

Diploma

Bringing learning to life

Creative Tour of Leicester



September 2010

Background to the Tour

This is the first time the Creative and Media Diploma has been taught in the Charnwood area. The Diploma encourages interaction with local employers to bring academic studies to life with a world of work relevance. The Creative Tour kick started the two year Diploma course, with a fantastic insight into the Creative and Media scene in Leicester.

Aims for the Tour

To give students an insight into the 'Creative and Media' activity and the broad range of creative employment opportunities available in Leicester.

Tour Venues

BBC Radio Leicester
LCB Depot
Leicester City Museums Service - New Walk Museum
Phoenix Square

13 Students from the following Schools and Colleges:

Hind Leys Arts College,
Rawlins Community College,
De Lisle Catholic School and
Burleigh Community College.

Curriculum Links – The Creative and Media Diploma at Level 2.

Lead Teachers – Vicky Carterbland from Rawlins Community College and Lucy Hebden and Kelly Holmes from Hind Leys Arts College.



On Tour at BBC Radio Leicester

(LtoR) Kelly Holmes, Creative and Media Teacher from Hind Leys Arts College with students from Rawlins Community College and De Lisle Catholic School.

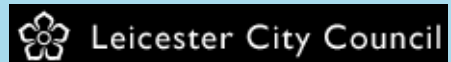
Charnwood
Creative & Media
Diploma

Thank You

The Charnwood consortia would like to extend a huge **Thank You** to the staff from all the organisations involved for their time and enthusiasm. With your input students now have a greater understanding of the sector and the variety of activity that takes place within it.



Leicester Creative Business DEPOT



Charnwood Consortia

13 Students from 4 secondary schools in the Charnwood area are involved in the Creative and Media Diploma, with the Principal Learning Units being taught at:



Rawlins
Community
College

Specialising
in Media



Hind Leys
Arts College

Specialising in
Fine Art



Quote - Student, Eloise Parker from Hind Leys Arts College commented:

"It was good being able to see all the BBC facilities and talking to the presenter about his job."

Quote – Katherine O’Sullivan, Marketing and Service Development Manager at LCB Depot commented:

"We were really pleased to welcome the Charnwood students to LCB Depot. We have shown many groups of young people around over the years and it's always lovely to see their enthusiasm for the building. As the students are studying for a Creative and Media Diploma it was great to give them the opportunity to meet people running their own creative businesses. Hopefully they will feel inspired to consider starting their own creative business in the future."

Quote - Student, Jake Moger from Hind Leys Arts College commented:

"It was fun, entertaining, and educational."

Quote – Kelly Holmes Teacher, from Hind Leys Arts College commented:

"This was a wonderful experience for all staff and students, to really appreciate the up and coming arts quarter in Leicester, and what it has to offer to each one of them. We can teach them about the jobs available in the art and media sector but this trip put it all into context and it was good to meet those first hand who are working in the jobs that they aspire to. Hopefully this is the start of a 'creative' partnership with each of the businesses and one we can return to in the future with the next group of Diploma students."



Pictured far right: Kay Wright, News Editor at BBC Radio Leicester, showing Creative and Media students from Rawlins Community College, De Lisle Catholic School, Hind Leys Arts College and Burleigh Community College, the technical equipment used in the News Bulletin studio.

Quote - Student, Courtney Montague from Hind Leys Arts College commented:

"When we talked to the photographer at LCB Depot, we found out the good bits about his job - like photographing 'Lily Allen', 'JLS' and 'Bullet for my Valentine' but also the negatives like the long hours! It was good to get a realistic viewpoint on creative industry jobs."

Outcomes for the Tour

Relating to Unit One: Scene, of the Creative and Media Diploma. Through touring and experiencing a small slice of the Creative and Media activity in Leicester, students gained an insight into the industry and discovered which qualifications and skills are important for a wide range of roles. On return to the classroom students will produce a guide to the Creative and Media scene that they experienced. Students at Hind Leys will be producing screen printed posters to promote the creative & media scene, with Rawlins students producing a "What's On" guide for TV and/or Radio.

LEBC's involvement

LEBC are supporting the Creative and Media Diploma by co-ordinating the requests to local business for support, giving advice and guidance to teaching staff and in linking the staff to local employers that can enrich elements of the Diploma units. If you have a Creative or Media based challenge for students that could help them relate classroom studies to real life scenarios then please get in touch.



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Tel: (0116) 240 7000 or Email: Rachael.Clarke@Leics-EBC.org.uk

Ashcroft House, Ervington Court, Meridian Business Park, Leicester. LE19 1WL.