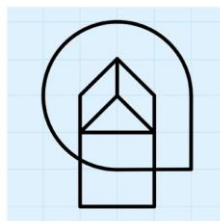# Creative Briefs

Real-world creative encounters with professionals across the creative industries

LO OK!
Advertising & Marketing

Animation & VFX (visual effects)

Architecture

Crafts

DESIGN IS PART OF EVERYTHING
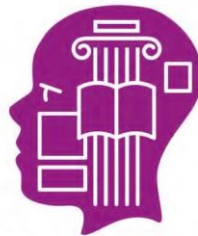Design – Product, Graphic & Fashion

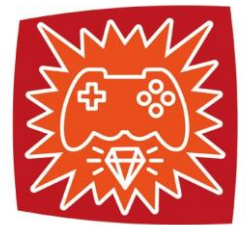Film, TV, Video, Radio & Photography

Heritage

IT, Software & Computer Services

Museums, Galleries & Libraries

Music, Performance & Visual Arts

Publishing

Video Games

Contact: creativelearning@babylonarts.org.uk | 01353 616991

Babylon ARTS

FESTIVAL BRIDGE

CREATING THE FUTURE

Skills Builder PARTNERSHIP

OVERVIEW

Aimed at young people aged 11 to 15, Creative Briefs is an 8-week programme designed to stimulate real-world thinking. With a range of resources and interactive sessions led by a mix of artists, cultural professionals and organisations across 12 creative industries, students will gain essential skills through immersing themselves in a creative practice.

The Creative Briefs are delivered flexibly; they can be incorporated into school time, extracurricular courses or remote learning, and have been tested successfully during Covid-19 restrictions.

The Creative Briefs on offer include:

- **Advertising & Marketing**
- **Animation & VFX (visual effects)**
- **Architecture**
- **Crafts**
- **Design (Product, Graphic & Fashion)**
- **Film, TV, Video, Radio & Photography**
- **Heritage**
- **IT, Software & Computer Services**
- **Museums, Galleries & Libraries**
- **Music, Performance & Visual Arts**
- **Publishing**
- **Video Games**

KEY BENEFITS

★ Teachers using the programme are offered high levels of support and guidance from Babylon ARTS, with access to a dedicated programme co-ordinator, and regular check-ins.

★ Creative Briefs offers students an insight into a wide variety of career paths in the creative industries and contributes towards achievement of the Gatsby benchmarks: linking creative careers to the curriculum and providing real-life encounters with local creative professionals.

★ Teachers can evaluate student progress in three essential skills throughout the project, supported by the **Skills Builder Universal Framework**

(www.skillsbuilder.org/universal-framework/listening)

★ The Creative Briefs programme can be used to contribute towards your students' Arts Award qualifications.

★ Creative Briefs is an affordable option, with the complete **GOLD** package offered at around £30 per pupil.

SKILLS BUILDER

The Creative Briefs are underpinned by the Skills Builder Universal Framework, which enables young people to track progress in their skill development.

Our pilot programme evidenced that the programme delivers measurable increases in skills and aspirations: students showed an average of 40% improvement in the 'Aiming High' essential skill and an 87% improvement in the 'Creativity' essential skill during the 8-week pilot. The Creative Briefs programme is ranked as a Level 4 Impact programme, which is the highest level.

PACKAGE LEVELS

● **BRONZE** £360 (+VAT)

- Access to 8 weeks of course material in the creative industry of your choice, including lesson plans, homework tasks, a Creative Career Portfolio and a breakdown of the skills your students will be developing throughout the course.
- An introductory pre-recorded video with advice from one of our creative professionals.
- A check-in with Babylon ARTS' programme coordinator.
- Certificates for students upon successful completion of the brief.

● **SILVER** £540 (+VAT)

All Bronze level resources and support plus:

- A live video call with one of our experienced creative professionals, who will offer your students tailored advice on completing the brief. This check in lasts 45-50 minutes.
- Access to and training on how to use the Skills Builder Hub, to track pupil progress.

● **GOLD** £900 (+VAT)

All Bronze and Silver level resources and support plus:

- Printed student workbooks, which will be posted to your school.
- Three live video calls with one of our experienced creatives (scheduled for weeks 1, 4 and 8), who will guide your students as they follow their Brief. Each call lasts 45-50 minutes.
- Support from our programme coordinator through-out the project, who will help to keep you on track and arrange your sessions with the creative professional.
- Support evaluating your pupil's progress using your data from the Skills Builder Hub.
- Advice on arranging 'add on' activities to extend the impact of the course.

If you are interested in signing up for the Creative Briefs programme or would like to find out more, please contact: creativelearning@babylonarts.org.uk