idea of connecting the action and edits to the flow of the music. I like the breakdown in the music to show off a vulnerable looking character running. Good storytelling.”* Alys, Trailer Farm

- Tilt – creative agency producing brand experiences through film, motion graphics, design. Tilt set a brief for students to create a soundscape for a number of animations for staff training within businesses. This was a very detailed and precise task that the students undertook, and they nailed it: *“Jake’s piece was great and it was a nice surprise to hear sounds I wouldn’t expect, for example the chair falling over was more of a symphony crash and it felt more unique.”* Stig, Tilt.

We also had masterclasses from:

- Brilliant Noise - strategic marketing partner for global brands
- Sitevisibility - search Engine Optimisation Agency
- Wired Sussex – an independent, not-for-profit membership organisation that supports the digital, media and information technology sector in Brighton and Hove
- Progress Film – studio visit – music video master class

Finally, our PACA students collaborated with the digital marketing consultancy Pegasus. The brief was on inspiring healthy decisions through creative communications through advertising, for the mental health charity Mind. The brief challenged the students to create a campaign name and visual identity that would resonate with young people aged 18 to 23, encouraging them to seek out mental health services and support. During the project, students visited the Pegasus offices for a review and critique session.



The students presented their final campaigns to Pegasus to great acclaim: *“We were seriously impressed by the creativity of the pitches. They developed their designs with care and sensitivity – it was an impressive selection of work. It has been a real privilege to work closely with the teaching staff and the students at the BDMA. The work of the Academy is truly inspiring and it is clear there is a whole lot of fresh creative talent bubbling away in Brighton!”* Neil, Pegasus

The BDMA showcase this year celebrated our students’ achievements with prizes for 'Most Creative Student (director)', 'Most Organised Student (producer)' and 'Most Progressed Student'. Thanks to our partner, the Duke of York’s Picture House, the winners have annual student passes to enjoy over the summer holiday. Our graduating students will be heading off to Brighton University and apprenticeships in the autumn to continue their progress. We wish them all the very best and look forward to them returning soon to deliver masterclasses themselves at the BDMA in the future.

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