AoC Schools' Network

unlocking purposeful industry partnerships

Know Your T Levellers –
sharing information with employers
Contextualise learning–
Clear line of sight to work and students
Create an Alliance model approach—
Work towards a shared brief



Y12 TELEVELLERS.

I have always wanted to work in the media sector, specifically advertising. I'm interested in how brands connect with people. it is not just about selling a product but also telling a story in a sense.

TAKING

Being surrounded by a lot of different forms of media I have always wanted to be a part of creating content the not only entertains but informs and influences.

student voice

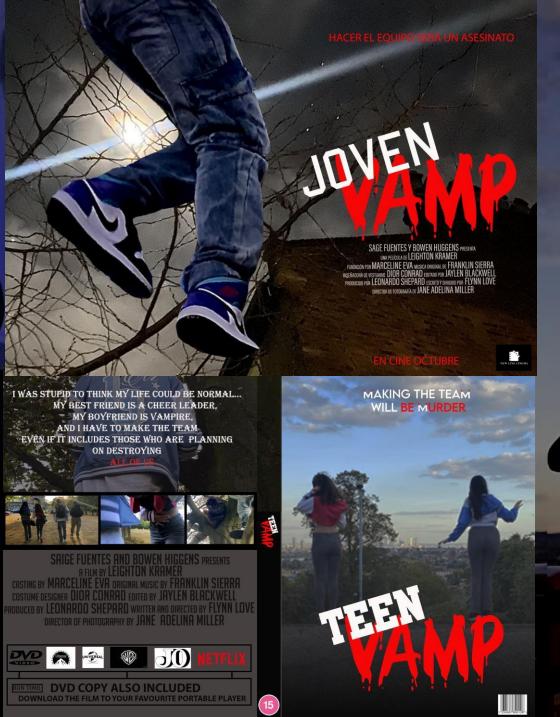
I'M LEARNING how to use a variety of equipment such as cameras, lights and sound pads. Without doing this course, I most likely would have never been able to get the opportunity





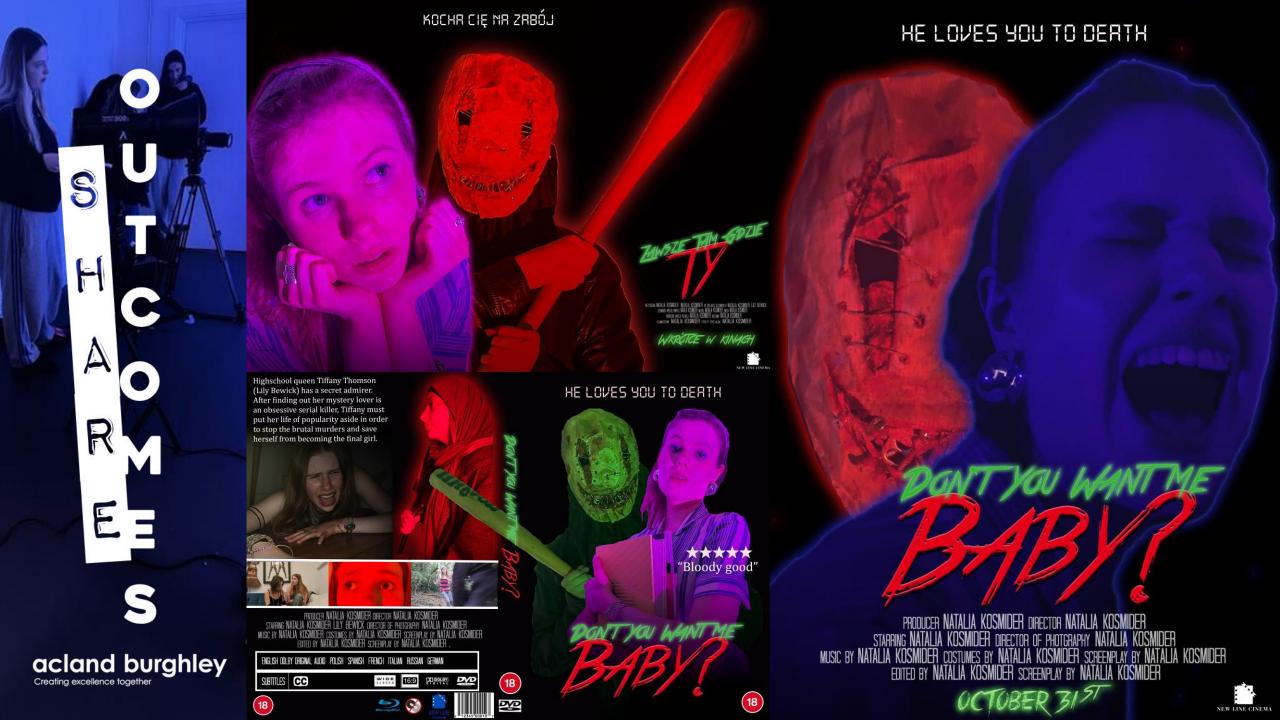














curvemedia

























Orchestra of the Age of Enlightenment









Charle McDough Dot to 1 3 min read

Review.

Direct Comments

Charle McSough Cot 14 - 3 min read

Narrative Branching paths...

Products.

Disease Deservants

Charle McGough Cot 14 - 1 min tead

[10/10/2024]

[NFTS] is an independent.

and I chose 'Independent...

Camden Film Quarter Interview + Review. [16/10/2024]

Today we met Camdan Film Quarter, and they told us about their plan to make an area in Kentish town much more dedicated to the creative...

17 years Doomments

Our brief was to make two posters, one landscape, and

Narrative and Editing in Media

Traditional Marrative: A linear storyline with a fixed

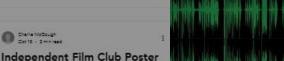
National Film and Television

On the 10th of October, 2024, we visited the NFTS in Beaconsheld. The National Film and Television school

School - Reflection.

progression (e.g., classic crime drama). Interactive

one portrait. We were given a list of clubs to pick from,



Types of Sound.

Joens Doomments

Charle Medicugh

Task 1 - Proposal.

we're planning on creating...

Diegetic Sound - Sound that originates from within the video or film's world is termed diagetic sound. It can come either from on-screen.

Non-Disclosure Agreements.

We looked at how NDAs are used in the

NDAs in Film Production.

Orchestra of the Age of

Enlightenment - Contracting.

We met Crispin Woodhead, the Chief Executive of the OAE, and he spoke to us about contacting, and what

Charle McCough

[17/10/2024]

Charle McCough

DeGeneres.

Muck who was VERY

was. We also looked at the key.

the Industry. / Ellen

CODES + CONVENTIONS

We had to create a list of the codes and conventions

shown in promotional audio-visual content similar to v



dinning the same of the same o

Charle McDough Oct 2 - 2 min read

[02/10/2024]

a lot of the things.

Direis Ocomments

Charle McCough

of ounk outure

Punk Music and Fashion

Punk: A Revolution in Sound and Style. This presentation

will explore the origins, key elements, and lasting impact

The Hustle + Try42 - Reflection.

speak to us about the creative industry once more. While

Cultural Appropriation - Katy

What did Katy Perry do? - Charlie - Ellie (Katy Perry and her use of Asian cultural symbols in her performance.)

Ness Doomments

Financial Acumen - Cocomelon.

Moonbug Entertainment, the production company behind the wildly popular children's series Cocomeion, has invested significantly in its...

CLEAR LINE OF SIGHT TO



First Blog - Practice.

Hil My name is Charlie McGough, and before starting 6th form at LaSWAP, I went to Parliament Hill School for Girls.

Vesterday, Braulio visited again with Try42 + The Hustle, to

Try42 - Braulio, the Peer Mentor. [19/09/2024] Try42 presents a vertical cinema series, powered by the

Imagine Fund. They work with the Barbican, to produce short films, no longer...

Svienz Ocomments

Charle McCough Moonbug - Creative and noncreative roles. [Job Roles - Part

Above is both a creative job, and a non-creative job, chosen from Moonbug entertainment industries. Both job descriptions show what the

-1 weeks Occomments

Charle McGough Scripted VS Unscripted content.

Scripted Content is pre-written, planned dialogues and

actions, E.g. Marvel Films. The way scripts are used allows the directors and

Direct Occomments

Charle McCough Tone - The principles of storytelling.

Tone refers to the overall mood or atmosphere of a film. It can be serious, comedic, romantic, suspenseful, and so on. The tone of a

Diversity Occuments

Linear and Non-Linear Narratives.

us Mon-Linear Marrative - Gream dious allows a lot of suspense,

'Hannibal' the gical thriller we all

chological thriller series that centres around the complex relationship between Dr. Hannibal

Lecter, a brilliant... Zuleus Ocomments

nature, the same geogr same cultural tradition. of Belgium, a Bantu lang language; the English lar trans-la-tion /træns'lei rendering of something it language or into one's ow

language 2 al

processed in the same of the

Charle McDough

Friend Doommants

Glossary of Terms - The Principles of Storytelling.

TERM DEFINITION SCRIPTED CONTENT Pre-written. planned dialogues and actions. UNSCRIPTED CONTENT Spontaneous, often reality-based...

Interview Production - A Reflection. During filming, I believe that the thing that went right is

that we were able to set up the cameras, lighting, and

10 Rules for Ethical Practice i Fairness and Impartiality: Present multiple viewpoints avoid bias to ensure balanced reporting. [Unlike Elon

haven't studied...

AoC Schools' Network

unlocking purposeful industry partnerships

Know Your T Levellers

- 1) Be clear about your student profile -
- What are their needs, what is their skill set, what is their preferred pathway? What are their motivations, values? (Demographic and Psychographic profile)
- 2) Clarify the strategy for sharing information with employers what is the best way to get that information across to employers; how can you chunk the information; how can you demonstrate purpose?
- 3) Update your information regularly -

Is there a digital platform that will enable your employers to have a clear line of sight to students? What skills development do you want them to share? Are there any final outcomes that you can use to demonstrate aptitude





T Level Guide for Employers





Support a Camden T Level Student

Real Experience. Real Skills. Real Local Talent. Real Impact.

Join Camden STEAM in shaping the next generation of local talent — discover how your business can support T Level students through industry placements and more.

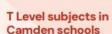
Who can host a placement?

- · Large employers & public sector organisations
- · Local SMEs, startups & freelancers
- · Hybrid, remote or in-person settings

If you can provide a safe, structured and inspiring experience – you're eligible!

Hosting T Level students gave us the chance to share real-world knowledge, build our mentorship skills and invest in our local community. We look forward to continuing to welcome Camden T Level students in the future."

Tom Hollis, Chief People Officer, Zappi



- Media Broadcast & Production
- Management & Administration
- Marketing
- Digital Software Development
- Laboratory Science

What are T Levels?

T Levels are high-quality qualifications for 16–19-year-olds, combining classroom study with real-world experience. Each course includes a 45-day industry placement, which can be arranged flexibly with employers. Camden STEAM works closely with schools and businesses to ensure placements run smoothly and successfully.

Why get involved?

- Give local young people real-world experience
- Access emerging talent of future professionals
- · Raise your business pro
- Join the Camden Emplo and connect with peers
- Full support from Camo

Where can students add value?

- · Assist on live briefs, marketing campaigns or research
- Support with administration tasks
- · Help test, design or document digital tools
- · Contribute to planning, events or communications
- · Assist scientific or technical teams

I found hosting T-Level students to be

an incredibly rewarding experience.

It's not often that you get a chance

to be a formative part of someone's

professionalism and how to thrive in

the workplace, especially those who

would otherwise not have the chance."

early career journey. It's important that we teach young people the values of

Bring fresh perspectives and Gen Z creativity
 from social media trends to digital innovation

Make a real in

- Deliver on your s
 CSR goals
- Promote inclusion within your organic
- Develop your sta acting as mento
- Invest in Camde

Hosting a T Level student at KX Recruit has been a fantastic

experience that exceeded all our expectations. We'd welcome another T-Level student (or two!) in a heartbeat."

Francessoa Smith, Workspace Manager, KX Recruit

Kate Brower, Senior Programmes Business & Evaluation Manager, The Roundhouse

Camden STEAM works with schools and employers to ensure placements are valuable for your business and life-changing for young people.

Find out more & register your interest.

Join us camdenlearning.org.uk/t-levels

Contact steampledge@camden.gov.uk







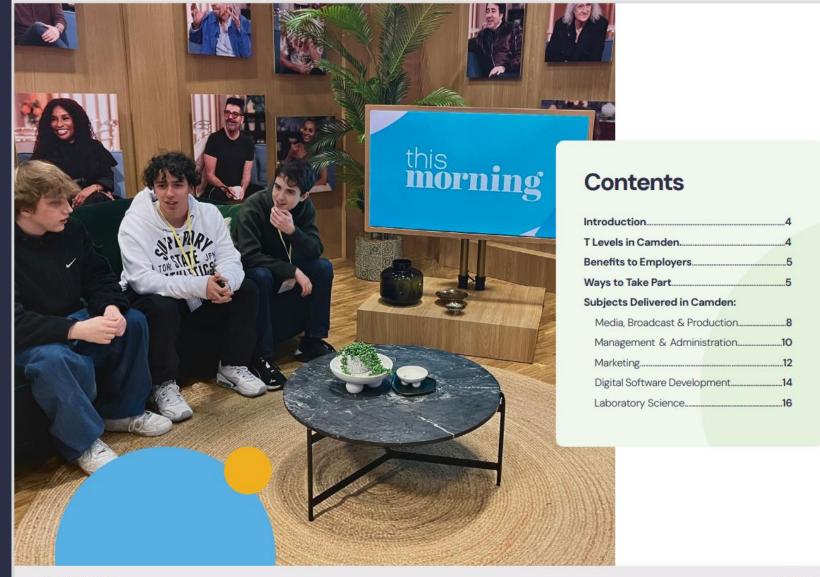
mor





T Levels

T Level Guide for Employers



2 | Camden Steam



Introduction

T Levels are one of the most significant and exciting shifts in education in recent years—designed with employers to ensure young people gain the practical skills, industry knowledge and real-world experience that businesses need.

Camden STEAM is about building a future where every young person, whatever their background, can access exciting opportunities in the digital, scientific and creative industries. By connecting schools, colleges and employers, we open doors to the world of work that exists right here in Camden—from global leaders to pioneering universities and thriving small businesses.

T Levels are a key part of this vision, giving young people the skills, knowledge and experience they need to succeed, while providing employers with a diverse, talented pipeline ready to help their industries grow and innovate.

Each T Level includes a 45-day (315hour) industry placement, giving students the opportunity to apply their learning in a real-world environment—and giving employers the chance to support and shape the next generation of talent.

Benefits to Employers

Taking part in T Levels is about more than offering a placement. It's a powerful way to:

- Spot future recruits early over two thirds of T Level students progress into higher or degree-level apprenticeships
- Bring fresh ideas into your team students add energy, creativity and new skills
- Develop your staff team members build mentoring and leadership experience
- Strengthen community links help shape local education and inspire the next generation
- Support recruitment planning placements can lead to future hires
- Show social impact demonstrate commitment to Corporate Social Responsibility or ESG goals

With flexible options and hands-on support from Camden STEAM, getting involved is straightforward and rewarding—you don't need a big HR team, just the willingness to create opportunities for young people.

This brochure introduces the T Level subjects currently offered in Camden schools:

- Media, Broadcast & Production
- Management & Administration
- Marketing
- Digital Software Development
- Laboratory Science

Across every sector—whether media, science, technology, healthcare, finance, or the arts—there's a place for young people to learn, contribute and thrive. T Levels open the door for employers of all kinds to shape the future workforce, share expertise and create meaningful opportunities for Camden's next generation.



As a Camden T Level employer, you can:

- Host a student on a 45-day industry placement
- · Deliver a talk, workshop or masterclass
- Offer a taster day or workplace tour
- Support students with live briefs or real-world projects
- Contribute to curriculum planning to reflect industry practice
- Provide mentoring or careers advice

Camden STEAM and our local schools will support you at every stage —from planning and preparation to logistics and ongoing guidance.

Together, we can open new pathways for Camden's young people

—and help your organisation connect with the workforce of the future.



T Level Guide for Employers

4 | Camden Steam TLevels | 5



T Levels

T Level Guide for Employers

Employer Testimonials

Access NFTS is dedicated to increasing knowledge and understanding of careers in the creative industries, especially to those underrepresented in behind the camera roles in Film, TV & Games. The T levels align perfectly with our aims in giving a great mix of both theory and practical experience to encourage and inspire the next generation of our industry."

Joe Bradbury-Walters, Head of Outreach at National Film & Television School





The learning works two-ways of course. You as the host employer also stand to gain from the experience. It can strengthen your local ties, especially with your host school, but also teach you more about yourself as a manager. We all know the workplace has changed hugely in the last five years, and stands to shift again over the next decade. Therefore, the T-Level programme is a great challenge for young people looking to build the skills and resilience necessary to get on (and climb!) the career ladder."

Kate Brower, Senior Programmes Business & Evaluation Manager, The Roundhouse



It offered mentorship opportunities, the students brought a fresh perspective and did some useful work for us! It's also a positive thing to be a part of and shows we are investing in our community to our employees."

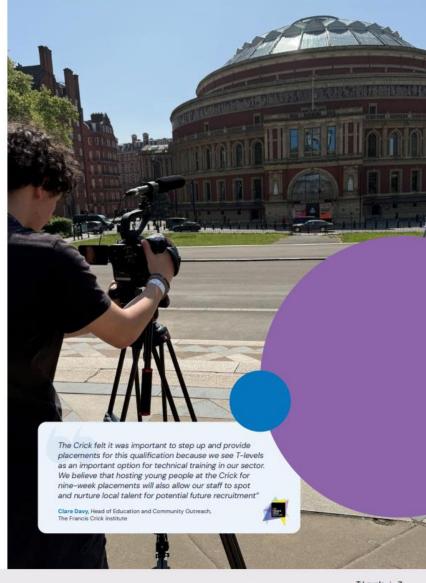
Tom Hollis, Chief People Officer, Zappi

zαρρί

ITV Academy is committed to supporting T Levels because we have recognised that by assisting students in achieving their qualifications and equipping them with practical, current industry knowledge and skills we are enhancing the students' preparedness for entering the industry. Working with the staff and students at Aciand Burghley School for the past 12 months has been a real joy. Their TLevel students are engaged, talented and fun to be around – exactly what we look for in future employees!"

Laura Scougall, Head of ITV Academy





6 | Camden Steam



T Levels

T Level Guide for Employers

Media, Broadcast & Production

Delivered at: Acland Burghley School (Part of LaSWAP 6th Form)



Core Knowledge and Understanding

Students build a strong foundation in media production principles and creative workflows.

- Creative economy: industry roles, business models, audience engagement, emerging platforms and trends.
- Project & production planning: responding to briefs, scheduling, storyboarding, scripting, creative concept development.
- Technical skills: camera, lighting, sound basics; editing with Adobe Premiere Pro/After Effects; intro to motion graphics and animation.
- Digital content: creating for YouTube, TikTok, Instagram and web; optimisation and platform formatting; basic scheduling tools.
- Professional practice: safety, copyright/IP law, client communication and feedback handling.

The Media T Level is shaping the creative workforce of the future—offering a powerful opportunity for employers to tap into fresh, diverse talent at the very start of their career journeys. As the media and content creation industries evolve at lightning speed, this T Level ensures students gain the real-world skills, experience, and insight needed to thrive in an increasingly digital and dynamic landscape. By hosting a student on industry placement, employers play a direct role in nurturing the next generation of creative professionals—helping to future-proof the sector while injecting new energy, ideas, and perspectives into their teams.

2

Occupational Specialism: Content Creation

- Students specialise in planning, producing, and adapting creative content for varied audiences and platforms.
- Plan and pitch content; capture and edit high-quality video/audio.
- Create short-form and long-form content for digital use.
- Adapt work across platforms; apply brand guidelines, visual identity and tone of voice.
- Evaluate media products against briefs and audience needs.
- Complete real projects such as brand campaigns, social reels, podcasts and visual presentations.

What Can Students Do During a Placement?

T Level students are ready to contribute to meaningful creative projects across a variety of settings—from internal communications and social campaigns to media agencies and production studios.

Here are some examples of what they can support during your placement:

Pre-Production and Planning

- Assist in developing concepts and pitches for video or social content
- Contribute to storyboarding, scripting, or mood boarding
- Research audiences, competitor content, or visual trends
- Help plan shoots or interviews (location, kit, crew planning)

Production Activities

- Shadow and support on live filming days (camera, sound, lighting set-up)
- Assist with photography or capturing behind-the-scenes footage
- Operate secondary cameras or manage kit under supervision
- Record and log interview audio or voiceover content

Post-Production

- Edit short videos, clips, or reels using Adobe Premiere Pro or similar tools
- Add graphics, transitions, captions, or overlays
- Support colour correction, sound balancing, or subtitling
- Organise and archive footage and audio files

Social Media and Digital Publishing

- Adapt video content into different formats for Instagram, TikTok, or YouTube
- Schedule and publish posts using tools like Meta Business Suite or Hootsuite
- Draft captions and hashtags tailored to target audiences
- Monitor engagement metrics and summarise performance

Content Review and Feedback

- Support internal reviews or rough cut screenings
- Collect feedback from teams and apply changes to edits
- Assist with final checks before content is published or submitted

Ideal Placement Settings Include:

- Digital marketing or comms teams
- Media production companies or content studios
- Arts, heritage or cultural organisations
- In-house creative teams within public or private sector
- Charities and non-profits producing video or campaign content
- Social media teams in education, events, or youth sectors

8 | Camden Steam T Levels | 9



Employer Testimonials

Access NFTS is dedicated to increasing knowledge and understanding of careers in the creative industries, especially to those underrepresented in behind the camera roles in Film, TV & Games. The T levels align perfectly with our aims in giving a great mix of both theory and practical experience to encourage and inspire the next generation of our industry."

Joe Bradbury-Walters, Head of Outreach at National Film & Television School





The learning works two-ways of course. You as the host employer also stand to gain from the experience. It can strengthen your local ties, especially with your host school, but also teach you more about yourself as a manager. We all know the workplace has changed hugely in the last five years, and stands to shift again over the next decade. Therefore, the T-Level programme is a great challenge for young people looking to build the skills

and resilience necessary to get on (and climb!) the

Kate Brower, Senior Programmes Business & Evaluation Manager, The Roundhouse



It offered mentorship opportunities, the students brought a fresh perspective and did some useful work for us! It's also a positive thing to be a part of and shows we are investing in our community to our employees."

Tom Hollis, Chief People Officer, Zappi

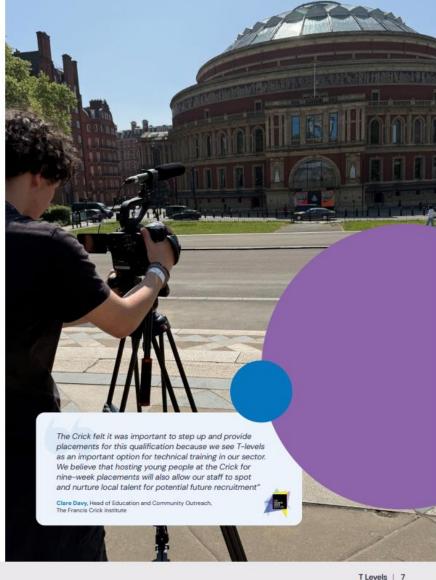
Ζαρρί

ITV Academy is committed to supporting T Levels because we have recognised that by assisting students in achieving their qualifications and equipping them with practical, current industry knowledge and skills we are enhancing the students' preparedness for entering the industry. Working with the staff and students at Acland Burghley School for the past 12 months has been a real joy. Their TLevel students are engaged, talented and fun to be around – exactly what we look for in future employees!"

Laura Scougall, Head of ITV Academy

career ladder."





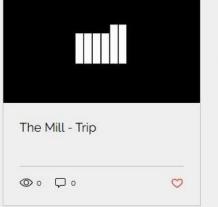
T Levels

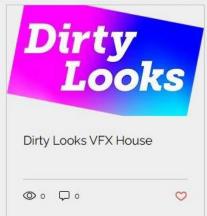
T Level Guide for Employers

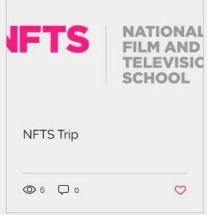
6 | Camden Steam

ALLIANCE MODEL Work Placements Competitions work placements to Judge Competitions with Students groups of students 04 Workshops/Masterclasses 03 Live Mock Interviews Actively participate in modules 05 Interview practice/mentoring of expertise Bespoke Modules 02 Hidden Jobs aid modules of expertise Uncovering hidden roles 06 through resources 01 Co-Designed Curriculum Mentorship 07 keep it current and relevant 80 mentor individual students Live briefs Back to the Floor Experiences examples or real world activities or briefs Dual professionalism opportunities staff













Havas 'Skills for Life' Brief

Research/proposal pitch production https://youtu.be/pW_blwZIEZ8 audience feedback/evaluation

5 💙

15 views 0 comments

Access NFTS

The Outreach and Inclusion programme from the National Film and Television School

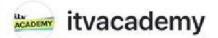




"They introduced us to the basics of storytelling using colour. We learnt how colour is used in certain ways to convey tone, and how they did this."

Acland Burghley School Student















Access NFTS The Outreach and Inclusion programme

from the National Film and Television School

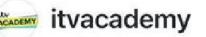




"It gave us all a better understanding of the many different routes into the media industry and how important it is to stay determined, work hard, and stay passionate about your craft."

Acland Burghley School Student







.





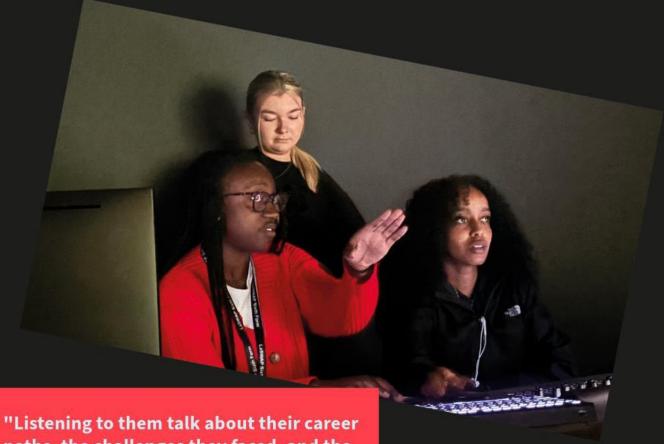




Access NFTS

The Outreach and Inclusion programme from the National Film and Television School

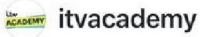




"Listening to them talk about their career paths, the challenges they faced, and the projects they've worked on was both inspiring and informative."

Acland Burghley School Student



















Arsenal in the community: The Arsenal Kicks initiative

The Arsenal Kicks initiative is a national programme that brings together the football industry with the police to help young people keep away from anti-social behaviour, drugs and crime, and adopt positive influences.

The scheme is founded on regular training sessions, weekly matches and football tournaments. While the immediate focus of the programme is football coaching, Arsenal in the Community coaches are really concerned with what happens off the pitch. Coaches provide close support to participants away from sessions, in the hope that they can positively impact participants' development over the longer term.

Acland Burghley School (ABS) has been approached by Arsenal Kicks to develop content that explores, records and reports the work being conducted by the team and phenomenal outcomes on behalf of the young people.

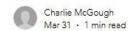
PRODUCTION BRIEF

The inspirational work conducted on the initiative needs to be documented, celebrated and promoted on their communication channels including website, social media and local press. These will include print and audio-visual resources. Print will be in the form of images from workshops covered









Arsenal Kicks Initiative - ESP

The Arsenal Kicks initiative is a national programme that brings together the football industry with the police to help young people keep...

21 views 0 comments



keiranoonan5 Mar 6 • 1 min rea

Arsenal in the community Brief

In this project, we were tasked a brief by Arsenal Kicks to create print and audio visual to promote Arsenal in the community to ages...

15 views 0 comments







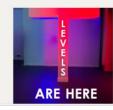
T-Levels are Go at LaSWAP!

T-Levels are Go at LaSWAP

LaSWAP media students showcase creative work at TJ evel information evening

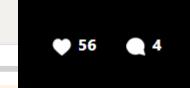
In a vibrant celebration of creativity and education, media students from Acland Burghley's LaSWAP recently welcomed prospective T-Level students to an exciting information evening. This event coincided with T-Levels week and marked the launch of the new state-of-the-art studio suite at the site

The evening was a bustling hub of activity, with students joined by representatives from Further Education, the Education Training Foundation, the Association of Colleges, Camden Learning, and various creative industries. Families engaged with stalls from the National Film and Television School and Christine Blundell's Make-Up Academy. Key speakers from ITV. The Mill. and Oscar/BAFTA winner Christine Blundell highlighted the importance of T-Level learning within the industry.



NEWS

X Follow us @NewJournal



LaSWAP sixth-form students Alyssa May Pascual, Olivia Walker, Flora Tolladay-Grime and Zoë Florence at the launch of the Media Broadcast and Production T-level

Lights, camera, action... Creative careers to a T

and work experience.

A SIXTH form has become the first school in Camden to offer a new media qualification that will help pupils land a job in the creative industries, writes Frankie Lister-Fell.

More than 100 LaSWAP pupils, parents and professionals attended the launch of the Media **Broadcast and Production** T-level at Acland Burghley school in an event attended by Bafta and Oscar winners last Wednesday evening.

T-levels - considered to be equivalent to three A-levels - are a new post-GCSE qualification that combines in-class learning

The school's head of computing, media and social sciences, Oliver Rosen, said: "The ethos of the T-level is that partnership between education and industry, for the betterment of the development of student skills and outcomes. And that's why we're in a really strong position to be the first school in Camden to deliver a media broadcast

and production T-level." The event was attended by Oscar-winning makeup designer Christine Blundell. Bafta-nominated producer behind last year's hit film

See How They Run Gina Carter, and Bafta-winning costume designer Annie Symons.

LaSWAP has won £440,000 funding to build a new studio for the course, in addition to £135,000 to buy industry-standard equipment including drone cameras.

Industry partners offering work placements to students were in attendance, including the Orchestra of the Age of Enlightenment, the Museum of Brutalist Architecture and film studio Moonbug Entertainment.

A YEAR IN REVIEW WITH ACLAND BURGHLEY SCHOOL

Our story > Full Story Library > A Year in Review with Acland Burghley School

Posted on July 25th, 2025

We spoke to Oliver Rosen, Head of Faculty of Computing, Media and Social Science, Acland Burghley School after their Open Evening for T Levels and their new Media Production Suite launch to talk about their experience of delivering T Levels, with all of the challenges and successes. Oliver reflects on the journey that he and the school have been on and shares his advice for those delivering, or about to deliver T Levels.

What T Levels is Acland Burghley currently delivering?

We're currently delivering the Media, Broadcast and Production T level, but across LaSWAP [which is a consortium of four schools], we are introducing three new T Levels in 2025; Marketing, Digital and Early Years Education

How does the consortium work?

We have four sites, La Sainte Union, William Ellis, Acland Burghley and Parliament Hill. What the consortium enables us to do is to give the widest range of A Level courses available because we draw upon provision and expertise from the four schools. In terms of T Levels the set up enables collaboration between the different departments across the four schools. That might look like shared curriculum planning, revision initiatives and so forth. We can draw upon different departments, we can get together for shared planning, open evenings as well as celebrating student endeavours.

And that takes us nicely onto the Open Evening in December. Can you explain your experience of that night?

We have two open evenings, one where families come in and look at the whole range of courses available but because of the quite specific and technical nature of the T Level we offer a second evening to elucidate provision around the T Level. What we do is take expressions of interest and we use it to promote our T Level specific evening, which we've been doing for the last couple of years. It's given everyone more awareness of T Levels and drawn in different stakeholders and those supporting the T Levels, those in higher education, in industry or in the borough. It gives us an opportunity for our students to promote the type of work done on the T Level. I'm interested in seeing how this can progress in the next few years, I think we'll still draw upon our industry collaborators, but I think we'll be able to celebrate our T Level y way of promoting the courses and the successes of it.

n for current T Level students, for the course and to the new Media Suite? Have you noticed an improvement in their development and in their

ged is student's intrinsic motivation that the new resources coupled with industry partnerships and contextualised learning fosters. We're starting to about how to structure and sequence the course from that. There's a fine balance between generating interest and excitement against technical skill haviours. It's very easy to get overexcited seeing global companies, Oscar award-winning VFX and makeup artists presenting to students. The ce that excitement with real expectations of what the course and industry demand.

Ham&High

Subscribe

London Uncovered Education News Crime Traffic & Travel Local Council Business Weather





THE NEXT LEVEL QUALIFICATION

FIRST NIGHT | OPERA

The Fairy Queen review — wacky Purcell courtesy of the OAE and its young amateurs

Queen Elizabeth Hall



Kirsty Hopkins, Simone Ibbett-Brown, Timothy Dickinson and Adam Courting star in a reimagined The Fairy

MARK ALLAN

What won't be erased were the polished and imaginative dance routines from 20 Acland Burghley students. At a time when the arts seem marginalised in so many state schools, this was a heart warming example of what fine standards can be achieved with inspiring leadership. – **Richard**

Morrison



AoC Schools' Network

unlocking purposeful industry partnerships

Know Your T Levelers

- 1) Outline the range of ways industry can get involved—What is your LMI telling you about opportunities? How can you map out contextual learning opportunities; What outreach services exist; What provision is already in place that you can adapt?
- 2) Explore how students can add value or align with KPI—Who is the best person to speak to (anyone with outreach in their email); How do your aims align with the organisations key performance indicators; Is there an existing body in place to support (Governors, Borough, Universities)?

3) Tell your story-

What communication channels do you have to promote outcomes? What social or cultural impact can you demonstrate? Who will help tell your story and gather traction



Our mission: to build, train and retain a solid pipeline of diverse production talent



Create the itv academy winter logo

- Give our logo a winter make over
- Send us your designs to <u>itvacademy@itv.com</u> by midnight 4 December 2024
- Winning design will be used on ITVs social media posts for the rest of 2024 and Jan 2025























Who would win?

Bridging the gap

SUPPORTING T-LEVELS

- Attend and host events to educates students about tv production careers
- Send ITV professionals into schools to deliver masterclasses or career talks
- Influence the syllabus with live briefs
- Offer insight days to students

















ITV ACADEMY PATHWAYS







Our Production Training Schemes are wide and varied. You could be training to be a journalist, working on one of our continuing dramas, or coming up with the next big programme idea, like Love Island. No experience necessary!

133 trainees worldwide since launch.

A foot in the door is the hardest thing to get if you have no experience.

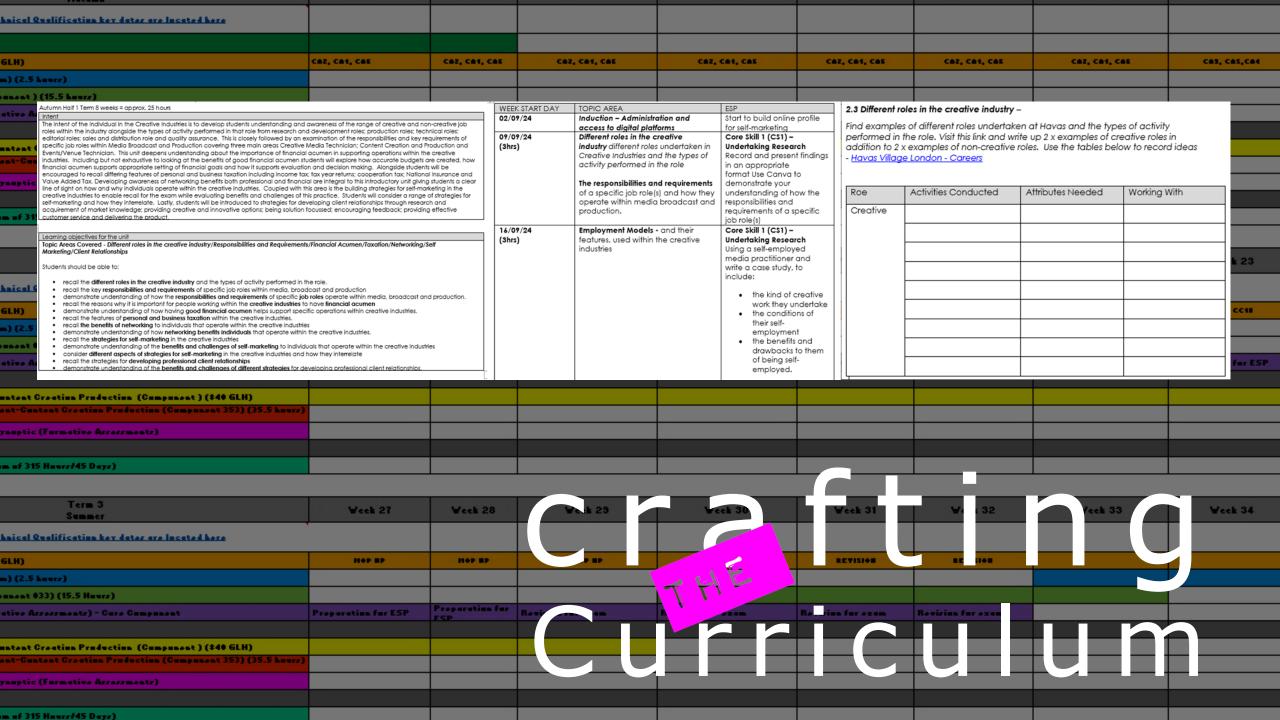
We have several work experience programmes that run throughout the year which can be hosted by any team across ITV in production or corporate roles

In 2023 we hired 25 apprentices who gained a level 3 qualification alongside a 12 month work placement within various roles across ITV

In 2024 we have launched professional qualifications (Level 3-7) for our existing staff Each year we bring apprentices into ITV who gain a level 3 or 4 qualification alongside a 18 month work placement.

We advertise in January for a September start

THE STATE OF THE S								
hnical Qualification key dates are Incated here								
GLH)	CAZ, CA1, CAE	Caz, Cat, Cas	CAZ, CA1, CAS	CAZ, CA1, CAS	Caz, Ca1, Cas	Caz, Ca1, Cas	Caz, Ca1, Cas	Cas, Cas,Ca4
m) (2.5 hours)								
enent) (15.5 hours)								
etivo Arrorrmentr)- Curo Cumpunent								
entant Craetien Preduction (Compensat) (\$40 GLH)			IRES					
ont-Contont creation Production (Component 353) (35.5 hours)								
yauptic (Formative Arressments)								
m of 315 Hours/45 Days)								
Term 2	W	W	V	W. 440	V	V	V.,100	Week 23
Spring	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23
haical Qualification har dater are Incated here								
GLH)	ccs, ccs	ccs, ccs	ccs, ccs	ccs, ccs	cci, cci	CC7, CC18	CC7, CC18	CC7, CC18
m) (2.5 hourz)								
onnent 033) (15.5 Hourz)								
ativo Arrorrmonte) - Curo Cumpunont			Properation for ESP	Proparation for ESP	Properation for ESP	Properation for ESP	Properation for ESP	Properation for ESP
entent Creation Production (Component) (\$40 GLH)								
ont-Cuntont Croation Production (Component 353) (35.5 hours)								
yauptic (Formative Arzeszmentr)								
m of 315 Hours/45 Days)								
Term 3	Veck 27	Week 28	1 29	Veek 30	Veck 31	V. 30	1 1 2 2 C	Veek 34
Summer	Week 21	Week 20	4	Tee. 30	week of			# CC 14
haical Qualification har dator are Incated here								
GLH)	HOP EP	HOP EP) II)		RETISION	RE HOR		
m) (2.5 haver)				THE				
eneat 033) (15.5 Heurz)								
etivo Arrorrmontr) - Curo Cumpunont	Properation for ESP	Preparation for	Ravi	-2-m	Re_rins for exem	Revision for exem		
untent Creation Production (Component) (\$40 GLH)								
ont-Cuntont Grostian Production (Companent 353) (35.5 hours)								
yauptic (Furmetive Azzezzmentz)								
m of 315 Hours/45 Days)						313		



Film	Creative Intelligence Example 1	Creative Intelligence Example 2	Creative Intelligence Example 3
The Last Jedi	How do you develop the look of a sequence?		
Jurassic World: Fallen Kingdom		How can we create a photo realistic Island with the right transport structure?	
Fox			How do we create the photo realistic movement of the fox?
Creative intelligence in general			

Sample Materials

Film or TV Project	Involvement	Creative Response
The Witcher:	One Of Us helped to design several of the creatures he encounters, brought them to life, and then oversaw their inevitable slaughter	
Hobbs and Shaw:	Our work ranged from high- speed trips through a car engine and centrifuge, to a hundred strong brawl inside a huge ring of fire	
Pinocchio:	One of Us was responsible for over 200 shots, work which includes creatures as diverse as donkey, tuna, woodpeckers, whale and snail.	
Watchmen:	One of Us worked on a variety of environments, characters and effects - covering teleportation, an artic lair, futuristic technology, an exploding coffin, and a self-lubricating vigilante.	

How to Realise a Brief Through Technical Production Guides

Creating resources around the pre-production, production and post production stages in audio visual design.

We would like to create resources that enable teachers to provide clear and pragmatic step by step guides to produce creative content. Working with VFX production house and their understanding of integral software we would create a brief that introduces the basics of it's use and how to generate outcomes working to a brief.

Brief and Proposal

La Swap in association with One of Us - Change One Thing

This mentoring challenge asks students, to research, plan, develop, produce and market their own 8-10 minute documentary film exploring one thing they'd like to change - from themselves to their society as a whole and anything in between.

The young people will work in teams supported and advised each week by industry professionals from the world of documentary film and television. During the 19-week course, the cohort will learn a range of skills from researching and planning to visual effects design, crafting production, editing and new marketing and distribution techniques.

T-SHAPED LEARNING-A SUMMARY

Sector & industry understanding

Cross sector technologies & innovation

Employment & professional skills, English, maths & digital

T-shaped learning

Subject & technical knowledge

Practical knowledge, experience & application

Subject & technical discourse

Critical thinking & problem solving Personal enterprise & employability (soft skills)

Active leadership & collaboration

Professional skills

Subject knowledge & skills

Developing behaviours

AoC Schools' Network

unlocking purposeful industry partnerships

Work towards a shared brief

Know Your T Levellers —
sharing information with employers
Contextualise learning—
Clear line of sight to work and students
Create an Alliance model approach—