

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 head-quarters.

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



3D Design students with Cllr Terry Wood, Mayor of The Royal Town Sutton Coldfield, Olive O'Sullivan, CEO, Royal Sutton Coldfield Town Council and Tutor Emma Buet

Sutton College students impress Mayor with designs to boost royal town

Sutton Coldfield College students had the opportunity to showcase their innovative art and sculpture designs for their local town to its Mayor, Councillor Terry Wood this week.

The captivating designs were part of a 45-week industry placement for the college's level 3 art and design students, with the Royal Sutton Town Council.

The project brief was to create eyecatching designs for the "Sutton In Bloom" project, to enhance and modernise popular attractions including key roundabouts in the area.

Twenty-five students were able to use their creative skills to build on a community, environment and horticulture theme. Five were shortlisted and were given the unique chance to have their designs displayed in prominent public areas in Sutton.

Speaking of their experiences, the shortlisted students who are studying level 3 art and design diplomas had the following to say:

Ella said: "Being part of this placement was extremely beneficial for me, as it is the first opportunity I have had to work with a real client. Among other things, I was able to learn about the importance of meeting client needs, being adaptable and working to a set brief."

Faathimah said: "This project helped me gain a wealth of skills that I feel

I can utilise in my future role as an interior designer. As well as learning how to stick to a brief, I developed communication skills, presentation skills and resilience."

The Sutton Town Council placement enabled the students to follow a real client brief, centring on "civic pride", "happiness" and "community integration" through vibrant designs.

Following the fantastic work of the shortlisted students, Sutton Town Council have commissioned an artist to work with Ella to create her winning design, which is now on display in Walmley.

Job Role: 3D Designer, Sculptor



Ella's winning design brought to life in Walmley



Models pose on stage at the 007 themed fashion shoot

Fashion students have a Licence to Frill!

Extended diploma Fashion and Textiles students worked with Natalie Maragh, fashion designer and events planner from Elementz of Couture to put on an event with a James Bond theme.

The students worked with the client to plan the event and organise the event space and entertainment, collaborating with other departments. Students sourced fabrics, designed and produced garments for Bond girls in styles influenced by the decades.

The final event featured a catwalk of the students' creations. Natalie was delighted with the hard work the students put in and was impressed by the diverse creative ideas.

Tutor Tiffanni Trench said "This was a fantastic opportunity for the student to not only design garments for a real client, but to also gain experience of events management."

Job Role: Fashion Designer & Events Manager

Making a splash in the design world!

UAL Diploma Visual Communication students worked with local design agency Edge Creative to produce a digital marketing campaign for one of their clients, Rudds Wellies.

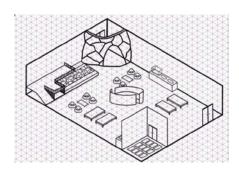
The students worked in teams to set up product photoshoots in Digbeth and Sutton Park, edit videos for a social media campaign, and design a website for the client.

Job Roles: Digital Marketer, Junior Content Producer, Web Designer, Photographer



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."

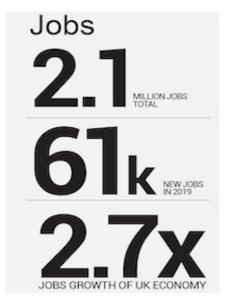
Students received positive feedback from Aston Villa Foundation and the charity plans to use their creations to further emphasise important issues that are of huge significance to young people across Birmingham.

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

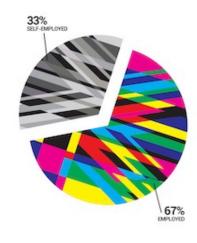
"The quality of the videos produced focusing on local societal issues was of high standard and will enable us to present them across our Interventions programmes."

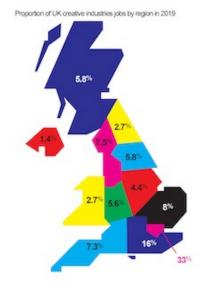
Job Roles: Graphic Designer, UX/ UI Designer, Film Director, Film Editor, Animator.

The UK Creative Industries



UK Creative Industries Workforce 2019





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