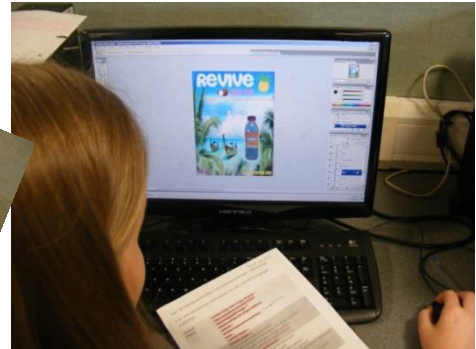




Spotlight on... Media Studies

In this edition we will be taking a closer look at the work and activities currently being undertaken by Media students

Year 10 students have been using Photoshop software this week to create their advertising coursework



Media careers information for those students wishing to enter further education

- In the UK, the media sector employs 550,000 people and encompasses opportunities in animation, computer games, film production, interactive media, radio and television.
- Media includes design for print (such as newspapers, magazines, brochures), typography, corporate identity, advertising, packaging, multi-media, TV and film graphics, and illustration.
- The advertising sector covers advertising, media, marketing and public relations or communications companies. This may use the internet, newspapers, leaflets and sign writing.
- Remember all organisations need advertising and publicity.

CREATIVE, DIGITAL & MEDIA SECTOR

You could chase down hot stories for a newspaper

50,100
Size of the TV workforce

If you're a creative person, there are so many exciting career paths before you...

39%
(percentage of female employees in creative media industries)

£22,300 per year (average wage in the publishing industry)

Lots of self-employed or freelance workers in this sector

20% of animation workforce **12%** of publishing workforce

506,000 people work in Creative Media in England

Want to work with famous actors on a TV set?

THE ROYAL FILM INSTITUTE PRODUCTIONS

CREATIVE, DIGITAL & MEDIA

Careers Insight

From fashion and film to design and new media, it's all about the creative buzz in this exciting, fast-paced industry. Because it's such an exciting and varied sector, competition for jobs can be high so work experience and on-the-job training are highly recommended.

Graphic design
A graphic designer uses their skills and imagination to get information across and images on a page. The wide use of graphic design means you could be working on any variety of projects. **Earnings:** Creative staff anywhere between £10,000 & £20,000 a year.

Advertising arts
A sales team of printers, sales, hand work and body to be performed, but they are partly of supporting roles on offer too. **Earnings:** Salaries are between £10,000 & £15,000 a year.

Interactive media
Interactive media or 'new media' covers any digital product that responds to the user's action by presenting text, text, video and sound. Facebook and YouTube are the most popular examples. **Earnings:** Salaries between £10,000 & £20,000 a year.

Computer games
It takes a team of creative talents to produce computer games and the industry is one of the fastest growing in the UK - employing 30,000 people across a range of roles. **Earnings:** Salaries start between £10,000 & £20,000 a year.

Fashion
The fashion industry needs fashion designers to design the look for new, fashionable clothes to turn the designs into real clothes, boxes to stock shops with the best results. There is a lot of age range of jobs in the fashion industry. **Earnings:** Starting around £10,000 - £15,000.

Film & TV
We know who the actors are, but what about the technical crew that make the film look so great? This is all part of technical roles that could be great fun. **Earnings:** Creative staff salaries are £10,000 a year, but can go up with experience.

Animation
If you're into computer games that animated cartoon on TV, film, adverts, websites and computer and video games. **Earnings:** Starting between £10,000 & £20,000.

USEFUL LINKS
www.careersinmedia.co.uk - The best careers site on the web.
www.creativejobs.org - The sector site focused on creative, digital and media.

GET QUALIFIED
There are plenty of vocational and academic courses in the sector.

Advanced Apprenticeships
Apprenticeships are a great way into the sector, all of these are available: Creative & Digital Media, Design, Illustration and Media, Fashion & Beauty, Production & Marketing, and Publishing.

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A Levels
You can go on to study A Levels for the creative industry: Art and Design, Design & Graphics, Design & Technology, Film & Media Studies, Music, Music Technology, Performance Studies & Performing Arts, Photography & Three Dimensional Design.

Foundation Degrees
A Foundation Degree is an undergraduate qualification that is equivalent to the first two years of an Honours Degree. They are offered from Creative Digital Media, Design & Illustration, Fashion & Beauty, and Publishing in the workplace by itself at university of stage.

College Courses
A college course can also be a great route into the sector. Use the website which collates creative research to see your region check out www.creativeindustrycollege.co.uk.

OpenSource

Clubs:

- Breakfast Club:** From 8.00am in the canteen free breakfast for all, get a good start to the day
- Homework Club:** Monday to Thursday after school 3.10 until 4.30pm in the Library
- Chess Club:** Every Monday 3.10 until 4.30pm in the Library
- Science Club:** Every Monday from 3.15 until 3.45pm in S2. Please ask Science for details.

Dates for Diary:

- May Day Bank Holiday, no students in school – 4 May
- Year 10 Subjects Evening – 21 May
- Year 11 Study Leave begins – 22 May
- Year 12/13 P16 Leavers Ceremony – 22 May
- May Half Term – 25-29 May



SEN Coffee Morning

The SEN Department held their annual coffee morning on the 21st April. It was open to SENDCos of our feeder Primaries and the parents of students transferring to Ernulf in September, and other important visitors. The visitors had the opportunity to have a tour of the Cabin which is our new ASC unit and to meet some of the staff at Ernulf. A good time was had by all.



PGL Trip

On Friday 24 April, 41 students from KS3 visited Caythorpe Court in Lincolnshire for a weekend of outdoor pursuits, including, Trapeze, High Ropes, Jacobs Ladder, All Aboard, Tunnel Trail, Abseiling and Zip Wire. Evening entertainment consisted of Capture the Flag and Fox and Hounds.

The students (and staff!) were really well behaved and a credit to Ernulf Academy.

