



Short Courses for Industry

Bespoke Training for Visual Media Production Company

CASE STUDY

Overview

Bath Spa University creates bespoke training course for Bristol-based visual media production company – Every Picture Media

About the Project

Every Picture Media is an award-winning visual media production company, which produces videos, web films, DVDs and television programmes. The company consists of a skilled team of editors, camera men, producers and directors.

For Lee Cox, founder and director/producer at Every Picture Media, it is important that her team are able to develop their skills in order for the company to remain competitive in a demanding market place. When the assistant editor needed training to build on current skills in creating narrative and developing a story structure when editing, it was difficult to find any appropriate training provision. Lee Cox, therefore, turned to Bath Spa University for a solution.

Phil Purves, senior lecturer in broadcast media at Bath Spa University, was able to use the expertise of university staff to create and deliver a one-day training course. This consisted of a practical workshop combining talks, discussions, viewings and hands-on exercises to identify and develop narrative in film and video. The training content included identifying stories and narrative arcs, storyboarding as a post-production tool, dealing with difficult footage or missing shots and basic conventions in screen language for emerging editors.

Benefits

Although the assistant editor had well-established skills, previous training opportunities had not included the essential story-telling element of the editing process. Following the training course with Bath Spa University, he was confident in his abilities and felt that his skills base had been enhanced.

Outcomes

The training meant that Every Picture Media were confident in giving their assistant editor a higher level of work, freeing up the senior editor for other projects and costing the company less for the whole post-production process.

Fast Facts

- Bespoke one-day skills training course created for media business
- Skills training leads to operational benefits for the business
- Staff training is an investment that keeps a company competitive

Perspective

“The narrative arc and story telling training provided for our assistant editor has inspired him to take the next step towards working as a full editor.”

Lee Cox
Director/Producer
Every Picture Media

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