

Developing the creative talent of tomorrow

The BRIT School is developing creativity, innovation and collaboration with Adobe Creative Cloud.



“Every day, in every lesson, we’re teaching Adobe skills up to industry standard. My course simply couldn’t exist without Adobe Creative Cloud.”

Alison Pemberton, Director of Interactive Digital Design, The BRIT School

SOLUTION

Adobe Creative Cloud

RESULTS



INDUSTRY-LEVEL SKILLS for students



EMPOWERING individuals to work creatively and collaboratively



VALUE - Used extensively throughout the school



The BRIT School

Established in 1992

Students: 1,200+

London, England

www.brit.croydon.sch.uk

Academia

Adobe Creative Cloud Gold Partner

www.academia.co.uk

sales@academia.co.uk

CHALLENGES

- Prepare students for future careers in Creative Arts
- Stay relevant – Keep up to date with ever-evolving solutions
- Manage costs – The BRIT School is part state-funded and receives no student fees

The importance of creativity in the classroom

The BRIT School is the UK's leading Performing Arts and Technology School. Set up under the CTC programme over 25 years ago, the School is state funded with support from the British Record Industry Trust.

The BRIT School provides a unique creative education, combining academic achievements with vocational training for over 1,200 students aged between 14 and 19, from a wide range of backgrounds, aspirations and abilities. Students train in performance and creative arts subjects including Interactive Digital Design, Film and Media Production and Visual Arts and Design.

As well as producing globally recognised alumni – Adele, Jessie J, Katie Melua, Kate Tempest, Loyle Carner, Rizzle Kicks, and Spiderman star, Tom Holland to name just a few – The BRIT School has produced a wealth of industry-ready talent right across the creative arts business.

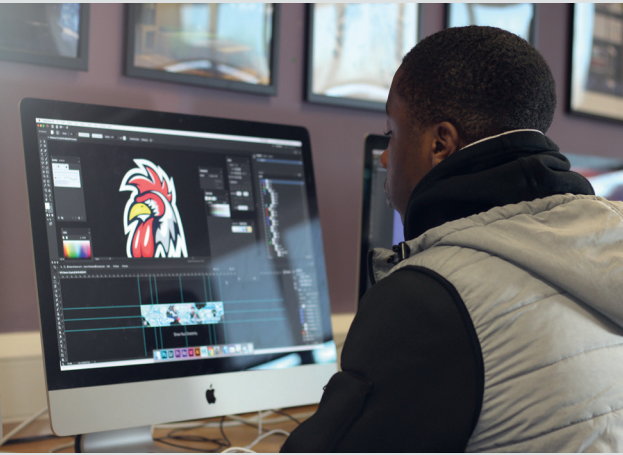
Stuart Worden, Principal of The BRIT School believes, "Creativity is crucial to the future of our economy and society" and with the creative industries now worth £92 billion to the UK economy every year, there's an essential need to train up students that will go on to meet rising industry demand.

But how does a school that also prides itself on providing an excellent general education (and teaches the National Curriculum up to age 16) help its students to achieve their creative goals?

"Collaboration is what makes The BRIT School stand out." says Alison Pemberton, the school's Director of Interactive Digital Design. "Designers work with musicians, dancers with photographers. Creative collaboration happens just by hanging out in the canteen."

Most BRIT School teachers have come from the industry and bring with them a wealth of knowledge, skills, experience and contacts. Some have always been in teaching. What unites everyone is a passion for empowering their students' creativity.

"We're making sure our students can work together to develop transferable technical skills that will enable them to leave here and launch their careers." continues Pemberton. "In Interactive Digital Design alone we're running Adobe Creative Cloud across three Mac suites, each with 25 iMac's, 30 iPad's and graphic tablets in it. The course is totally written around using Adobe Creative Cloud."



"The products the industry uses are Adobe products - that's why we teach them."

Alison Pemberton, Director of Interactive Digital Design, The BRIT School

Supported by
academia
for education

Staying relevant

So why has The BRIT School based its Interactive Digital Design course on Adobe? "We're all about industry," continues Pemberton. "The products the industry uses are Adobe products and that's why we teach them. We interview and select students based on their creativity and potential to use technology. Most already know at least one Adobe product when they come in. What we do is build and widen their skills, teach the industry short cuts, until we're creating work with relevance and meaning, quickly and effectively."

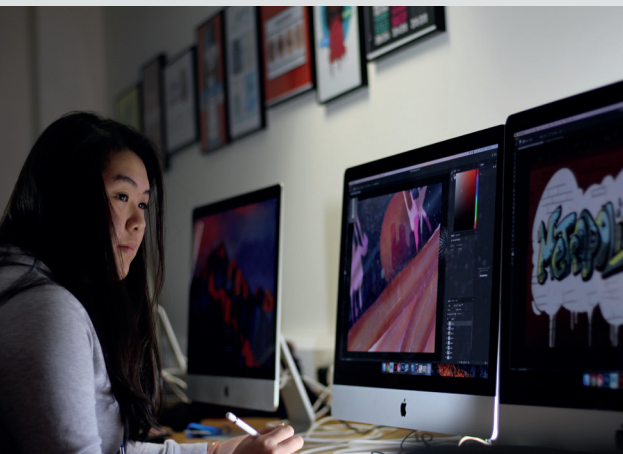
By their very nature the creative industries are pushing boundaries all the time. To stay relevant, The BRIT School must be certain it is using the latest products, versions and able to pass on industry insights and knowledge. "We've signed up for Adobe Education Exchange, so we're always on top of updates and tutorials." Pemberton adds. With Adobe Education Exchange The BRIT School benefits from free lesson plans, teaching materials, courses and workshops as well as connecting with other teachers in the creative education community. "It's a really good place for teachers." Pemberton adds, enthusiastically. "Right now, we're finding it especially helpful for Adobe Muse when we're doing website design - it's got loads of great tutorials on there for that!"

A state school supporting Creative Arts

Education Exchange is also a good source of information for The BRIT School's Director of IT, Anthony Milgate. "Understanding how the School is using Adobe products and the tutorials we are taking is really useful," he tells us. It's insight that can help Milgate monitor resource and plan for any changes in the way Creative Cloud is used and accessed in the future.

"We currently have a 2-year full subscription to Adobe Creative Cloud, deployed over 1200 students. As well as three Apple Mac suites for the Interactive Digital Design course, Creative Cloud is being utilised in other areas of the school including a further six Mac suites, our IT suites and in academic departments."

With so many students on site, how easy does Milgate find Adobe Creative Cloud to manage? "It's easy to package and easy to administer. We use the Admin Console to check for updates and push them out to all seats in one go. Thanks to Adobe we're demonstrating that a free, state school can support creative arts education. I'd definitely recommend Adobe Creative Cloud to other schools. It's well utilised and good value - we couldn't do without it."



SOLUTION AT A GLANCE

- Adobe Creative Cloud

"I wouldn't be here without Creative Cloud. It's part of my future."

*Kelvin Jones-Esan, Student,
The BRIT School*

For more information

www.adobe.com/uk/education/schools.html



Adobe Systems Incorporated
34 - 38 Market Street
Maidenhead
SL6 8AD
UK
www.adobe.com/uk

Extending benefits, adding value

The Adobe Partner responsible for supporting The BRIT School is education specialist Academia. "We're very much about delivering value; creating long-term partnerships that help our customers meet their objectives." says Jeremy Silver from Academia. "We have 15 years' experience working with education and adding value is very important to us. The BRIT School know what they want to achieve and we do all we can to help them deliver it. Thanks to our own relationship with Adobe, we're currently looking at ways to extend the benefits of Creative Cloud so that students can use it at home."

One of those students is Kelvin Jones-Esan "The Interactive Digital Design course is totally unique and is giving me a wonderful opportunity to develop the skills I need to work on big brands in a top design agency. I started using Adobe Creative Cloud in 2015 and that's when my graphic design journey took off. I'm using Photoshop, Illustrator, Lightroom, After Effects and InDesign, learning from own perspective and becoming more fluent through the programmes. Next, I'm moving onto Muse. Right now I'm producing digital magazines targeted at a particular audience and designing computer game artwork. I hear about updates using the Creative Cloud app and Twitter. At the end of the year I'll be fluent, using the creative apps in industry will be easy."

Much more than creativity

"We're working with a generation that is really visual." Milgate says. "We have so many creative skills in the school and the ability to work in Creative Cloud and pass those skills on to other staff to make their lessons more interesting and engaging is really exciting. No teacher can afford to say they're afraid of technology. In years ahead, extending the skill sets that teachers like Alison have into other subjects is going to be vital. We're already training teachers around Adobe Creative Cloud apps and encouraging greater digital collaboration. I genuinely believe we're building something here that other schools may be interested to find out more about."

The last word is left to Alison Pemberton. "The days of teachers knowing everything and students knowing nothing is over. That's not a bad thing. What we must do now is make certain that we empower our students to enhance the skills they already have."

*"We're working with a generation that is really visual... In the years ahead, extending the skill sets that teachers like Alison have into other subjects is going to be vital."
Anthony Milgate, Director of IT*

*BRIT School website www.brit.croydon.sch.uk

Adobe, the Adobe logo, After Effects, Creative Cloud, Illustrator, InDesign, Lightroom and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2018 Adobe Systems Incorporated. All rights reserved.