



**The MediaNet**  
*Media Education Forum*

**Minutes**

Thursday 16<sup>th</sup> March 2006

2.15 – 4.30 pm

Holy Trinity Media Arts College, Birmingham

**In attendance:** Lou Llewellyn (MediaNet), Adrian Lambert (The Rural Media Company), Steve Chapman (Screen West Midlands), Nic Millington (The Rural Media Company), Louise James (Mac Arts Centre), Bernie Carroll (Staffordshire LEA), Liz Brownrigg (Holy Trinity Media Arts College), Diane Henson (Holy Trinity Media Arts College), Malcom Wilson (Solihull Sixth Form College), Sue Gainsbrough (Thomas Adams Media Arts College), Kathryn Beattie (The Light House), Mark Reid (BFI), Richard Shenton (MACE).

**Apologies:** Frank Challenger (The Light House), Jacquie Dawes (Solihull LEA), Leigh Preece (Maryhill Media Arts College), Paul Clayton, Amy Thomas (Skillset), Sarah Laws (HEarts Partnership).

**1. Welcome – Lou Llewellyn**

Lou welcomed everyone and thanked Holy Trinity for hosting the meeting

**2. MediaNet partners introductions *MediaNet partners***

All partners introduced themselves and explained their work.

**3. Update on Media Literacy Task Group – Steve Chapman**

The Media Literacy Task group was set up as a result of a focus meeting at Screen West Midlands in October. It was felt that there are 4 key areas for work to be done in media education across the region. These are Information and Communication, Advocacy, Support and Training and Development.

At the February MediaNet Forum a task group was set up to take forward these goals and work on strengthening Media Education policy.

The task group currently has representation from schools, delivery organisations, Screen West Midlands and the BFI. The group also needs representation from arts centres/exhibition, industry, BBC, LSC and informal education.

The group has begun work on a Media Literacy action plan and identified 8 areas of work:

1. Training for artists and practitioners in school and informal education
2. Education archive work
3. Student conferences- helping young people make informed careers choices
4. Media's use in developing literacy at Key Stages 1-3
5. Adult Media Literacy/lifelong learning
6. Extended school hours work
7. Charter for Media Literacy
8. Communication and information sharing and exchanging good practice

A draft action plan will be written before the next task group and Forum meetings (both meetings take place on 25<sup>th</sup> May)

#### *Points raised*

Conferences – are a good idea but need to strike a balance with the levels of information needed for students across the age range – this varies significantly. June or July is the best time of year for this.

BFI Lead Practitioner Scheme – 15 practitioners going through the programme from this region. It trains in the use of short films in teaching literacy. Would like to examine the effects of this training in 9 months time. Compilations of films to complement this work could be created on a regional basis – might be an opportunity to develop this through SWM/MediaNet Schemes of work created for KS3 and work going into primaries

Holy Trinity introduces media work for Year 9 before they take their SATs – this is unusual. Work with Sandman from BFI Screening Stories pack – Tim Burton style work which is very appealing to students.

For Staffordshire LEA this is a new way of working – they are trying to locate more resources for this work – looking to use materials created by AS and A2 students

Develop a network of teachers delivering media work.

Staffordshire have SAFTAs – awards for students' short films – not currently using cine-literacy – want to develop this more.

Training opportunities – some exist around ICT but more needs to be developed.

Work with found footage – modelling approaches to this.

Would be useful to use MediaNet to draw together 5 authorities to demonstrate and introduce work to other LEAs.

There are some film festivals that provide opportunities to showcase students' work these include 'Off Your Box' – regional competition run by UCE and the Co-op Film Festival.

Creating more screening opportunities would be useful

Also could encourage creation of work by students for use as teaching resources

Media through citizenship – producing resources to teach it would be useful – again this may be an opportunity for work created by students.

#### **4. Good Practice examples**

##### ***Malcom Wilson – Solihull Sixth Form College***

Ed Excel have launched a BTEC in 3D Games Development – not being offered at Solihull Sixth Form college but are running a course 2 hours per week in 3D computer animation through OCN, using 3D S Max software. Students on this course who produce the best work have access to the software at home

Details of the course units and assessment criteria developed by Malcolm can be accessed via the OCN database.

At Solihull the students work on the course in an afternoon session once a week. There are 20 students on the course. It is an additional qualification alongside Advanced Level courses. This does mean there are issues for retention on the course as students feel pressures of their workload and their Advanced Level courses often take priority. The course is male dominated but some girls do attend the course.

The Solihull 3D S Max course has more of a CAD focus so does not teach media literacy skills because of the time to set up. Next stage would be to ensure more use of storyboarding and narrative in students' work.

Manufacturers now setting up a licencing option for schools so 60 licences can be purchased – 30 of which must be sold on or given to students for use at home. This requires students to have computers at home that are able to run the software. Technical skills and support for teachers delivering this would be useful. This offer is also not available to FE colleges.

Courses in 3D S Max are very popular at The Light House.

Media Stage software is also very useful for creating virtual TV or film studio. This software is made by Immersive Education and was demonstrated at the Thomas Adams primary network day.

Simon Gibbs at NEW College Bromsgrove also running animation courses.

##### ***Liz Brownrigg – Holy Trinity***

The school have been working in animation since 1998

Holy Trinity have a partnership with Moving Hands Animation. Started by working with a group of underachieving Year 9 boys at risk of exclusion. The students took part in a week-long project, where they worked with fairy stories. The group learnt animation techniques with teaching staff working with the animator. This also offered training opportunities for staff. The boys' aspirations were raised as a result of the project.

Animation has also been used in EAL projects with Year 6/7, Year 10 SEN students and a Gifted and Talented/EIC project which unusually involved a hospital school including a student who had not been to school for 5 years with assistance from Holy Trinity's youth work team. The school is also using animation in its primary transition work.

The school has recently started working on 2D animation with a group of boys. The animator ran a 1-day course for the boys and staff to start this.

Holy Trinity is also now developing music for films

The school works regularly with the Mac to arrange screenings of films.

## **5. MediaNet –events and project development – *Lou Llewellyn***

MediaNet will be running its Make a Film In a Day workshop on 27<sup>th</sup> March at the Borderlines Film Festival in Hereford. This may be the first of a programme of training to be developed next year.

As a result of discussions at the Media Literacy Task Group it has been agreed that the You-TV conference should be postponed from the summer into the start of next year and with a shift of emphasis to the launch of the Media Literacy Action Plan.

Lou distributed a draft version of the case study form for the group to look at. An amended version will be sent out to partners shortly to begin the process of collecting case studies for the MediaNet website.

## **6. Dates of future meetings and events – *Lou Llewellyn***

25<sup>th</sup> May – Media Literacy Task Group.

25<sup>th</sup> May – MediaNet Forum, Thomas Adams, Wem.

25<sup>th</sup> May – soundscapes exhibition taking place at The Old Market Hall in Shrewsbury. Sonic arts is an emerging art form and this is an opportunity to see students' work in this area.