

Creative Careers

Real Work Placements in Creative Arts Newsletter

Winning BMet students' creative talents bring Barclays wall to "cultural life"



Caption here

Three art and design students at BMet College have been rewarded for successfully bringing creativity and culture to a Barclays wall in Birmingham's city centre hub.

Alisha Masani, Deepika Chumber and Lucie Rolph, who have just completed a level 3 extended diploma at BMet's Sutton Coldfield College, were chosen as the winners of the virtual competition – set to showcase diversity and inclusion through art at the One Snowhill headquarters.

The challenge was part of a five-month employer-led remote industry placement organised by the college and Barclays. Due to Covid restrictions, all activities took place online.

To celebrate the diverse population of employees at the multinational bank in the UK and globally, the task was for students to showcase culture through artistic creativity on a large prominent public facing wall, at the Barclays Birmingham site.

A grand unveiling showcasing the winning designs took place today by Andy

Street, the Mayor of the West Midlands, who said: "We are blessed as a region to have so much creative talent and my warmest congratulations go to BMet art and design students Alisha, Deepika and Lucie whose work showcasing diversity and inclusion, will now be on display at the brilliant Barclays wall at their One Snowhill hub."

Directed by their course tutors, 15 students took part in the placement project which began last September.

The rationale was to get students involved in a competitive live project brief related to their industry, where they could create original pieces whilst learning invaluable career-focused employability skills.

Deepika, Extended Diploma in Art and Design student said: "The experience I gained is really helpful, as it should help me in the future when working with different clients. It will also be useful when applying to universities and jobs, as it will look good on my CV."

Job Role: Commissioned Artist

Why study Creative Arts?

- The creative sector continues to grow at more than twice the rate of other industries and is pivotal to the UK economy (the sector makes up 5.5% of the economy as a whole)
- You will acquire new and specialist skills that will lead to a career in the industry
- Our courses are accredited by the prestigious UALAB (University of the Arts London Awarding Body)
- You will learn in cutting edge design facilities
- You will take part in industry placements with real employers, gaining invaluable experience.
- You will develop sought after employability skills including problem solving, teamwork, communication and professional presentation.

Some of the employers our students have worked with:

LV= Insurance

National Trust

Barclays

Sutton Coldfield Town Council

Cr8 Architects

Maurice Whittington

Canals & Waterways Trust

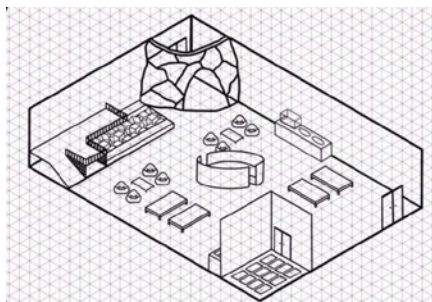
British Art Show

Aston Villa Foundation



Design sheets and 3D visualisations for client presentation

3D Students design a new nursery with Cr8 Architectural



Extended Diploma and Foundation Diploma 3D Specialist students worked with Richard Todd from Cr8 Architectural Ltd to design the interior and exterior of a new nursery building for the Shrubbery School in Walmley.

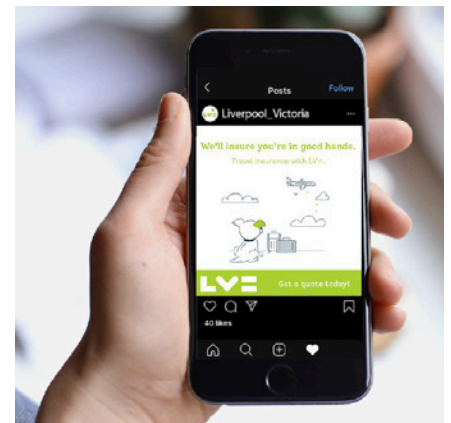
Students worked individually or in design teams to develop floor plans, elevations, and design sheets of interiors including furniture and fittings. They also created 3D visualisations to support their pitch documents for the client.

Successful students were shortlisted by Richard, and were taken through to a final round where they gained experience of presenting their concepts to the Headteacher and senior

leadership from the school. The clients were impressed with the quality and professionalism of the designs and selected a final design to take forward for potential realisation.

Stuart Bell, 3D lecturer said "We are grateful for this excellent opportunity and experience for the students to work with a local business to develop industry expertise. It gave the students a genuine insight into the requirements of the architectural design industry and help support their personal development and progression into University."

Job Roles: Architect and Interior Designer



Digital Marketing with LV= Insurance

UAL Level 3 Visual Communication students gained experience working with LV=Insurance to create Digital Marketing Designs.

Digital Marketing is the promotion of products or brands via multiple platforms such as Facebook, Twitter and Instagram and to connect with customers.

Many customers rely on social media to discover research and educate themselves about a brand before engaging with that organization.

This project was to create a marketing campaign around LV='s insurance products to encourage customers to purchase a policy.

Job Roles: Digital Marketer, Graphic Designer, Animator, Illustrator, UX/UI Designer



Some of the career pathways after studying on a degree or being an apprentice you could find yourself working in:

Curator, Set Designer, Graphic Designer, Film Director, Cinematographer, Fashion Designer, Fashion Buyer, Fine Artist, Illustrator, Art Director, Sculptor, Furniture Designer, Product Designer, Jewellery Designer, Architect, Automotive Designer, Textile Designer, Interior Designer, Interior Architect, Games Designer, Special FX Designer, Animator, Photographer, Concept Artist, Animator, UI/UX Designer, Digital Marketer, to name a few...



UAL Extended Diploma Visual Communication students at Villa Park

Young people's issues highlighted through creative partnership with BMet and Aston Villa FC charity



Societal issues affecting young people were brought to life creatively through an innovative partnership with BMet and Aston Villa FC charity this week.

Visual Communications students from BMet's Sutton Coldfield College were given the unique opportunity to produce youth-focused videos and associated marketing for Aston Villa Foundation – the charitable arm of Aston Villa Football Club.

To showcase their ideas and work, students were invited to Villa Park to present their final pieces to key members of the charity in teams, as part of a three-month industrial placement.

The brief was to use media techniques to reflect current issues by providing information, advice and guidance for young people of all genres and ethnic backgrounds across Birmingham – priority areas being Erdington, Ladywood and Perry Barr.

Themes around drugs and alcohol, inequality, bullying, gangs, mental health and youth unemployment were explored and portrayed through the student presentations.

The learners' work will be used to produce captivating and impactful content to be used in Aston Villa

Foundation's 'Kicks' sessions – a community-based football programme.

Speaking of their experiences, the students expressed the following:

Dan, who focused on drugs and alcohol for his work: "It was so different to other work I have done. It was great to work alongside a well-known and respected client."

Katie, who explored mental health: "I found it very rewarding to work on such an important subject, that I and many young people can relate to."

Kaylern, who showcased gang culture and youth crime: "I feel very proud of what I achieved and am happy with the positive comments that I received from key players from Aston Villa Foundation."

Students received positive feedback from Aston Villa Foundation and the charity plans to use their creations to further emphasise important issues that are of huge significance to young people across Birmingham.

Pete Ezard, Partnerships Manager at Aston Villa Foundation said: "Once again, the opportunity to work with BMet students has proved worthwhile."

"The quality of the videos produced focusing on local societal issues was of high standard and will enable us to present them across our Interventions programmes."

Job Roles: Graphic Designer, UX/UI Designer, Film Director, Film Editor, Animator.

The UK Creative Industries



UK Creative Industries Workforce 2019



Proportion of UK creative industries jobs by region in 2019

