

GCSE MEDIA STUDIES

iPad Studio – Brendan Sheppard - Head of Media and Film

Case Study – *Netherhall School and Sixth Form Centre*



How did the iPad approach come about?

iPads were initially brought in as a package for students to provide resources to replace textbooks and make the classroom learning environment much more engaging, interactive, and media-centric. The delivery of the course is structured with interactivity in mind, making use of the school website (which has been made iPad friendly), where students can access all the materials they need and even blog through their iPads if a workstation isn't available.

In conjunction with the iPads Brendan has also personally created a range of downloadable apps on the Apple store that act as further classroom study guides and technology aids for his students (an example of this is an app providing guidance on how to edit on Final Cut pro).

Why the iPad studio?

For Netherhall, creating the iPad studio was never about saving money (even though the whole studio set, not including the iPads, cost around £2,000). The studio was set up by give the students an authentic as possible approach to Media Studies essentially turning one classroom area into a permanent multi-camera studio, with editing desk, sound booth and green screen. It was about making best use of the space and resources.

Inside the studio students also follow industry practice of designing and building their own sets in conjunction with the green screen. For example, for the cost of around £70 to the department (for a few large sheets of wood, some dressing materials such as wallpaper and paint) students are able to build their own production sets - at A Level evidence of this process can also be presented in student blogs.

In conjunction with the studio, Brendan also runs a popular media club at Netherhall which allows the school to make use of the media resources the department have put together, whilst also giving other students a realistic experience of media production, which again helps to justify the cost of the studio to the school in terms of money and permanent space.

The iPad studio has allowed students to engage with and use multi-camera techniques at a fraction of the traditional setup cost and gain practical skills and insights that they'd otherwise miss out on - plus importantly – they really enjoy using it!



Impact of the iPad studio

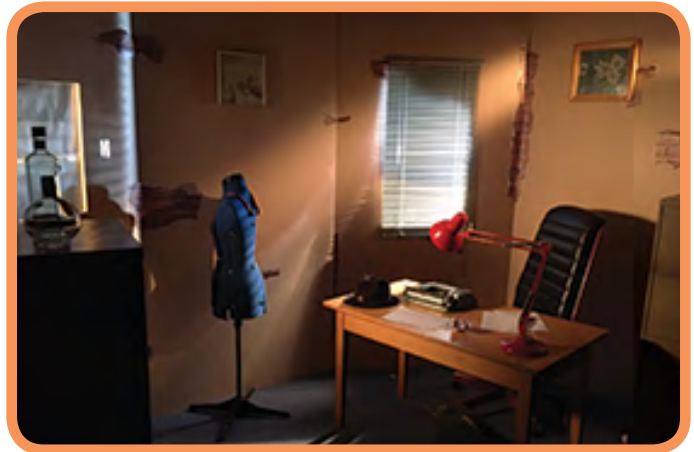
"Once you have your own TV studio it changes everything as the students become a lot more engaged and interested in what you're doing. It's all about making the best use of the space available... also, a lot of students who have started Media Studies at GCSE and been a bit unsure about what the subject is about, have been really engaged and positive about their experiences and have wanted to carry through their studies to A Level."

Prior to the introduction of iPads at Netherhall the pass rate for GCSE Media Studies had been around 70-80% for A*-C. Since their introduction the pass rate has improved significantly to 80%-100% A*-C.

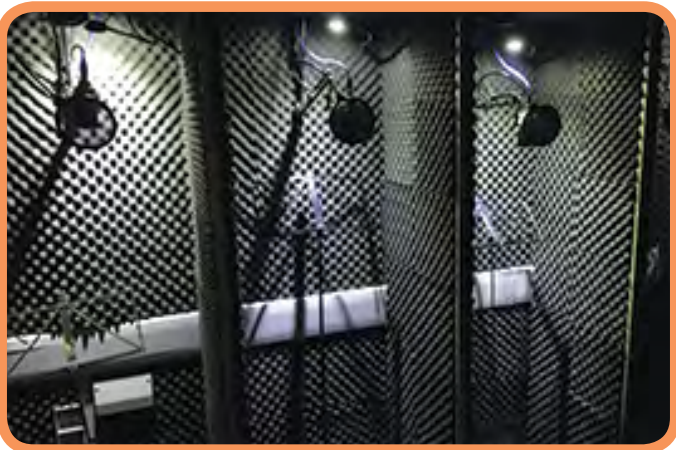
Background:

Brendan is an ex-BBC and ITV producer who moved into teaching and is currently Head of Media and Film Studies at Netherhall School in Cambridge. Before moving into teaching Brendan worked in the media industry. He started at the usual entry point of a being a runner, working his way up through various shopping channels, gaining lots of good directing experience before moving onto CITV and then CBBC where he became an assistant producer.

Whilst at CBBC Brendan won a BAFTA for directing Nelly Nut Live! - the BBC's first live, CGI animation programme and also helped pioneer CBBC eXtra. Brendan then moved onto work on BBC productions, including Doctor Who, Casualty, Holby City, Eastenders and other dramas before deciding to switch careers and impart his knowledge to students as a teacher.



“Having seen that lots of students coming through the industry on work experience that had only experienced media in the classroom through the study of magazine and print productions I wanted to show students that Media Studies was something much bigger and broader”



Whilst OCR has not reviewed or endorsed any of Brendan's apps, for those teachers interested in sampling what Brendan has produced in order to support his teaching a link to his 'final cut' editing guide app follows:
<https://itunes.apple.com/us/book/students-iguide-to-final-cut/id712008363?mt=13>

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