



# Outduction: Enhancing the Final Year Experience

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## *Case Study*

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| <b>Title</b>  | Live Industry Briefs   |
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| <b>Organisation</b>   | Bradford Media School, University of Bradford,   |
| <b>Keywords</b>   | Live Briefs  |
| <b>Intended learning outcome</b>                                    | <ul style="list-style-type: none"><li>• To give students experience of working to a real life brief</li><li>• To expose students to commercial demands and industry contact</li><li>• To enhance the student experience</li></ul>  |
| <b>Problem statement (what did the case study seek to address?)</b> | There was no problem as such but a desire to engage students with industry and vice versa and to give them experience from the world of work. It was also thought that undertaking projects with a specific purpose would “raise” their game, so to speak. The live briefs were introduced into the second year because for the employability drive to be effective it essential that students have the summer vacation to get outside work experience under their belt to include on their CV; there is no time for this in the third year.   |
| <b>Context</b>  | Two modules were picked out for where it was considered that live briefs would be most appropriate. The first was a multi-disciplinary module where they were to explore 360 degrees commissioning and the second was a practical module where they were to produce a video product.   |
| <b>Activity</b>   | <p>BBC Radio Drama North set the students a challenge to address the problem of how radio drama could take advantage of new media and appeal to a “younger” audience. Students were put into groups and the BBC personnel made three visits to perform “industry” tutorials for guidance and feedback and attended the final presentation. One group earned a direct commission from the BBC</p> <p>BBC Big Screen and Bradford Council gave students briefs to produce short videos for 12 organisations in the city. Students formed 12 groups; each were given a defined separate brief from a specific organisation to</p> |

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|   | <p>produce a video which can be hosted on the organisation's website. BBC and Bradford Council provided constant feedback and outline compliance and regulations. All 12 were premiered on the BBC Big Screen on the same night with the students and organisations in attendance.</p>   |
| <b>Issues</b>                                     | <p>The critical issue is the time that is demanded from busy people but the commitment was made quite clear to the individual from industry and they were excellent. There is also the opportunity now to explore other types of "face to face" time through Skype and other systems on virtual learning environments which might make for more contact time or lessen demands on industry figures and therefore make the option of providing live briefs more attractive. The other issue is to ensure that the students are not being exploited for work which should be paid for.</p> |
| <b>Hot tips/key points for effective practice</b> | <p>Pick your partners carefully and fully explain the commitment that is required. We found students really responded to live briefs and raised their game and impressed industry.</p>   |