

**ANIMATION**

**GRAPHIC DESIGN**

**PHOTOGRAPHY**

**MOVING IMAGE**

**ICT**

**GAME DESIGN**

**DIGITAL MEDIA TRAINING**

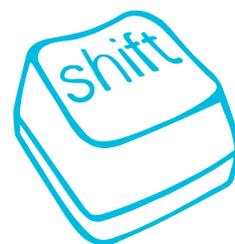
**FILM MAKING**

**GCSE ENGLISH AND MATHEMATICS**

**FUNCTIONAL ENGLISH AND MATHS**

**PERSONAL DEVELOPMENT SKILLS**

**AND MORE...!**



**Shift Media**

**DEVELOPING MEDIA, DEVELOPING PEOPLE**

Ranked as GOOD by OfSTED

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## Mission Statement

**Students are placed at the centre of everything we do.**

We provide an aspirational environment in which we help students gain confidence and develop at their own pace. Our core aim is to help students engage with learning in a fun, focused and disciplined way. Shift Media encourage personal growth, attainment and an enjoyment of learning. Our aim is to help students become self-determined in learning.

## Values

Shift Media encourages personal growth, attainment and enjoyment of learning. We nurture kindness, resilience, self-discipline, honesty, courage and a general joy in life.

Every student has individual talents and distinct needs in relation to learning. Success in learning comes from being stretched and challenged in an enjoyable, energising way. Shift Media aims to help students develop their talent by recognising their individual learning styles within the context of structured learning and skills development.

Shift Media offer personalised learning. Students are able to develop confidence and contribute to their own and their community's development in a safe and secure setting.

All staff at Shift Media are appropriately qualified in the vocational area they teach and in educational theory. We promote the highest standards of learning.

***"...every student is treated as an individual with distinct needs, talents and ambitions."***



## Study Programme

We link Study Programmes directly to workforce development. Within Shift Media's Study Programme there is a strong emphasis on the attainment of functional skills and GCSE English and maths for those students who have not previously achieved in these subject areas. The ability to read, write and count are viewed as key skills to successfully entering the world of employment.

### Study Programmes comprise of:

- An initial six week assessed learning period. This assessment forms the basis of the student Individual Learning Plan (ILP).
- A vocational subject area i.e. at Shift Media this is a creative media subject or ICT
- Employability skills developed and supported through strong Information Advice and Guidance (IAG) to support.
- Suitable work experience based on the IAG assessment. Ensuring that students are prepared for the world of work or are at least taking steps on the employability journey.
- Shift Media have been selected to pilot an extended work experience that can last from five full weeks up to six months on a part-time basis.
- Functional skills and GCSE English and maths.
- Personal and Social Development (PSD) delivered as part of group sessions which support students in understanding social values such as Equality and Diversity; how to be safe and the dangers of extremism.
- Access to pastoral care and referral to specialist services were necessary. Shift Media employ a full-time Pastoral Care Officer who is able to support students or support students where needed in accessing more specialist services.
- Shift Media Studio is a quieter space for students with Education Health Care Plans (EHCP) who need it.

***“IAG that is current, concise and has an informed awareness of the entry routes into the Creative and Digital Industries.”***



# The right course at the right time for you

At Shift Media we want to make sure you are taking the right course that will help you get on the right pathway for the employment and career you want to access. If you are unsure which way to go, our extended assessment period is designed to help you be clear about that decision.

## Admissions Process

### 1. Initial application

Students can apply to become a student at Shift Media in various ways.

- Through UCAS Progress
- By downloading an application form [www.shiftmedia.org.uk/application](http://www.shiftmedia.org.uk/application) and emailing it back to [admin@shiftmedia.org.uk](mailto:admin@shiftmedia.org.uk)
- Referral from careers guidance at school and/or Sheffield Futures

### 2. First Interview

Students will be invited in for an interview to discuss their future plans and why they want to study at Shift Media. If at this stage students are unsure what to study we will arrange a taster session.

### 3. Pre-enrolment

The first six weeks at Shift Media is an initial assessment period for students and Shift Media to assess the right course of study to develop their unique talent and abilities. We will pay attention to areas where students are strong and can build on the areas where they need additional help. For example, students could be vocationally strong but have a tendency not to get to places on time. During this six week assessment period students become eligible to study for a Bronze Arts Award.

### 4. Enrolment

By week seven students are fully enrolled on to a Shift Media Study Programme. From the initial assessment we will allocate students to a group that is linked to their abilities and strengths, that also focuses on personal development. At enrolment students gain an understanding of the grading system of pass, merit and distinction and the number of guided learning hours involved in each part of their Study Programme. We aim to give students the self-directed study skills that will take them forward into the next part of their life.



## 5. Reviewing progress

On enrolment students will be allocated a personal tutor who will help review progress. As part of the review students will talk early on about where they want to progress. Transition planning and preparing for the future are strong aspects of Study Programmes at Shift Media. Students know they have succeeded when the right course, at the right time, takes them to the right destination.

## Pathways to progression

Shift Media is part of the Supplier Development Network – Inspire SY – organised by Sheffield City Council Lifelong Learning. Through the provider network we stay in touch with the progression opportunities that are available for students.

We have strong links with Sheffield Futures, Longley Park Sixth Form College and Sheffield Colleges. Shift Media regularly attend Higher Education Progression Partnership (HEPP) meetings which ensure we have good links for those students seeking a pathway to University. We believe that through a collaborative approach we are best placed to access the specialist services and progression opportunities available to students.

We have strong relationships with employers. Our aim is to access real job opportunities or apprenticeships for students looking to choose non- academic progression routes into employment in the Creative and Cultural Industries.



Progression will be discussed at all monthly reviews with tutors and during weekly employability sessions. Support for progression takes place through the following:

## Information Advice and Guidance

IAG interviews provide information to help students be clear about progression opportunities once they have completed their Study Programme. The process consists of career matching, supporting motivation and help with CV and interview skills. IAG at Shift Media is co-ordinated by our level 6 qualified, IAG specialist.

## Work experience

Employers are always looking for people who have workplace experience. As part of their Study Programme, students will complete 60 hours of work experience. Our Employer Engagement Officer matches students to opportunities. If students are not quite ready to enter an external work placement we work with employers to provide professional briefs that can be worked on internally.

We work really hard to get all learners to point where they are able to have an external work experience opportunity. Risk assessments, contracts and supervision are included. Each student works towards targets negotiated with their employer.

Shift Media students have experienced work placements with DocFest International Documentary Festival, Migration Matters Festival, CADS (Creative Arts Development Space), Rich Smith Illustrations, Prospects, British Tinnitus Association and many more local organisations and employers.

## Employer Talks

Young adults who have had work experience are more likely to find future employment.

Employer talks at Shift media happen on a regular basis. Students who have had contact with employers are more likely to understand the world of work and therefore are better placed to gain employment.

This is an opportunity for students to learn about the career journeys taken by industry professionals to succeed in their careers.

Employers Talks have featured: Rockstar Games, Inner City Weddings, Sheffield Hallam University, Audible, Emmerdale -ITV and many more!

***“Employers are always looking for people who have had experience in the workplace”***



## Pastoral Support

We want to help every student remove any barriers they may have to fully engaging with learning. Staff are always willing to listen and we also have a Pastoral Care Officer who provides one to one sessions where students are able to discuss anything that is troubling them. Occasionally a student might need more specialised help the Pastoral Care Officer will support them in finding this.

## Quality Improvement and Assurance

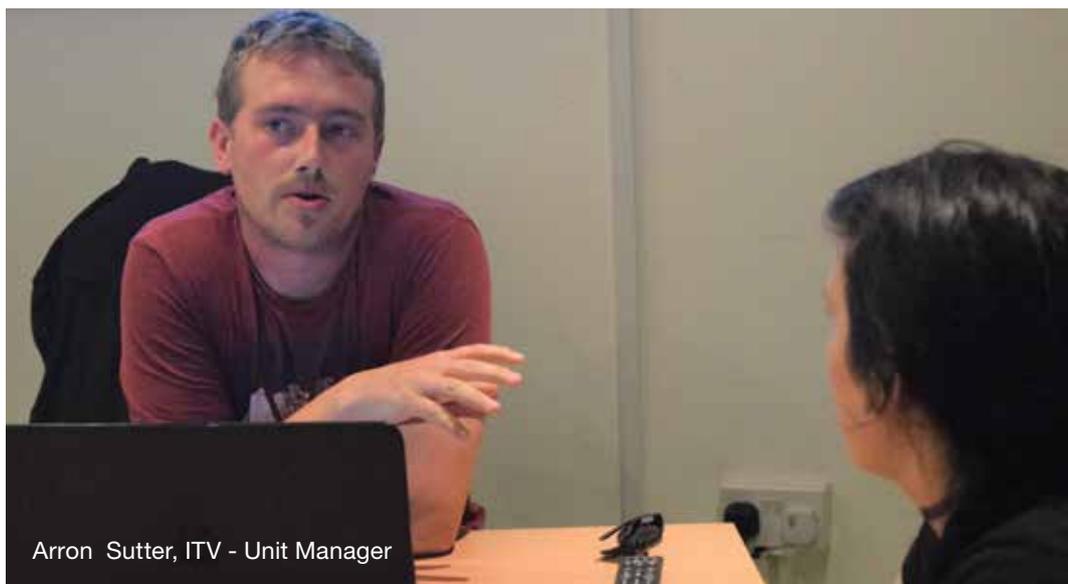
Shift Media were Ofsted inspected in March 2016 under the new forty-eight hour inspection rule. We were pleased that Ofsted graded us as GOOD (see grades):

### Ofsted Grades, March 2016

Overall effectiveness	This inspection:	Good-2
Outcomes for learners	Good-2	
Quality of teaching, learning and assessment	Good-2	
Effectiveness of leadership and management	Good-2	

## Quality Assurance

All teaching and learning is quality assured at Shift Media, ensuring the highest quality in teaching and assessment. Policies and procedures are reviewed yearly in March. Feedback is sought from service users, parents and carers.



Arron Sutter, ITV - Unit Manager

***“We want to help every student remove any barriers they may have to fully engaging with learning”***

Shift Media implements a rigorous Safeguarding Policy and actively implements Safeguarding procedures. It is our highest priority that students, tutor and volunteers feel safe at Shift Media. Learning only happens when people feel safe.

The organisation has a zero tolerance of bullying. Shift Media knows and understands the negative effects of bullying. We therefore have a strong policy and rigorous response to bullying at Shift Media. It is not tolerated.

All staff, volunteers and trustees who have direct contact with students undergo checks through the disclosure and barring service (DBS).

## Equality and Diversity

Shift Media works hard to ensure that all students, volunteers, staff and trustees are treated equally at Shift Media. We appeal to a diverse group of people. Our Ofsted report noted that students from both ethnic minority backgrounds and white British backgrounds performed well, with students from ethnic minority backgrounds performing slightly better.

We are also proactive in helping students experience other cultures through regular personal development group sessions where difference is celebrated.

## Functional English and maths Edexcel online testing

Students who do not have a GCSE Grade 3 are able to sit functional maths and English. Online testing means that students are able to take maths and English tests when they are ready i.e. they have achieved a pass on two mock test papers. An emphasis is placed on supporting the attainment of functional maths and English through the vocational curriculum and embedding creativity in teaching.

## English and maths AQA GCSE

Students with grade 3 in English Language and or maths are supported to achieve Grade 4 and above. Shift Media recognises that sitting a GCSE within a year can bring pressure. We work hard to minimise any stress placed on students by preparing them well in advance for taking exams and ensuring that any special requirements e.g. extra time is assessed and in place prior to examinations.

***“We deem it the highest priority that all students, volunteers, placement students, staff and trustees feel safe at Shift Media”***



## The people who you will meet and who will help you at Shift Media are:

Bridget Kelly	Head of Centre and CEO
Rachel Durance	Administrator and Deputy Exam Officer
Daren Eagles	ICT Lead and Exam Officer
Peter Jepson	Internal Verifier and Deputy Exam Officer
Joe Logan	Pastoral Care and Safeguarding Officer

## Tutor Team

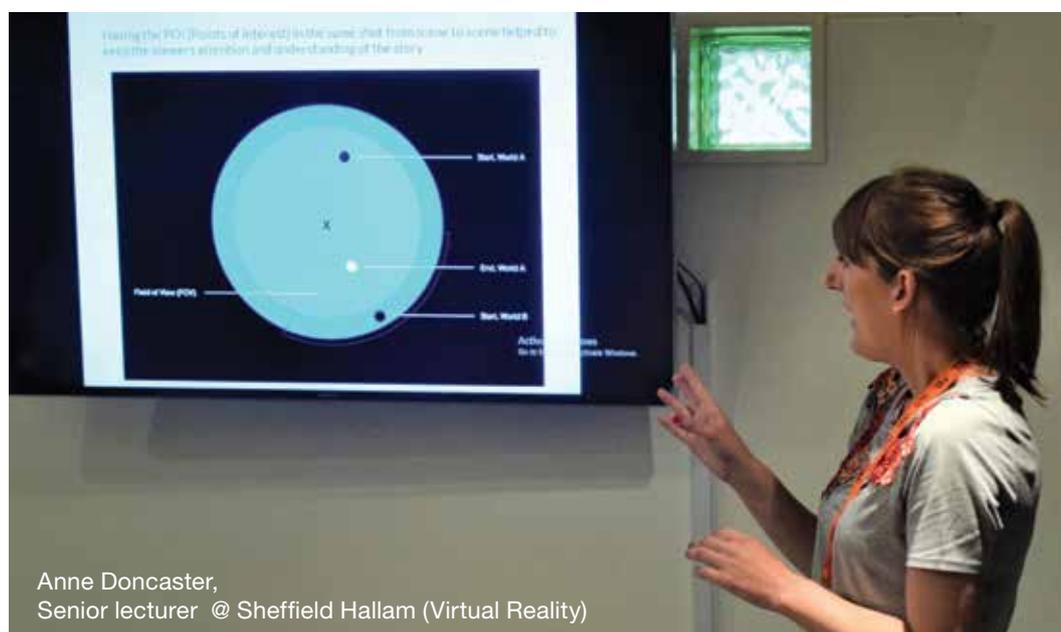
Catherine Restarick	Employer Engagement Officer and IAG Specialist
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## Media

Cassandra Allen	Media Tutor and Designated Safeguarding Lead
Emily Birchall	Media Tutor, Shift Media Studio
Roger Baker	Assistant Media Tutor, Shift Media Studio
Paul Moran	Media Tutor and IT Support

## English and Maths

Liz Evitts	English and Functional Skills Tutor
Peter Garbutt	GCSE English Tutor
Shawkat Mahmood	GCSE maths and Functional maths Tutor
Thomas Mills	PGCE placement student, maths



## Technical Certificate in IT Support Pearson BTEC Level 2 (Technical pathway)

This is Shift Media's newest qualification on offer. It is for students who want to start a career in IT support and provides an understanding of how information systems are used, together with the required technical knowledge in software and hardware to support a modern IT infrastructure.

Organisations need IT support to ensure that their digital products, services and systems work effectively and this qualification gives students an excellent opportunity to enter high growth sectors such as Cyber Security

## Certificate in Creative Media NCFE Level 2 (Film & TV pathway)

For students who have always wondered what goes in to the making of their favourite films and television shows, Film & TV delves deep in to the production process, from the inception of an idea to the final cut. With a big focus on the directing, editing and sound; Film & TV is hands on practical approach to learning that will give students an understanding of what it is to make a film at all levels. Students will also learn how to work within the industry by working to a professional brief to create a product for a client.

## Certificate in Creative Media NCFE Level 2 (Animation pathway)

Animation is arguably one of the most creative forms of film making there can be. It is possible to do things in animation that are impossible in live action and that is why more and more blockbuster films are relying on CGI animations to carry their films. In this qualification students learn the fundamental principles of animation that carry through from the smallest short to the biggest budget film. Students will experiment with several different animation types before creating their very own animation from a story they conceived. Students will also be learning how to work within the industry by working to a professional brief to create a product for a client.

## Certificate in Creative Media NCFE Level 2 (Game Design pathway)

This is for students who have a passion for playing games. In this qualification students will go through the whole process of making a game from initial ideas all the way to producing a playable 2D game. Students will create their own stories and artwork and then use a game engine to bring them all to life. Students get a taste for how the industry works by doing things like pitching game ideas and bug testing and fixing their game. You'll also be learning how to work within the industry by working to a professional brief to create a product for a client.



## Certificate in Creative Media NCFE Level 2 (Graphics pathway)

Graphics is a multi-purpose creative qualification that can be adapted into a range of media pathways. It provides an introduction to typefaces, colour schemes, and digital manipulation. Students will be provided with briefs from a client allowing them to manage and respond to a professional brief to an industry standard; through maintaining production schedules and pitching your designs. Students will learn a wide variety of graphic design from branding to illustration, allowing them to practice using digital software such as Photoshop.



## Award in Photography NCFE Level 1

Before progressing on to level two, this qualification will give students the skill set and knowledge they need as well as invaluable experience with a camera. Students will learn the basics of using a camera on manual and begin looking at editing photographs in Photoshop. It will also give you the ability to talk about photographs in the correct way so that when you're ready to do your level two you have the expertise to create a professional looking portfolio.

***"The creative media courses are graded as pass, merit and distinction"***



Paul O'Donovan, Rock Star Games



## Extended Certificate in Photography NCFE Level 2

Level 2 Extended Certificate in Photography will allow students to explore both the functions of a digital camera and the exploration of a range of themes and equipment. Students learn how to adapt to their surroundings and learn the different types of commercial photography to help lead into further education or employment. Photography is a practical hands on course; students will be leading and managing projects in order to meet a brief for a client. In the final unit, students will be creating and collecting finished pieces of photography to experiment with a range of ways to display work in order to create a professional looking portfolio.

### Entry requirements

Students must be 16-18 years of age. Students with EHC Plans can be 16-25 years of age. Students who missed out on getting an A-C grade in English and mathematics will be able to work towards gaining the grade at either GCSE or functional skills. The Creative Media courses require a good level of written and spoken English for students hoping to gain merit or distinction grades.

***“Students must be 16 - 18 years of age”***



## Duration of study

All courses last between thirty-six and forty eight weeks. This includes all the elements of Study Programme i.e. the Initial Assessment period, attainment of vocational qualification, attainment of maths and English, Personal Development and work placement.

## Discretionary and Mandatory Bursaries

A discretionary bursary is available for those students who due to financial reasons may have difficulty getting into centre or need other support e.g. cost of lunches. Discretionary bursaries are dependent on household income. Looked after children are entitled to a mandatory bursary. All students have their bus fares reimbursed.

## Our visitor policy

Shift Media welcomes the input of parents and guardians at all stages in the student journey.

You are the people who know the student best and can support progress at every stage in the student journey. You are welcome to attend interviews, pre-enrolment and enrolment meetings with the student's permission.

You can contact Shift Media via email: [admin@shiftmedia.org.uk](mailto:admin@shiftmedia.org.uk); or 0114-272 6304 to arrange a time to visit. **Unscheduled visits are not accommodated.**

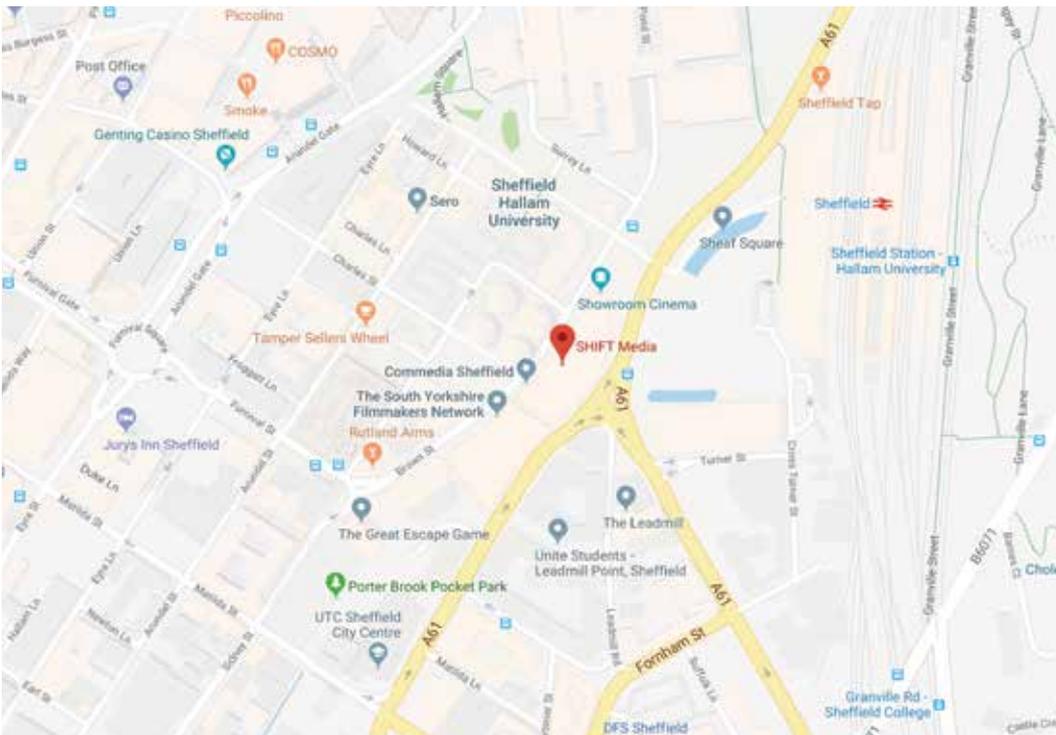
***“You can contact Shift Media by email or telephone to arrange a time to visit”***



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- By downloading an application form [www.shiftmedia.org.uk/application](http://www.shiftmedia.org.uk/application) and emailing it back to [admin@shiftmedia.org.uk](mailto:admin@shiftmedia.org.uk)
- Referral from careers guidance at school and/or Sheffield Futures



**Telephone:** 0114 272 6304

**Website:** [www.shiftmedia.org.uk](http://www.shiftmedia.org.uk)

**Email:** [admin@shiftmedia.org.uk](mailto:admin@shiftmedia.org.uk)

**Address:** **SHIFT**  
**322 The Workstation**  
**15 Paternoster Row**  
**Sheffield S1 2BX**



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