



ART, DESIGN AND MEDIA MINI LECTURES

ALL

Creative Careers

This talk provides an insight into the different creative careers your students may pursue upon graduating and the types of jobs that some of our students have gone on to. It highlights the different styles of work that may be undertaken within the creative industries and provides guidance on how to get ready for a career in a creative pathway.

ACTING AND THEATRE MINI LECTURES

Applied Theatre Taster Workshop

This workshop will be a fun and practical introduction to Applied Theatre – as delivered within the School of Acting at the Royal Birmingham Conservatoire. The workshop is targeted at students interested in pursuing Acting, Directing, Playwriting and Producing careers. During the session, students will explore why we make ‘drama with a purpose’ and how we engage schools, communities, prisons, and hospitals in making the work. Through games and drama exercises, students get a taste of some of the ways our students work to create original and important new theatre.



ENGLISH MINI LECTURES

Guest Lecture based on text or topic studied

Studying a specific text or topic and want some new angles? Let us know so that the relevant expert from the School of English can present the latest criticism on the text to your students.

JEWELLERY MINI LECTURES

Jobs in Gemmology and Jewellery

This talk provides an insight to what we offer at the School of Jewellery, including BSc (Hons) Gemmology and Jewellery Studies degree, HND Jewellery, BA (Hons) Jewellery and Objects and BA (Hons) Horology. It highlights the many and varied career options available to our graduates. The talk includes some of our graduate success stories detailing their progression into their exciting gemmological, horology and jewellery careers.

MEDIA MINI LECTURES

Vlogging 101: how to produce a good YouTube video

Ofcom tell us that young adults spend more than an hour a day viewing YouTube but what makes a great YouTube vlog? This session reveals the secrets of vlogging, looking at the traits that successful vlogs share, then it will be over to your students. We will work with your students to come up with some great vlog ideas that they really care about and start them off on their journey to be the next YouTube sensation. The session gives them loads of practical tips to get started as a vlogger.



Podcasting 101: how to start a podcast

Each week seven million people listen to podcasts in the UK and, the beauty is, virtually anyone can start one. But how do you do it? In this mini lecture, your students will learn what a podcast is and consider how to turn their idea into one that people will love. Your students will understand how to define target audiences, as well as deciding what goes into their podcast and, once it's made, how to distribute and market it.

Don't feed the trolls: what's internet trolling all about?

In this workshop, we'll explore the reasons that people behave differently online and the sorts of toxic behaviours (particularly trolling) which we might encounter. We'll think through our own online behaviour and consider ways that we can deal with the trolls to make our own little corners of social media nicer places to be.

Citizen Journalism: taking control of the news agenda

What role do we, as citizens, play in the news making process? We all have mobile technologies capable of recording the world around us and helping us tell the stories that we feel our important to ourselves and others. But does that make us journalists? This session will help your students identify and critique examples of citizen journalism and reflect on the advantages and disadvantages of citizen journalism for local communities.

Breaking news: what's journalism all about?

Breaking news: you're sat at home watching Coronation Street, when suddenly the picture fades to a stern-faced news reader delivering significant news of national interest. Once we called it a news flash. These days we call it breaking news, usually delivered by rolling news channels and social media. It's the moment we stop what we're doing, take a deep breath and consume what we're being told. Good news, bad news, trivial news – breaking news can take all shapes and forms.

How to get likes and influence people using the power of PR and social media

Have your students ever wondered what it takes to become a social media star? How brands can get their message heard? Or how people can be encouraged to think and act differently? Welcome to the weird and wonderful world of PR and social media. This session looks at how people and organisations can create a name for themselves, using PR and social media strategies, while considering just how important it is to be 'liked' in today's society.



ARCHITECTURE AND DESIGN MINI LECTURES

Product and Furniture Design student talk

Current Product and Furniture Design students present about their own project work and discuss the course and their university experiences so far. This covers how they've developed as students and designers, what it takes to study design at university and the benefits of studying Product and Furniture Design at BCU when considering a career in the design industry. This is ideal for any students that may be interested in design, currently study art or design technology (resistant materials), or any other related subject area, and who may have an interest in studying a design course in higher education.



Session dates are negotiable. For further information or to book, please get in touch [here](#)