

CREATIVE INDUSTRIES

Birmingham City University offers the most diverse and specialised creative and cultural portfolio within the UK universities sector. We are a significant contributor to the creative and cultural industries.



Over 6,000 students (nearly 25 per cent of our student population) are enrolled on creative and cultural courses annually, including non HE provision.

We produce more graduate talent in these areas than anywhere outside London.

We offer a total of 133 undergraduate and postgraduate courses falling within the cultural and creative industries.

We have the most advanced TV studios in the region with three TV studios, one green screen studio and six radio studios all of commercial standard.

We are recognised by Arts Council for England for our work in the region and our partnerships. We lead as a National Portfolio Organisation and as host of Turning Point West Midlands.

Eastside Projects, our public gallery in Eastside has presented over 60 exhibitions of international significance, eight of which are Turner Prize Winners and has become one of the leading artist led spaces in the UK.

We already invest over £27 million annually in creativity and culture through faculty budgets and the returns on this investment are notable.

Culture has significantly enhanced our international research rankings with enhanced profile and publicity.

22,000

22,000
students from
80 countries

133

133 courses
within the
creative
industries

1843

Established in
1843 – Art and
Design

TOP 30

University
for Graduate
Employment

(Sunday Times University Guide)

TOP 10

University for
investment
in facilities

(launched £62m Parkside
Building in 2013 with state
of the art media studios)

CREATIVE INDUSTRIES

200

Over 200 business
partnerships in the
creative economy

Culture contributes to our worldwide reputation: 24% of all places on our cultural and creative courses are occupied by international students – this is higher than the average of 20% for the sector (when compared against all UK HE institutions using same criteria) and the BCU average of 18% for all faculties.

Culture contributes to our national standing: in the 2014 Guardian league table, our cultural subject rank higher than our ranking as a University as a whole. For Art and Design, Architecture and Music courses, we are ranked at 47, 41 and 27 respectively (against an overall university ranking of 61.)

According to 2013's Destination of Leavers survey, 90% of graduate respondents from creative and cultural courses are in some form of work or further study – this compares to an industry average of 88%.

Based on 2011/12 UKFTFD graduates, 54% of our Arts, Design & Media (ADM) graduates employed after graduation reported a managerial/professional position. This is above the sector average of 53%.



NAME | Adam Lawrence
 COURSE | BA (Hons) Acting
 JOB ROLE | Actor

Adam has featured in the BBC drama 'Peaky Blinders' alongside Hollywood A-listers including Cillian Murphy (The Dark Knight Rises, 28 Days Later) and Tom Hardy (Inception, Black Hawk Down).

Adam, who has also starred in Channel 4 drama 'Dates', was nominated for Spotlight's Best Actor prize in 2012 and has since gone on to feature in a number of TV productions.

"Having grown up in Birmingham, the opportunity to represent not just the school but also my city is something I am extremely proud of. My training at Birmingham School of Acting has taught me more than just how to act; it's really developed my personality. Acting training is a life experience of its own, and BSA has really prepared me for going into the industry."



NAME | Andrew Bond
 COURSE | BSc in Film Production
 ORGANISATION | Launching People/Sky 1

Andrew, who graduated in 2013 with a BSc in Film Production, won a national competition to work alongside one of Hollywood's top actors on Sky 1. Andrew is being mentored by film star Idris Elba after winning 'Launching People', a competition run by Samsung. Idris, best known for his roles in 'Prometheus', 'Luther' and 'The Wire', took Andrew under his wing, with the two of them starring in the Sky 1 programme 'The Ones to Watch'. The 'Launching People' competition was a search for undiscovered talent; Andrew was announced as Idris Elba's chosen protégé in the film category. Andrew's heart-warming film entry 'Howard's Happy Place' won over Idris. After finding out he had won the award, Andrew spent two weeks working with Idris, one-on-one, on a unique project as part of the show.

"When I first started this project I said I wanted to find someone who wanted to tell a story and inspire others. In Andrew, I feel I have found someone who has a similar aspiration and that is why I picked him."

Idris Elba, Actor



NAME | Andrei Costin
COURSE | BA (Hons) Acting
ORGANISATION | Birmingham REP
JOB ROLE | Actor

Acting graduate Andrei Costin was involved in a new performance of 'The Kite Runner', based on the famous novel by Khaled Hosseini, as part of the Birmingham REP programme during the autumn of 2014. Andrei graduated from Birmingham School of Acting in 2013 with a BA (Hons) in Acting and immediately landed himself a big role as Hassan, one of the main characters in the play. Jonathan, a PhD graduate from Birmingham Conservatoire composed the music for the play.



NAME | Ben Stones
COURSE | BA (Hons) Media
ORGANISATION | BBC Radio 2 & 6 Music
JOB ROLE | Assistant Producer

Birmingham School of Media graduate Ben Stones was nominated as one of The Radio Academy's 30 Under 30, a list of 'the most talented future stars of radio'. The initiative, which started four years ago, celebrates the UK radio industry's "most promising young professionals" by recognising "the most talented and exceptional future stars of radio".

Since making the move to BBC Radio 2 & 6 Music Ben has been fortunate enough to work with some amazing people on some fantastic projects – from creating the station sound package for the BBC's first music-based pop-up DAB service, Radio 2 Eurovision, to producing trails and imaging for the inaugural 6 Music Festival and so much more.

Ben and his peers on the '30 Under 30' shortlist attended a reception at the Radio Festival 2014 in Salford. Ben has also returned to the Birmingham School of Media at the Parkside Campus where he will spoke to students about career pathways in radio.

"I'm absolutely ecstatic to have been named as one of The Radio Academy's 30 Under 30 for 2014. It's been such an unbelievable year, so to be recognised for all my work is incredible. The week the '30 Under 30' list was announced marked almost exactly five years since I began lectures at BCU and really that was where my spark for radio was ignited. I started the course wanting to be a photographer, but the ability to explore and try out all areas of media production meant that I left with a passion for radio."



NAME | Bethan Ball
COURSE | BA (Hons) Applied Performance
ORGANISATION | Birmingham Hippodrome
JOB ROLE | Creative Learning Intern

Bethan completed an eight week paid internship with the Creative Learning Team at Birmingham Hippodrome especially developed for a Birmingham City University graduate. During her time there as a Creative Learning Intern, she was involved in a variety of projects, including working in primary schools delivering creative arts workshops, assisting in sensory movement sessions with adults who are deaf and/or blind. Bethan was also able to support projects which looked after children, and young carers, where they devised and performed their own show. Bethan spent time planning, organising and evaluating these events.

Bethan is now a Hippodrome Plus Event Assistant, supporting the community and outreach events. Furthermore, she is an assistant artist on a project called Spectra, with Kate DeRight in partnership with mac birmingham and Queen Alexandra Specialist College. Bethan has also set up The Cord Arts Co. with one of her University friends who were also on the same course at Birmingham School of Acting, and they have plans to deliver creative workshops with older people and in mainstream and special needs schools.

“It was such a valuable stepping stone into the industry, this internship has opened doors for me and as such, I am now working as a freelance community artist for Birmingham Hippodrome.”



NAME | Charlotte Bray
COURSE | BMus (Hons)
JOB ROLE | Composer

Having started her studies at Birmingham Conservatoire as a cellist, Charlotte decided she would prefer to be writing her own music and switched to composition. Since graduating with first class honours in 2006, she has enjoyed enormous success and in November 2012 was named by the Evening Standard as one of London's 1,000 most influential people; the newspaper described her as “one of the outstanding composing talents of her generation”.

Charlotte has had many pieces commissioned and performed including Invisible Cities, premiered at the Verbier Festival in Switzerland in July 2012; At the Speed of Stillness, a BBC Proms commission premiered at the Royal Albert Hall 2012; and Caught in Treetops, premiered by renowned violinist Alexandra Wood and the Birmingham Contemporary Music Group (BCMG).

For 2009/10, Charlotte held a residency with BCMG, followed by her being elected Composer-in-Residence for 2011 by the Oxford Lieder Festival. In 2012, she was the judge who announced the results on television for BBC Young Musician of the Year.

Charlotte, who was made an Honorary Member of Birmingham Conservatoire in 2011, has been named as one of Birmingham City University's Alumni of the Year in the 'Excellence in Sport or the Arts' category.

She said: **“I had an absolutely brilliant time at Birmingham Conservatoire, especially after I switched to composition. It was quite a small year group and that allowed us to have a lot of individual tuition, which was always absolutely fantastic, with people like Head of Composition Joe Cutler. We also had a lot of people who were very successful composers coming in to collaborate with us, and give individual and group lessons. “We all had the chance to develop as composers without feeling we were being forced to fit in with a particular style – instead, we were given a thorough grounding to develop from. First of all, we gained experience by writing for other students at the Conservatoire, and then got to build a wider musical network by working with groups like Birmingham Contemporary Music Group and the City of Birmingham Symphony Orchestra which was really invaluable, helping each composer to find their own voice.”**



NAME | Charlotte Watkivs
 COURSE | BA (Hons) Textile Design
 ORGANISATION | Birmingham City University/
 CTC Kinghurst Academy
 JOB ROLE | AimHigher Mentor

Charlotte, a student from the School of Fashion, Textiles and 3D Design was named as the University's AimHigher Mentor of the Year 2014. Charlotte was presented with the award in recognition of her work with AimHigher, a scheme which helps young people to realise their ambitions of going to university. Charlotte mentored Year 12 students at CTC Kinghurst Academy to support them to improve their grades and gain a better understanding of the benefits of higher education. As a result of the mentoring they created a community project which was installed at the Think Tank, Millennium Point in Birmingham.

“Charlotte has been an excellent mentor. Conscientious, caring and very professional with her students, she does all that she can to help them. Her students have all improved their grades dramatically and now have a clear understanding of the benefits of higher education.”

Sue Callander,
 CTC Kinghurst Academy



NAME | Dan Griffiths and Leon Ostle
 COURSE | BA (Hons) Visual Communication
 ORGANISATION | Crew Studio Ltd
 JOB ROLE | Advertising Designers

Dan and Leon have been two of the top advertising designers in London over the last ten years. They met while studying together on the BA (Hons) Visual Communication course and were already active in the industry by the time they qualified in 2000. They began their careers as part of the founding team at Glue, successfully managing and developing the design department for eight years and building it from a team of five to over 30. The duo have run or been creative leads on accounts for companies including Sky, RBS, Toyota, Stella Artois, Adidas, Google, Guinness, Coke Zero, Mini, 3mobile, Unilever and Virgin.

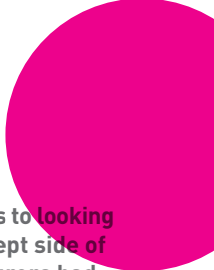
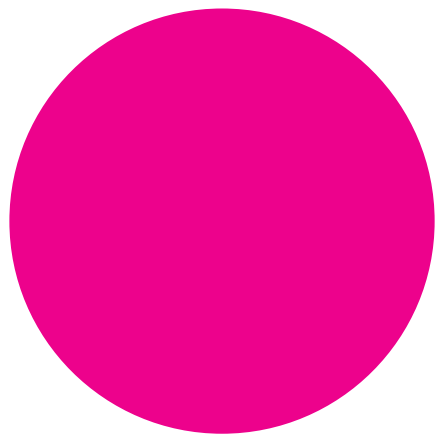
In July 2013, they made the decision to strike out on their own, setting up Crew Studio Ltd a digital design and creative studio. As founders and directors they have already worked on some large scale projects for V Festival, Rogue Films, Google and Mother. In September 2014 Birmingham City University awarded both Dan and Leon the first two Alumni of the Year awards for Enterprise and Innovation.

“The course really opened our eyes to looking at things differently and the concept side of communication. Many of our lecturers had experience of industry and gave us a lot of guidance at the right time. I know from speaking to other people that a lot of other courses didn't offer anywhere near the studio time ours did – we were much more hands-on, in from nine-five every day, whereas others might just do a few hours a week.”

Dan Griffiths

“We joined Glue as a creative marketing team – it was a very small unit so we had to be hands-on, but that's how we like to work anyway and it gave us the flexibility to really shine, which has put us in good stead for what we've done since. We'd done our stints, we'd learned a lot, and going to another agency would probably have been very similar, so we decided to take on the challenge of setting up on our own.”

Leon Ostle





NAME | Daniella Genas
COURSE | : BA (Hons) Media and Communication and MA Media Enterprise
ORGANISATION | Aspire4u Community Interest Company (CIC)
JOB ROLE | Director, Community Engagement and Leadership

Combining business acumen with a social conscience, media graduate Daniella Genas runs successful city event management company Aspire4u – with all profits re-invested in the Aspire4u Community Interest Company (CIC) which organises a range of exciting and innovative projects to provide experience of the workplace for young people from disadvantaged backgrounds.

Daniella organised her first events while still a student at Birmingham City University, going on to set up Aspire4u in 2007. A year later, she returned to study a Master's degree in Media Enterprise, adding practical business knowledge to the event management skills she already possessed.

Since then, the company has helped to put on a number of high-profile events in the city – including a fashion and talent show as part of the Jamaica in the Square festival in Birmingham City Centre, the final event for the Birmingham Made Me design awards, the Music Video and Screen Awards ceremony for the Black International Film Festival, and marketing support for The Drum arts centre in Newtown, Birmingham. Daniella's work has not gone unnoticed, with the BBC Radio 4 Women's Hour series 'Women in Business' following her for a year which helped give her fresh insights and raise the profile of the organisation.

“When I was first applying to University I actually wanted to be a TV presenter and I really liked the course at BCU because there were a lot of practical elements to the course, but I also liked that you could try out other aspects of the media. I decided to specialise in radio, so I was glad to have had that flexibility. When I visited BCU, I loved it because it seemed more down-to-earth than other universities, with a range of people from different cultures and backgrounds.”



NAME | Daniel Morris
COURSE | BSc (Hons) Film Production Technology
ORGANISATION | National Film Festival for Talented Youth

Daniel had his film project screened at the National Film Festival for Talented Youth (NFFTY) in Seattle. 22 year-old Daniels' short documentary film focused on the history and continued success of 'The Diskery' - one of the few remaining independent record shops in Birmingham. Established in 1952, 'The Diskery' has been supplying the City of Birmingham with special vinyl and CD releases for over 60 years, attracting celebrity customers including Chaka Khan and Joe Cocker. NFFTY is the world's largest youth film festival, encouraging and enabling the next generation of filmmakers to inspire and entertain the world with their stories. Over 200 films from 15 countries were shown at 2014 NFFTY event, which took place from 24-27 April in Seattle, Washington.

“I was overwhelmed when I found out that my film had been selected for the festival. I was excited, proud and felt more ambitious than ever. The lecturers at Birmingham City University have taught me so much in terms of professional practice. I can't wait to make more of these projects and see how far they can go.”



NAME | Fan Yu Kevin
COURSE | BA (Hons) Instrumental Performance
ORGANISATION | 24 Young Musician International Competition
JOB ROLE | Pianist

Fan Yu won the Young Pianist Prize 2014 at one of the most important competitions for young musicians across the globe. The 24 Young Musician International Competition, otherwise known as 'Città di Barletta', took place in south eastern Italy's city of Barletta. 24 year-old Fan Yu Kevin, originally from Taiwan, played pieces by Bach, Beethoven and Etude, before being crowned the Absolute 1 Prize Winner of the Young Pianist Prize as well as being awarded a solo recital during 2015 in Italy.

"I was very surprised to win as I was the youngest competitor in the competition. The standard was really high so I'm very happy. I look forward to returning to Italy next year where I will bring some new repertoires."



NAME | Holly Doron, Matt Vaughan and Matt Warren
COURSE | BA (Hons) Architecture
ORGANISATION | Deutsche Bank Award 2013
JOB ROLE | Designers

Holly Doron, Matt Vaughan and Matt Warren won the Deutsche Bank Award 2013 in Creative and Cultural Practice with their SWOT[studio] concept which facilitates collaborative design and explores an alternative route into professional practice. Through the S[q]WOT project, they designed and built an incubation space within Birmingham City University's impressive new Parkside campus. Through their practice they are exploring interdisciplinary collaborative design and alternative education models to bridge the gap between academic and professional communities.

Holly now works for BPN Architects in Birmingham and has worked on the the FarGo Village project in Coventry, an independent retail and artist studio space. BNP are a teaching practice for Birmingham School of Architecture where Holly returns as a visiting tutor. Matt Vaughan is an Architect working at Caroe & Partners Architects, specialists in conservation. Matt Warren is now a design manager in London working for a leading developer.

www.swotstudio.co.uk



NAME | James Gregory
COURSE | Media & Communications (Radio)
ORGANISATION | Heart Cambridgeshire
JOB ROLE | Station Multimedia Producer

James is currently a Station Multimedia Producer at Heart Cambridgeshire. He previously worked at BCU's Scratch Radio whilst studying on the Media & Communications (Radio) course. During his first year Heart West Midlands ran a recruitment drive which eventually enabled him to work within various roles for the company throughout his time at the University as he was able to fit the work experience around his studies. James spent nine months working at Heart West Midlands in the role of Assistant Breakfast Producer, and Assistant to the Multimedia Producer. He was also offered the opportunity to work as a journalist at DFS Crufts FM, and in his second year he volunteered as Head of Brand at Scratch Radio, and continued this role until he left in Birmingham.

In his third year James began to work as a Freelance Assistant Multimedia Producer and Cover Breakfast Producer at Heart West Midlands. Just before Christmas 2011, a job was advertised for the role of Station Multimedia Producer at Heart Cambridgeshire. James applied and was offered the job in early January. He started work the day after his graduation in February. Since then James have been living and working in Cambridge, although he still offers his insights and help to the volunteer team for Scratch Radio.

“I am currently working as Station Multimedia Producer at Heart Cambridgeshire, studying the Media & Communications course at the University taught me all the technical skills and gave me the credibility needed to ‘get in the door’ in the radio industry.”



NAME | Jemma Dodd
COURSE | BA (Hons) Media and Communication
ORGANISATION | NME Music Photography Awards
JOB ROLE | Photographer

Jemma was named as one of the winners of a national award run by NME Magazine. Jemma was named as the winner of the Live Category at the NME Music Photography Awards 2014, for her photograph of Taylor Jardine, lead singer of band We Are In The Crowd.

Over the past five years Jemma says that she has had some amazing opportunities, from having her photographs featured in Topshop Birmingham to shooting some of her favourite bands. Jemmas' work focuses on music and fashion and she is passionate about creating vibrant images which are full of emotion.

“I’ve always loved taking photographs and capturing memories. For this reason I chose to take my passion further and studied a degree in Media Photography.”

Jemma Dodd

“Every year we say it, but every year it’s true – the standard keeps getting better and better.”

Mike Williams,
Editor of NME Magazine



NAME | Jonathan Silk
COURSE | Birmingham Conservatoire
– BMus (Hons) Jazz
ORGANISATION | Freelance
JOB ROLE | Composer & Drummer

Jonathan, who graduated in 2011 with a First Class BMus (Hons) Jazz degree, is a familiar figure on the music scene in Birmingham and has also been named as 'one to watch' by Jazzwise magazine.

An alumnus from Birmingham Conservatoire, Jonathan has been named BBC Young Scottish Jazz Musician of the Year for 2014. Jonathan received a £2,000 prize, his own exclusive tour of venues in Scotland and prestigious appearances at the London and Glasgow Jazz Festivals during 2015.



NAME | Katie Finch
COURSE | BA (Hons) Applied
Performance (Community and Education)
ORGANISATION | Birmingham Hippodrome
JOB ROLE | Learn and Train Assistant

After graduating from BCU with a first-class honours degree in Applied Performance (Community & Education) Katie wanted to gain employment in the arts sector within coordinating and planning arts projects. She immediately gained a role with the well-known UK theatre company Frantic Assembly, as their Learn and Train Assistant (Schools). Frantic Assembly creates thrilling, energetic and unforgettable theatre. The company attracts new and young audiences with work that reflects contemporary culture. Vivid and dynamic, Frantic Assembly's unique physical style combines movement, design, music and text.

Katie's role involves coordinating all of the workshops they run with schools which Frantic Assembly deliver on a daily basis, plus extra workshops around the current productions which they create ready to go out on tour. Alongside this Katie has also had the chance to go to rehearsals of the theatre company's current show Othello, to witness the rehearsal process and how the practitioners can bring this into their workshop sessions.

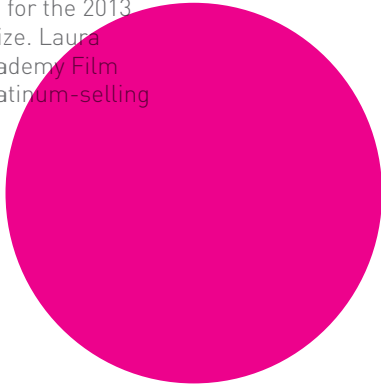
“The high standard of teaching allowed me to be pushed beyond my boundaries, discovering new skills and my job allows me to put many these into practice. The arts is an ever changing industry, and the course keeps moving with that, constantly changing as the sector changes.”



NAME | Laura Mvula
COURSE | BA (Hons) Composition
JOB ROLE | Singer-songwriter

Birmingham singer-songwriter Laura Mvula, was nominated for two Brit Awards. Hailing from the south Birmingham suburbs, Laura graduated from Birmingham Conservatoire, part of Birmingham City University, with a degree in Composition in 2008 and was honoured as one of the University's Alumni of the Year in the 'Excellence in Sport or the Arts' category. Laura's talents as a rising star saw her debut album 'Sing to the Moon' reach the UK's top 10 in 2013, as well as winning two MOBO Awards in the same year – Best Female Act and Best R&B/Soul Act.

2013 also saw Laura supporting Paloma Faith on tour, wowing audiences at the 2013 Glastonbury Festival and her album - acclaimed by the Sunday Times Culture as 'a masterpiece' – was shortlisted for the 2013 Barclaycard Mercury Music Prize. Laura opened the 2014 EE British Academy Film Awards in a duet with multi-platinum-selling artist Tinie Tempah.



NAME | Lily Pebbles
COURSE | BA (Hons) Marketing,
Advertising and PR
JOB ROLE | Beauty blogger and vlogger

Lily Pebbles began her beauty and lifestyle blog as part of a digital marketing module whilst studying at Birmingham City University. Since graduation Lily has built up her blog presence with 200,000+ subscribers and 13million viewers, Lily now she runs her blog and YouTube channel full-time, attends regular press events, collaborates with brands such as ASOS, NARS and Starbucks and won a Johnson & Johnson Journalism Award for Best Independent Beauty Blogger. "When I tell people I started my blog as part of my course they're always so surprised and ask what course I took," says Lily. Lily has also returned to the University as a guest speaker to encourage and inspire other marketing students.

"I think it's so great that we were asked to create a blog and be a part of something so exciting and up and coming. It was a class that could have easily been full of students secretly checking Facebook on the lab computers, but we were all so engaged and encouraged to use social media, that it really worked."



NAME | Matthew Christie
COURSE | BA (Hons) Media
and Communication
JOB ROLE | Writer

Matthew has managed to build a successful media career on the back of his lifelong passion for, and interest in, boxing. Having graduated with first-class honours in Media and Communication at BCU, specialising in TV production, he got his break with specialist TV production company KOTV before becoming one of the world's most respected writers on the subject for Boxing News magazine and various national newspapers. In September 2011, he was promoted to senior writer and by the end of the year he was web editor on the new Boxing News website. He was approached by The Guardian and The Observer to write for them, which he did, and continues to do, on a freelance basis.

In January 2012 he won the Newsquest Outstanding Content Contribution of the Year Award from the magazine's parent company and in March of that year Matt discovered he had made the six-person shortlist for the Sports Journalism Society Internet Sportswriter of the Year Award. Matt has appeared on popular Sky Sports boxing show Ringside as a studio guest, and during the London 2012 Olympics, Matt was used by the BBC as an on-screen boxing analyst for the final day of the Games. Matt now presents the weekly internet show BNTV, and hosts the weekly Boxing News podcast 'The Opening Bell', which has over 10,000 listeners.

“Although I was moving from TV to print, the line between them was becoming increasingly blurred and I think my previous experience was one of the things that helped me get the job as they were looking at how to develop their website with more video and interactive content. I think increasingly in our industry, you can't say you will be just a journalist or just a broadcaster – you need to be prepared to work across all aspects of the media.”



NAME | Matthew Grocott
COURSE | BA (Hons) Visual
Communication
ORGANISATION | MG Design
JOB ROLE | Graphic Designer

I chose Birmingham City University as I was recommended to go there by a friend. I really liked the city, as well as the University campus. The course offered a wide range of additional subjects which other University's didn't offer, such as Illustration and Animation. BCU helped me to apply for jobs, and also offered additional help when my course had finished, such as networking events and interviewing techniques.

Matthew has a range of work available on his website at www.matthewgrocott.co.uk

“I now have my own Graphic Design Company, MG Design, creating design work for a wide range of clients from Harvey Nichols to Penguin Books. My work includes Web Design, Logo Design, Book covers, and work for Magazines, including Editorial copy. In the future, I would like to continue to build my business. I'd ideally like to teach Graphic Design at either a college or University – Birmingham City University would be great!”



NAME | Matthew Hill
COURSE | BA and MA Fine Art
JOB ROLE | Illustrator

Matthew released his first children's book, The Legend of Everwinter. A BA and MA Fine Art graduate and a Post Compulsory Education Art Trainee at the University, Matthew illustrated the story whilst working on the project with his partner Tara Behan, who wrote the book. The couple are delighted to have had their book published by London based publishing company, Hampton Bond International. The Legend of Everwinter is set in a faraway land, and tells the magical tale of three courageous companions who set out on a heroic journey to fulfil an ancient prophecy. Overcoming mystifying challenges and treacherous conditions, the trio must work together to protect each other in a harsh, but stunning land.



NAME | Michael Carter
COURSE | BA (Hons)
Automotive Engineering
ORGANISATION | Aston Martin
JOB ROLE | Product
Development Graduate

Having decided at college that he wanted to follow his passion for cars and motorcycles, Michael looked at the content of BCU's Automotive Engineering degree and felt it would be interesting, relevant and challenging, as well as helping him to achieve his aim of building a career in the automotive industry.

For his placement, Michael worked at Bentley's Crewe headquarters as an Industrial Placement Trainee – Body Engineering. He was given the sole responsibility for the manual boot system of the next generation Continental GT Flying Spur, and was involved with a wide spectrum of activities. He undertook design of parts, developed them together as a system, tested this system and finally validated it. He was also encouraged to undertake various personal and professional development courses and activities, and support 'extra-curricular' work such as charity and school liaison work to further develop his skills.

Michael undertook an industrial placement year because in today's job market, it is very difficult to stand out from the crowd. A placement year allowed him to demonstrate his competence to employers away from academia, and gave him a vast amount of experience to draw from in interviews.

"I now hope to get involved with as many different aspects of the automotive business as possible through my graduate scheme and progress into a design engineering role with lots of responsibility on some of the world's finest sports cars. I hope the opportunity will arise to progress within Aston Martin and build a real base of technical expertise in my chosen field."



NAME | Nicola Onions
COURSE | BA (Hons) Photography
ORGANISATION | GRAIN Photography Hub
JOB ROLE | Photographer

Based on the work Nicola created for her Degree Show she was awarded the GRAIN and Library of Birmingham Photography Prize for the most outstanding BCU Photography graduate. Her award has included a portfolio review, advice on developing her CV and statement alongside mentoring with the GRAIN team.

Nicola specialises in documentary and conceptual work which has featured in a major exhibition, five plus five International Exhibition & Exchange with IED, Madrid, showcasing 5 photographers based in the UK Midlands and 5 photographers based in the Spanish Midlands curated by international curator Moritz Neumuller.

For 5 plus 5 Nicola showed work from her Ephemeral series. She is drawn to photographing subjects that affect her personally and her work for Ephemeral concerns dementia and memory loss. Based on the premise that photographs are able to freeze a moment in time and a memory, the work concentrates on communicating how Dementia affects the mind and memories using ice as a medium. Nicola aims to transcend the obvious to enable an audience, who may not have been effected by dementia, to connect, translate and consider personal existence, ageing and memories.



NAME | Olivier Acuña
COURSE | MA International Broadcast Journalism
ORGANISATION | Telesur

Olivier was offered a major role with a Latin American television channel. 50-year-old Olivier, originally from Mexico City, began his new job as founding Executive Editor of Telesur's new English Service in June 2014, working alongside two other editors and a team of 40 staff to get the service operating by July. Based in Venezuela, Telesur is a terrestrial and satellite TV Company broadcasting to Latin America and its latest venture is a multiplatform English language news channel.

“Olivier really deserves his success. He’s used every opportunity while studying with us to broaden his knowledge and learn new approaches to reporting.”

Professor Diane Kemp,
Course Director of MA International Broadcast Journalism, Birmingham City University





NAME | Oliver Liddard
COURSE | BA (Hons) Design Studies Programme
ORGANISATION | RSA Student Design Award
JOB ROLE | Designer

Oliver won the RSA Student Design Award 2014 for his 'Rethink Sink', a unique and environmentally conscious design. Described as an 'attractive and engaging' product, the sink is made to address the issue of urban water consumption by making users aware of their levels of consumption. The sink uses a tipping bowl that reminds users how much water they use by keeping the water in a plug-less bowl that can then be decanted into another bowl to be used again.

The Awards task emerging designers with real-world briefs to create solutions for topical social, environmental and economic issues including water scarcity and global sanitation. Oliver also won himself a paid internship with Severn Trent Water worth £2,500 and a Fellowship with the RSA which will entitle him with access to funding and training opportunities.



NAME | Ruth Hallows
COURSE | BA (Hons) Jewellery and Silversmithing
ORGANISATION | Argos
JOB ROLE | Designer

Ruth was chosen by Argos to have her designs included in their new jewellery collection. Argos challenged the School of Jewellery's first year students to design a four-piece capsule jewellery collection reflecting Argos' forecasted trends for spring/summer 2015. The students were then given four weeks to create prototypes for their collection to present to the Argos jewellery buying team.

As well as seeing her designs for sale on the high street first year student Ruth has also received a six month placement working alongside the Argos jewellery team. Ruth spent six months working alongside Argos' jewellery buying team and manufacturer Optima, where she learnt the process of how her jewellery collection was developed from design through to production.

Ruth's exclusive 'Pearl Swirl' collection jewellery collection will be sold at Argos store nationwide from January 2015.

"As a business we are committed to supporting young talent and the next generation of UK jewellery designers. Ruth's collection will join us next year and sit alongside our established UK-based 'Designers at Argos' collection. The students came back with some fantastic designs. We were blown away by their creativity. However Ruth's beautiful 'Pearl Swirl' jewellery collection really stood out to us as a winning range. She's clearly thought very hard about what would appeal to our customers and considered upcoming jewellery trends. We think our customers are going to love this collection as much as we do."

Alice Rigby,
Jewellery Buying Manager, Argos

"I'm thrilled that Argos picked my collection. To be recognised by such a prominent retailer means a lot to me and I am really looking forward to seeing my designs in stores around the country! It has been a great experience learning how to design jewellery for a national audience and create a collection to go into production. It really is going to get my jewellery designing career off to a flying start."

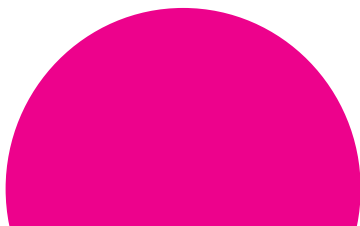




Photo: Bill Bankes-Jones

NAME | Samuel Bordoli
COURSE | BA (Hons) Composition
ORGANISATION | British Composer Awards
JOB ROLE | Composer

Samuel Bordoli, a graduate of Birmingham Conservatoire was shortlisted for the UK's most prestigious composition awards. At the age of 27, Samuel Bordoli was the youngest composer shortlisted for the British Composer Awards, he competed for an award against composition great Sir Harrison Birtwistle and Cecilia McDowall for the Best Choral Composition award.

Samuel's piece, 'Live Music Sculpture 3', was designed specifically for performance in St. Paul's Cathedral, taking advantage of the unique acoustics of the building.

Samuel is the youngest composer shortlisted for the awards and has received numerous honours for his work including The Royal Philharmonic Society Composition Prize, Charles Lucas Prize, the Alan Buch Prize and the Lena Pritchard Green Award. He has also received critical praise from the likes of 'The Observer' and 'Time Out'.

Samuel wrote his first composition, a horn concerto, at the age of just 16 which went on to be performed by the Bedfordshire County Orchestra.

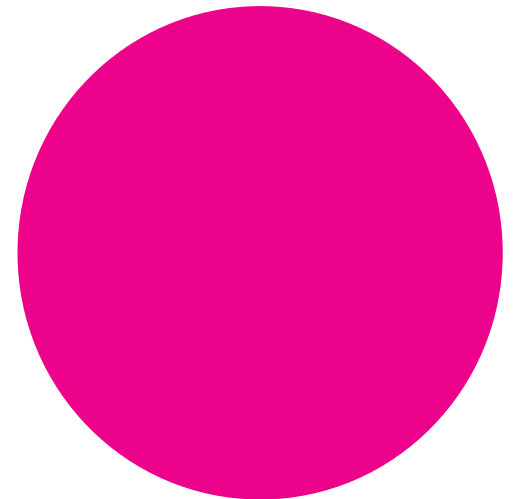
The winners were unveiled at a ceremony at Goldsmiths' Hall, London in December 2014 and broadcast on BBC Radio 3's 'Hear and Now' during December 2014.



NAME | Sarah Carter
COURSE | BA (Hons) Visual Communication
ORGANISATION | Harrods
JOB ROLE | Lead Packaging Designer

Sarah is the Lead Packaging Designer for prestigious department store Harrods in London. Her role involves leading a team of five, creating concepts, artwork and producing packaging for various ranges. After graduating from Birmingham City University in 2009 with a BA (Hons) Visual Communication, Sarah worked for the University as a designer, developing her experience working on live projects. From BCU, she moved to a design company in Redditch where she worked on various projects with clients such as BMW and Rolls Royce. It was from there she acquired a role as part of the design team at Harrods. Within a year, she was promoted to Lead Packaging Designer.

“Birmingham City University opened up a lot of opportunities in the practical skills of being creative. I would say that a lot of my daily career skills come from actual work experience – like managing time, communicating professionally in the work place, presenting professionally and persuasively and also building relationships with clients. Inspiration and direction from my tutor at BCU really helped shape me as a creative and that has helped me move forward to where I want to be and believe in myself.”





NAME | Sebastian Simone
COURSE | BA (Hons) Media and Communication (Music Industries)
ORGANISATION | Warner Music Group
JOB ROLE | Graduate Marketing Assistant

“I enjoyed the work experiences that I acquired whilst at the University and these helped me gain valuable ‘hands-on’ industry experience that developed me, both personally and professionally. ”

The balance between theory and practical learning, and the opportunity to specialise in the music business, attracted Sebastian to the BA (Hons) Media and Communication (Music Industries) degree at Birmingham City University. This all helped him to take his first steps on the career ladder, by securing a place on the graduate scheme at Warner Bros Records/Warner Music Group, as a Graduate Marketing Assistant. Sebastian felt that the work experiences he acquired whilst at the University helped him to gain valuable ‘hands-on’ industry experience that developed his skillset both personally and professionally.



NAME | Scott Field
COURSE | BA (Hons) Media and Communication (Broadcast Journalism)
ORGANISATION | The Football Association
JOB ROLE | Head of Communications

“I’m really lucky to have such a fantastic role at the FA. If you walk round the offices you see a young, diverse set of people who all have football and its best interests at heart. I have a passion for football and the media and this job allows me to devote time to both. I’m very happy to be in this environment and there’s nowhere I’d rather be at this time.”

After studying Media and Communication (Broadcast Journalism) football fan Scott has built a dream career in the sport, working as part of the press and media teams at West Bromwich Albion and Watford football clubs before joining The Football Association as Head of Communications. Scott was a West Bromwich Albion fan and had volunteered for them for a number of years, contributing articles to the match programme – which is the sort of thing he still encourages people to do now to gain experience – and eventually they gave him a job. Scott was part of the original press office team. At the time they were just setting up the website, producing video, creating shows for our match day radio station.



NAME | Stephen Willey and Robert Allen
COURSE | BA (Hons) Composition
ORGANISATION | Etch
JOB ROLE | Director

Stephen and Robert are both graduates of Birmingham Conservatoire and Directors at Etch, creators of bespoke music. They were able to set up the company with support from Deutsche Bank after winning their Award in Music. Etch, composes and supplies quality bespoke music for films, TV, theatre, apps and computer games.

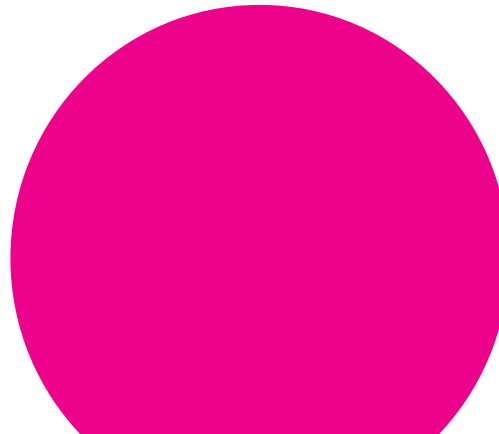
www.weareetch.com



NAME | Steve Thachet
COURSE | MA International
Broadcast Journalism
ORGANISATION | United Nations
International Atomic Energy Agency's
Office of Public Information (IAEA)
JOB ROLE | Journalist

Steve has the somewhat unique role of producing podcasts for the UN's International Atomic Energy Agency's Office of Public Information (IAEA). As an Audio Consultant for the IAEA, Steve has the responsibility of producing audio features for their podcast channel, to disseminate the work of the agency and to improve their relationship with other radio broadcasters. To do this he produces news stories that can be used for broadcasting. The stories include interviews and radio packages made with IAEA staff, delegates and agency scientists; which are then sent to UN Radio for broadcast. Steve is also involved with organising interviews and producing news materials for the Annual General Conference, Scientific Forum and other important conferences of the IAEA. The IAEA has an important mandate to promote the peaceful uses of nuclear science and technology.

“To be part of the multinational and diverse field of the United Nations makes me feel like I am part of something important, there are many things I love about my job. The most important one is the realisation that I am working for the United Nations.”





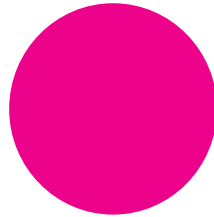
NAME | Suléy Muhidin
 COURSE | Birmingham School of Acting: Community and Applied Theatre
 ORGANISATION | London Borough of Southwark
 JOB ROLE | Organisational Development

Suléy Muhidin a graduate from Birmingham School of Acting, graduated with a BA (Hons) in Community and Applied Theatre in 2011. Suléy currently works for the London Borough of Southwark in Organisational Development (HR).

As a freelance practitioner, Suléy has worked on numerous productions, covering a wide area of the arts, including theatre in education productions with the Shakespeare Globe Theatre. He has toured with Theatre Giant Production Company as a Production Manager and Assistant Director.

Suléy has gone on to deliver a string of inspiring, motivational speeches and poetry performances for the public sector workforce, schools and wider community. He also regularly presents at schools and careers fairs and facilitates workshops for both internal and external staff, focusing on imaginative ways of working, exploring creativity through poetry, storytelling and creative writing.

Suléy was a programme mentor for the Stephen Lawrence BBC Training Programme for young people.



NAME | Suzi McLaughlin
 COURSE | BA (Hons)Textile Design

Suzi McLaughlin is a paper artist based in rural Warwickshire. She began creating beautiful paper flowers in 2010 whilst studying at Birmingham City University. Since graduating in 2011 from Birmingham City University, Suzi has set up own design company working with paper using origami and laser cutting techniques to produce exquisite, hand-made flowers. Suzi also works with fabric, mainly silk and leather, producing work for commission, display and exhibition purposes, and for events and weddings.

In 2011 Suzi was commissioned by the Royal Horticultural Society to create the very first RHS garden made entirely from paper, entitled 'how does your garden grow'. Suzi's paper plants and flowers were exhibited at the Gardeners World Live Show at the NEC Birmingham.

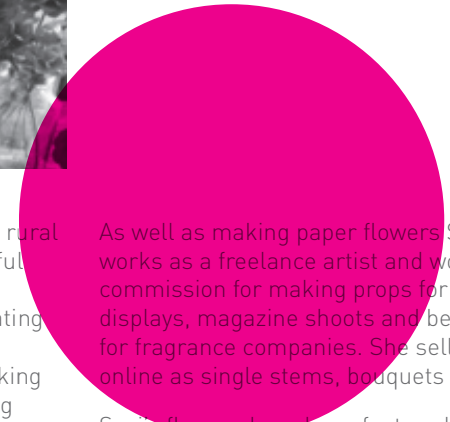
She has exhibited at a range of design events including Mint, The Affordable Art Fair, Interiors with Designersblock.

As well as making paper flowers, Suzi also works as a freelance artist and works to commission for making props for retail displays, magazine shoots and bespoke items for fragrance companies. She sells her flowers online as single stems, bouquets and corsages.

Suzi's flowers have been featured in You and Your Wedding Magazine, ELLE Magazine and The RHS Magazine. Clients include Jo Malone London, Harrods, Clive Christian, Coty, Harvey Nichols, ELLE Magazine, The Royal Horticultural Society, and Kensington Palace.

After working from home for the last 4 years Suzie is moving her business to the next level and moving into her own studio space.

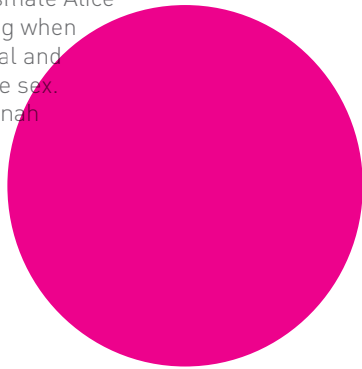
www.suzimclaughlin.blogspot.co.uk





NAME | Tom Craig
COURSE | BA (Hons) Applied Performance
ORGANISATION | Outspoken

Tom graduated from the Birmingham School of Acting Applied Performance course in 2013. He went on to take the leading role in 'Heterophobia' which tells the story of Ryan, a 15 year-old heterosexual male who is trying to 'come out'. Devised and performed by Outspoken, a company of graduates and students from BSA's Applied Performance course, 'Heterophobia' addressed gay preconceptions in a new theatre production where characters are scrutinised for being 'straight', in a society where everyone else is gay. The theatrical performance, developed in collaboration with Birmingham Hippodrome, sees Ryan develop feelings for classmate Alice and is later exposed to cyber bullying when peers learn that Ryan is heterosexual and attracted to someone of the opposite sex. The production was directed by Hannah Phillips, Course Director of Applied Performance at BSA.



NAME | William Marler
COURSE | BA (Hons) Film & Animation
ORGANISATION | Adobe

California-based software maker Adobe praised the work of William Marler by asking him to star in their latest advertising campaign. First Year Film and Animation student, William caught the attention of judges when he told them he donated prize money from a video competition to the charity organisation Malaria No More. Having used Adobe's Creative Cloud programmes to make the video, the software giant commended William on his timely animation video on identity theft. The cleverly animated 'Hands on Your Identity' video takes viewers through the dangers of identity theft and gives handy tips on how to guard yourself against such crimes. The advertisement, filmed predominantly at the University's state-of-the-art city centre Parkside campus, sees William explain how Adobe's Creative Cloud programmes is helping him to realise his dreams of becoming a professional animator. The advert for Adobe can be found here - www.adobe.com/go/williammadethis

“Seeing my name and picture next to a logo that I see every day on my computer desktop is incredible. Animation to me is only a way of telling a story. It’s not the animation that counts, but the story behind it. As long as I’m animating I’m happy!”



CREATIVE
INDUSTRIES

FUTURE MEDIA

NAME | Aneka French

COURSE | MA Future Media
& Digital Communications

ORGANISATION | Axis – Curated Selection Prize

Aneka became one of only three students in the country to be awarded a prestigious art prize. Aneka graduated from the arts based Masters programme and won the Axis Curated Selection Prize for her online exhibition titled 'The Artists' Archive.' Axis is an organisation that supports and promotes the development of contemporary art in the UK. On its website, artists, curators and other arts professionals can develop a profile, find professional opportunities and network with other like-minded people. The company prides itself on supporting early and mid-career arts professionals by profiling recent graduate work, degree shows and providing spaces for discussion on key issues within the field.

“Aneka’s selection was particularly good, it was well written, she had selected some interesting work and she pitched it to our audience perfectly.”

Kara Chatten,
Head of Audience Development, Axis

NAME | Julia Harrison & Neil Horne

COURSE | MA Future Media
& Digital Communications

ORGANISATION | Red Bee Media (Creative
Content and branding agency), London

JOB ROLE | Digital Media Assistant

Julia and Neil both completed the MA Future Media & Digital Communications course. As part of their course they undertook a live brief for their Master-by-Practice industry related module with Red Bee Media (Creative Content and branding agency). They created a multiplatform digital media campaign for BBC Sport: The Boat Race. They produced an incredibly successful campaign which was then delivered to the client, resulting in them both gaining Distinctions for their academic work and high praise from the client.

“We thought Julia and Neil did a very good job and would mark the work and their presentation at 71% and worthy of a Distinction.”

Creative Head,
Red Bee Media

NAME | Marisa Selanon

COURSE | MA Future Media
& Digital Communications

ORGANISATION | Masters-by-Practice
for ITV Creative, ITV, London

JOB ROLE | Digital Media Assistant

Marisa studied on the MA Future Media & Digital Communications course. As part of the course Marisa was involved with an industry project brief to develop a multiplatform digital media campaign to raise awareness in men's health education for ITV's 'This Morning' daytime TV programme. The client was delighted with the multiplatform digital marketing campaign for ITV and social media channels and was awarded a Distinction for her academic work.

NAME | Negar Masoulie

COURSE | MA Future Media
& Digital Communications

ORGANISATION | Masters-by-Practice
for Amnesty International, London

JOB ROLE | Digital Media Assistant

Negar studied on the MA Future Media & Digital Communications and developed a Multiplatform digital media campaign for Amnesty International, London. The campaign aimed to raise awareness for women's human rights as part of her course requirement to undertake industry standard briefs. The result was the delivery of an outstanding campaign for the client. Negar was awarded a Distinction for her Academic work.

“Negar’s work on the campaign was thoroughly professional and a credit to both herself and the university... Through this project, Negar has shown the ability to be a truly great digital campaigner... I firmly believe she would be a huge asset to any campaigning organization.”

Head of Media,
Amnesty International

NAME | Oliver Boustead,
Graham Huws, Marc Di Luzio

COURSE | Gamer Camp Pro (MSc)
& MSc Video Game Development

ORGANISATION | Feral Interactive

JOB ROLE | Digital Media Assistant

Following graduation, Oliver, Graham and Marc have all been recruited by leading games company Feral Interactive. For the last three years Feral Interactive have recruited graduates from Gamer Camp: Pro and MSc in Video Games Development to undertake roles such as Software Developers and Programmers. Feral Interactive work with some of the largest names in video games, including Tomb Raider and Total War. Gamer Camp students have been employed to port these games onto the Mac platform. The company have been highly impressed with our graduates, commenting that graduates they have recruited have been able to handle highly technical challenges from their first day without the need for large amounts of oversight and they have also been impressed by the ease with which they have fitted in to a professional development environment

“All the Gamer Camp graduates that we have recruited have been able to handle highly technical challenges from their first day with the need for large amounts of oversight. We have also been impressed by the ease with which they have fitted in to a professional development environment given that for most of them this is their first job.”

David Stephen
Managing Director, Feral Interactive

“The course at Birmingham City University (BCU) was tailored to simulate working in a real world work environment and it proved to be very successful. Aside from the technical skills I learnt (C++, engine design, workings with IDEs), I also developed a broad range of professional skills. The working environment is quite similar, balancing a certain level of independence over deciding what to focus on/ how to fix problems with the need to meet deadlines and deliver.”

Oliver Boustead, Gamer Camp Pro (MSc)

“Gamer Camp was pretty much perfect practice for the real world; working at a real games company is not very different from the course, as intended.”

Graham Huws, Gamer Camp Pro (MSc)

“I work for Feral Interactive as a Junior Programmer. This is a jack of all trades role involving pretty much every stage of development for porting a game to OSX or Linux. So far that has included setting up the initial projects, getting the full source code from our clients to compile, link, then render to a window, all the way through to being tested by QA and then released.”

Marc Di Luzio, MSc Video Game Development



Gamer Camp is a finishing school for game developers (coders, artists and producers) from Birmingham City University. The MA/ MSc course is designed to support students to gain the skills and experience the games industry demands; students receive intensive, practical training from top developers, Tackle real game briefs set by major developers and provide them with experience across all stages of the games development process. The course is aimed to fill the skills gap between many graduates' skills and experience and the level that game development studios demand.

The course was founded by Guy Wilday and Oliver Williams in 2009. Guy was Studio Manager on the Colin McRae Rally games at Codemasters, and Head of Studio at SEGA Racing Studio (SEGA Rally), and now acts as Industry Consultant to Gamer Camp. Oliver is Associate Director at NTI Birmingham and Studio Director of Gamer Camp.

Graduates have gone onto work within the Gaming Industry across a range of roles and organisations, for example:

STUDENT NAME | Quentin Warrant
COURSE | MSc Video Games Development
YEAR GRADUATED | 2014
ORGANISATION | Pixel Toys
JOB POSITION | Programmer

STUDENT NAME | Harry Rose
COURSE | MSc Video Games Development
YEAR GRADUATED | 2014
ORGANISATION | Feral Interactive
JOB POSITION | Programmer

STUDENT NAME | Abu (Ricky) Siddek
COURSE | MSc Video Games Enterprise and Production
YEAR GRADUATED | 2014
ORGANISATION | Rockstar Games
JOB POSITION | Level Scriptor

STUDENT NAME | Elizabeth Bedwell
COURSE | MSc Video Games Enterprise and Production
YEAR GRADUATED | 2014
ORGANISATION | Exient
JOB POSITION | Associate Producer

STUDENT NAME | Lucy Lowe
COURSE | MA Video Games Development
YEAR GRADUATED | 2014
ORGANISATION | Sony Evolution Studios
JOB POSITION | Environment Artist

STUDENT NAME | Toby Rutter
COURSE | MA Video Games Development
YEAR GRADUATED | 2014
ORGANISATION | Sony Evolution Studios
JOB POSITION | Character Artist

STUDENT NAME | Elizabeth Edwards
COURSE | MA Video Games Development
YEAR GRADUATED | 2014
ORGANISATION | Creative Assembly
JOB POSITION | Concept Artist

STUDENT NAME | Harry Turner & Owain Mason
COURSE | MSc Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Rockstar Games
JOB POSITION | Level Scriptor

STUDENT NAME | Nicholas Wilby
COURSE | MSc Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Marmalade Games Studio
JOB POSITION | Programmer

STUDENT NAME | Matt Fordham
COURSE | MSc Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Dumpling Design
JOB POSITION | Programmer

STUDENT NAME | Bradford Hinkle
COURSE | MSc Video Games Enterprise and Production
YEAR GRADUATED | 2013
ORGANISATION | Spicy Horse Games
JOB POSITION | Associate Producer



STUDENT NAME | Patrick Forbes
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Apazine
JOB POSITION | GUI/2D Artist

STUDENT NAME | Cilein Kearns
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Sony Evolution Studios
JOB POSITION | Concept Artist

STUDENT NAME | Vi Phuong
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Nonatomic Studios
JOB POSITION | Environment Artist

STUDENT NAME | Francesco Abbonizio
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | DiXidiasoft
JOB POSITION | CEO & Art Director

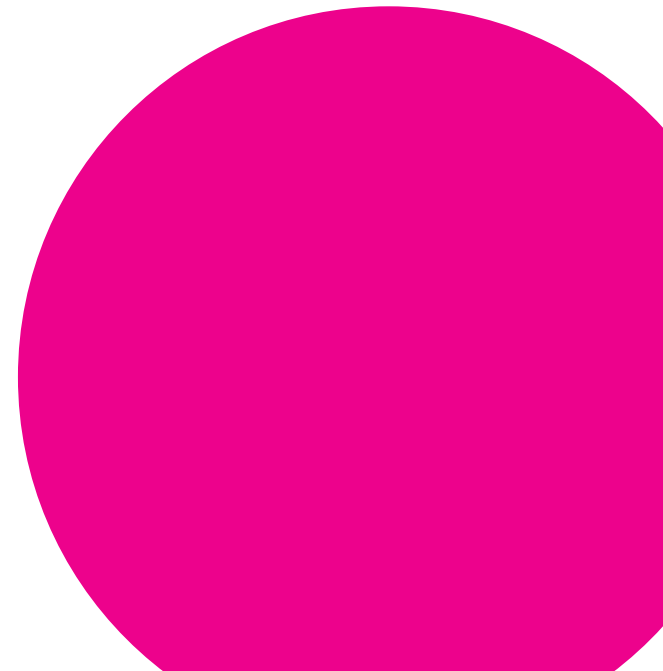
STUDENT NAME | Ben Oldfield
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Lockwood Publishing Ltd
JOB POSITION | Character Artist

STUDENT NAME | Ken Neth Chan
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Polyassets United
JOB POSITION | Lead Animator

STUDENT NAME | William Beard
COURSE | MSc Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | Void Games
JOB POSITION | Concept Artist

STUDENT NAME | Tommy Wong Choon Yung
COURSE | MA Video Games Development
YEAR GRADUATED | 2013
ORGANISATION | The One Academy
JOB POSITION | Animation Tutor

NAME | Oliver Boustead,
Graham Huws, Marc Di Luzio
COURSE | Gamer Camp Pro (MSc)
& MSc Video Game Development
ORGANISATION | Feral Interactive
JOB ROLE | Digital Media Assistant



CREATIVE INDUSTRIES

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