



Short Courses for Industry

PUSH Graduate Diploma Training for Creative Media Professionals

Overview

Bath Spa University work in partnership with South West Screen to create PUSH – a new style of accredited graduate diploma training for creative media professionals.

About the Project

South West Screen is an organisation that supports and develops creative media industries in the South West. It offers funding and assistance to encourage innovation, grow creative businesses, develop talent, reach new audiences and develop the skills necessary for them to move forward.

In 2008, following a comprehensive training needs analysis with media cluster groups in the South West, various skills gaps were highlighted. South West Screen successfully attracted funding to establish a skills development programme and identified Bath Spa University as an appropriate higher education partner that could deliver the training. Bath Spa University then collaborated with South West Screen to create a new demand-led regional training solution for creative media professionals – PUSH. University staff were also represented on the project's steering group, along with industry representatives that included Aardman Animations and the BBC, which consulted with the sector to shape the project and develop the course model.

Designed to look, and feel, like a typical programme of industry-led short courses together with guidance for periods of self-study in the workplace, the course aims to develop the skills, knowledge and understanding of those actively freelancing, working within or running a small to medium-sized independent production company, or employees of large independent production companies or broadcasters.

Modules usually involve the following:

- One 1- or 2-day intensive workshop at the start
- A follow-up face-to-face tutorial and peer review group
- A self-study assignment to be completed over 8-12 weeks
- Some modules require prior reading or preparation

Fast Facts

- The course enables practitioners to work towards a graduate certificate or diploma in Professional Creative Media Skills.
- The flexible delivery framework enables the course to respond rapidly to the evolving demands of the sector.
- The modules are aimed at people with a minimum of 2 years' industry experience. They were designed with industry input and are taught by industry professionals.

Benefits

The creative and media industries are in a constant state of development driven by technological advances and changes in its audiences. This demands an ever-evolving range of skills in the workforce. PUSH fills a gap in the market for accredited training provision that has been developed in line with industry and which effectively supports the development of freelancers and staff across the sector.

PUSH particularly benefits those industry professionals, who require a more structured route through their professional development and wish to gain a recognised qualification.

By offering a range of optional modules within a part-time programme of study, PUSH suits those who wish to learn whilst continuing to work.

Outcomes

PUSH was set at Graduate Certificate / Graduate Diploma level to ensure it appeals to creative media professionals, since current research indicates that a disproportionately high level of graduates employed within the creative industries - 43% - already have degrees or higher level qualifications, compared to the average of 16% in the nation's workforce as a whole.

The first suite of PUSH modules includes:

- **Managing Creative Teams:** for anyone working in the creative media industry who manages people as part of their role.
- **Successful Freelancing:** for practitioners who have recently become or soon will be freelance, and for freelancers who need to re-motivate.
- **Copyright & IPR in Creative Media:** for anyone working in creative media industries who needs a non-technical understanding of ownership and rights.
- **Professional Development Planning:** for practitioners who need to devise, follow and track their own continuing professional development, or that of others.
- **Idea, Proposal, Pitch:** for practitioners who need to generate ideas, pitches and proposals; especially useful for those in TV production and development roles.
- **Multi-skilling (Camera/Sound) for Production Staff:** for practitioners in production or writing roles who need to self-shoot on DV.
- **Storytelling:** for anyone working in creative media industries who needs to hone their storytelling skills and understanding of narrative across genres and platforms.
- **Team Writing for TV:** for any professional screenwriter, or aspiring writer from another creative media industries background, who needs to develop team-writing skills for TV.

PUSH launched its first training course 'Managing Creative Teams' in May 2009.

Perspective

“This project is a real step forward for both media businesses in the region and the people they employ as staff and freelancers. One of our main aims is to develop creative media skills and employer engagement across the South West and we see our partnership with Bath Spa University as a welcome and crucial element in achieving that aim.”

Mark Leaver
Director of Development
South West Screen