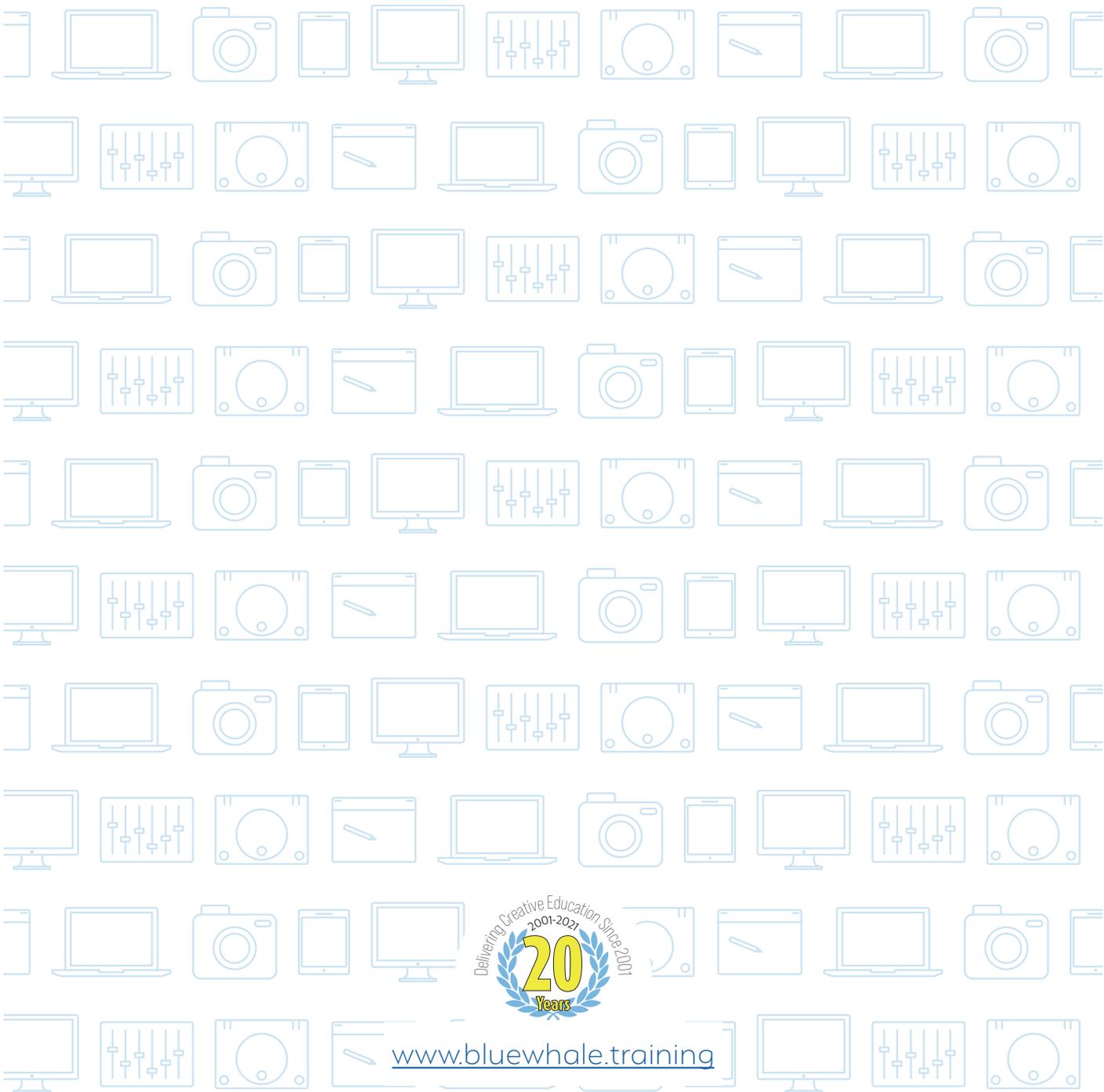


BlueWhale Training

creative engagement through digital media



www.bluewhale.training

NEW BEGINNINGS

September brings the new academic year, a gradual return to normality and with it a fresh start. We look forward to welcoming back old customers and working with new, in what promises to be an exciting year as the country recovers from the pandemic. This offers a huge amount of potential for our young people who have shown a great deal of resilience, resolve and dedication over the past 18 months.

During the Summer we have reviewed and developed our courses and offers which have been updated, enhanced and expanded, the details of which, can be found on the following pages.

For further information on any of our offers, courses, training, content and costings or to discuss referrals on any of our programmes please call us on 0121 643 2641 or alternatively email us on info@bluewhale.training.



INSPIRING —ENGAGING— DELIVERY

BlueWhale is an independent training organisation specialising in the delivery of digital media qualifications. In 2021, we celebrated our 20th year of working with young people. Over the years we have built a successful reputation for our innovated delivery techniques and engaging course content, which has enabled many thousands of young people to achieve with us.

We work in partnership with local education authorities, pupil referral units, secondary schools, SEN schools, virtual schools, the NHS, community groups, youth organisations, mental health organisations, residential care homes and charities. Our bespoke and holistic approach to education, helps our young people to develop both socially and emotionally, which we value equally as important as any qualifications achieved.

We deliver a range of accredited courses ranging from Entry to Level 3. Our programmes are developed to specifically target student interests and are continually reviewed to ensure the content and curriculum are current.

We are based in Birmingham City Centre and deliver our programmes from both our central site and locations all over the Midlands. Our tutors have many years experience of working with young people with a variety of needs. Each team member is multi disciplined in the creative media we deliver. This allows flexibility in our teaching techniques to ensure students remain both engaged and inspired as they learn with us. Our aim is for each of our students to leave us with a minimum of one industry standard qualification during their time on our programmes, although most young people achieve more.





TRANSFORMING LIVES THROUGH CREATIVE PRACTICE

Our philosophy is to create an environment where young people can flourish and confidently gain a range of digital media skills in order to progress and enhance their lives.

We continually review and develop our facilities, skill set and programmes to ensure our learning environment is highly interactive, engaging and fun. This builds a more relevant learning experience that connects with the young people we work with, enabling them to explore their personal interests whilst working through a suite of industry recognised qualifications. We strongly believe that all children have the right to freely express themselves and the arts are a powerful vehicle to make this happen.



We equip our students with the knowledge and experience that will positively support the challenges they face. As they explore their interests and learn new skills during their time on our programmes, they gain a sense of pride and ownership and are equipped with the mind-set to strive towards greater achievements.

ALTERNATIVE PROVISION

Since 2007 we have run a successful part time Alternative Learning Programme for students who aren't in mainstream education. Our small class sizes, staff to student ratio and bespoke courses enable us to effectively nurture a young persons interests, helping them to achieve their aspirations whilst supporting progression into college or apprenticeships.

Over the past 15 years we've engaged thousands of students who have found that mainstream education isn't the right fit for them. Our alternative learning environment isn't like school and offers a 'stepping stone' to college.

Our part-time programme runs 3 days a week from our Birmingham base. We work with small class sizes with a maximum of 14 young people. Bespoke learning plans are developed for each of our students, identifying a structured education pathway. Daily attendance, weekly achievement updates, ongoing progression information and

half term reviews are provided to our referral partners.

Enrolment

We offer a roll on, roll off programme and placements can range from a half day to a full 3 day per week programme.

Post-16

We have recognised progression pathways with various colleges in the city. During Year 11, students are encouraged to apply for either college or apprenticeships. We help to explore options and assist with writing CV's and applications.

Facilities

Our facilities include a Apple Mac suite running industry standard software and hardware and a professional recording studio,

which immerses students in a fully vocational experience.

Accreditation

We offer a number of vocational qualifications ranging from Entry Level to Level 2.

Quality Assurance

We are an approved provider of alternate provision by a number of councils and schools in the West Midlands. Our robust quality assurance process has lead to our provision being cited as 'excellent' by both awarding bodies and local authorities. For more information on our AP programme, or to enquire about a referral please call **0121 643 2641.**



RE-ENGAGEMENT PROGRAMMES

Our re-engagement programmes are short term creative intervention packages aimed at students who require additional support with their education. Our partner schools use participation in these programmes to build pupil confidence, self esteem and attainment, with the ultimate goal of re-engagement into education.



Reintegrate is a short term one to one programme of creative activity and restorative mentoring for pupils who require some time away from main stream education. Reintegrate is delivered during full day sessions and is run in parallel with a current school placement. The programme is used as an incentive for students who are struggling within a mainstream

education setting. Each Reintegrate student is assigned a personal mentor who delivers a bespoke programme designed to engage individual interests. The mentor supports the student throughout their learner journey, building a rapport, and discussing and helping to overcome any challenges and issues they may face. The aim of the programme is to help the young person develop their skill set, confidence and self-belief to enable them to successfully Reintegrate into mainstream education.

'BlueWhale taught me how to make my YouTube channel look as good as the ones I subscribe to and I got a qualification too. I really enjoyed it'



Interchange is a programme aimed at pupils who are predominantly at risk of exclusion or in need of an alternative learning environment and positive creative intervention. InterChange runs for up to 3 days a week for the duration of a half term. Prior to enrolment on the programme, we assess pupil interests and needs and develop a bespoke learning plan, focussing on what

the young person wants to achieve. Examples of which could be making a track, rapping or singing and shooting a music video, creating channel content for social media or storyboarding, shooting and editing a video short. The aim of the programme is to help the students develop their skill set, confidence and self-belief during their time away from mainstream education, to re-enforce positive behaviours and attitude in preparation for a full time return to their current education placement.



ReConnect is a one to one programme aimed at young people who are currently out of education. The programme aim is to help the student develop skills and confidence whilst learning in an informal environment such as a home setting. A bespoke training package and timetable is developed in response to the young persons needs and interest. Students are mentored

throughout the programme, initially learning in comfortable, familiar surroundings. When the time is right to be integrated into education and a provision is allocated, our mentors continue to support the transition in both the home and education setting. This 'stepping stone' approach helps familiarises the young person with the new education setting, whilst providing support and allowing them gain confidence. ReConnect is very successful in supporting young people with school anxieties to return to the classroom.

2D/3D Can Design



Music Video



ENRICHMENT PROGRAMMES

Our enrichment programmes are designed to target young people's specific interests and are wrapped in both Entry and Level 1 qualifications. These programmes are often delivered as enrichment in Schools and Youth Centres on a part time basis over the duration of a term, a number of which can be 'bolted' together to increase achievement whilst enhancing curriculum. No previous experience is required for any of our Enrichment Programmes, on which our students develop associated skills and create personalised content depending on

their own interests. Enabling a fluid delivery model maximises student participation, engagement and achievement. A number of these programmes work well in tandem such as 'On The Beat' and 'Frame Rate', enabling students to create a piece of music then shoot and edit a video to accompany it.



GAME EDIT UPLOAD

Our 'Game, Edit, Upload' programme is aimed at budding 'gaming' enthusiasts who want to develop the skills to make professional looking social media gaming channel content.

During this programme students will learn how to;

- capture game play footage
- edit game play footage into a 'best bits' montage
- add titles to their montage
- use a DSLR camera to take a portrait against a green screen
- create a video thumbnail using their portrait

Course Duration - 25 GLH
Entry Level Qualification

ncfe.

YouTuber

Our 'YouTuber' programme is designed for social media content creators who want to develop the skills to create a professional looking channel brand.

During this programme students will learn how to;

- create a channel brand
- develop basic skills in Photoshop
- create YouTube channel art and thumbnails
- use a DSLR camera to take a portrait against a green screen
- create a video thumbnail using their portrait

Course Duration - 25 GLH
Entry Level Qualification

ncfe.

ON THE BEAT

Our 'On The Beat' programme is for aspiring producers who want to develop the skills to make music from their chosen genre.

During this programme students will learn;

- about the key principles of music
- how to develop production skills using Logic Pro
- how to produce a professional sounding track from a chosen genre
- to develop basic keyboard skills
- use Apple's Music software to organise music libraries

Course Duration - 30 GLH
Entry Level Qualification

ncfe.

FRAMEORATE

'Frame Rate' is an entry to video production and gives students the opportunity to plan, storyboard and film and edit a short.

During this programme students learn how to;

- plan and storyboard either a music video or a digital short
- use a DLSR camera and associated equipment to capture RAW footage
- transfer digital content to the iMac
- edit the footage and adding titles and credits
- add a voiceover and soundtrack to the edit

Course Duration - 30 GLH

Entry Level Qualification

ncfe.

SNAPIT

'Snap It' is aimed at budding photographers who want to learn how to take professional looking photos which can be edited and used in graphics projects or posted onto social media.

During this programme students will learn;

- how to use a variety of photography equipment including DSLR's, green screens, tripods and studio lights
- about the principles of photography
- how to plan and take a number of different photos for selected themes
- how to edit and enhance images using Photoshop

Course Duration - 30 GLH

Level 1 Qualification

ncfe.

ON THE BEAT

THE NEXT 16

'On The Beat - The Next 16' develops the production skills learnt during 'On The Beat' in greater detail and incorporates audio recording techniques.

During this programme students learn;

- how to arrange tracks and the key principles of music composition
- music production skills using Logic Pro X
- how to produce a professional sounding track
- how to record audio using a range of microphones
- mix-down production techniques

Course Duration - 30 GLH

Level 1 Qualification

ncfe.

DESIGNER

'Designer' is a programme aimed at students wishing to develop skills in using professional design software to create eye catching graphics.

During this programme students will learn;

- about graphic design styles and their purpose
- about the principles of graphic design
- how to create a selection of graphics including montages
- how to use Adobe Photoshop to edit images
- how to use Adobe Illustrator to create vector graphics

Course Duration - 30 GLH

Level 1 Qualification

ncfe.

HOLISTIC EDUCATION

In addition to any vocational achievement, we work with students both socially and emotionally, ensuring their well-being is supported at all times whilst they are on our programmes. Since 2001 we have worked with a great deal of students with complex diagnosis and childhood trauma and unfortunately such referrals are now more common than they were all those years ago. Music and media has helped these young people to process some of their experiences and develop confidence, freedom and creativity.

BlueWhales small class size and individualised learning programme makes our delivery the right fit for students. Ascertaining individual needs then creating an engaging and inspirational education package provides a solid foundation to work from. We make our vocational delivery as practical as possible, providing real world learning experiences to our young people using an array of professional equipment. This supportive hands on approach allows students to gain a full range of skills, which they use to express themselves with creative freedom. This could be in the form of creative writing in regards to song lyrics or through creative expression in their art work.

During sessions we often discuss social issues that may arise in song lyrics, the media or wider society. We challenge and encourage our young people to debate social issues in an informal manner through group discussions, often asking students to answer the question 'What if that was me?'

As their time on our programme comes to an end we hope to have opened doors to students and given them access to vocational opportunities they may not have previously received. We discuss entrepreneurial skills and explore possible career and apprenticeship opportunities from a range of vocational pathways. This enables our young people to see possibilities in the digital media world, how these opportunities relate to the skills they have developed on our programme and how those skills could forge the foundations of their future careers.

We signpost progression pathways so upon leaving us our students have a clear understanding of their next steps to achieve their goals and ambitions.



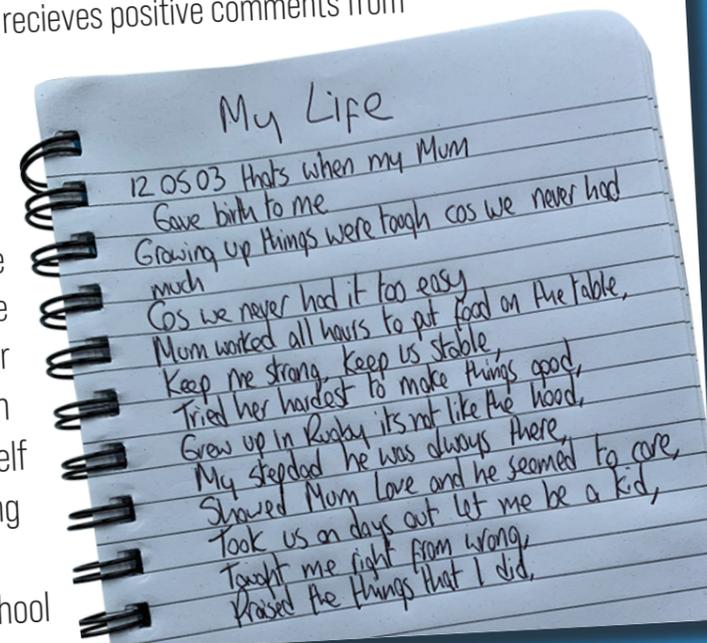
TESTIMONIALS

"We have a student, X, who is really into Music and wants to be a rapper. Like so many other young people we work with, he has had a complicated time growing up which has resulting in childhood trauma. Due to situations escalating in his home life, X's attendance with us dropped off and we approached Ben at BlueWhale to work with him on a one to one basis.

Over the weeks they built a rapport, Ben got X making music and taught him how to write bars and rap. X was set a project to write a rap about his life and as his weeks on the programme passed, he worked into his lyrics and wrote an entire track. He began to believe in himself. Although X previously struggled opening up to other professionals about his experiences, he was happy to write his life story down in a rap and record it. In doing this he's also learnt a lot of things along the way. He's ticked the English side of things, he's drafted and re-drafted his story resulting in an extensive piece of work. He's developed new media skills and how to use various pieces of recording equipment. It's been an incredibly therapeutic experience for him. He's been able to express himself in his music, he lets people listen to his story and smiles when he receives positive comments from his peers.

BlueWhale's programme really helped this young man. It was both holistic and educational, he recorded his track and made a video whilst achieving a qualification in the process. His attendance is now much better and he continues to work with BlueWhale in a class setting now his confidence and self esteem have improved. Things are looking good for Yr 11!"

- Principal SEMH School



"BlueWhale's project delivery is always fit for purpose, they have the ability to find the best way to engage with young people. I do feel that BlueWhale is the best kind of AP that provides excellent teaching and outcomes."

- School Principal

"I would like to take this opportunity to thank you personally for all the help, support and encouragement you have provided over the many years we have been working with you all, particularly in raising the aspirations and offering routes to progression for some of our hardest to reach or those passionate about the creative industry that you are a part of."

A's opportunity to record a song, probably gave him one of the best experiences of his life, the amazing work you did with B and your understanding and perseverance with C to name just three."

- Inclusion Manager SEN School

"Thanks for all the support and brilliant work this year. Our students have really benefited throughout the year and especially throughout this term. Duncan has been doing a fantastic job in difficult circumstances."

Very high regards and thanks from all of us to all of Blue Whale."

- Head Of Teaching SEMH School

"You probably don't get many thank yous, but on behalf of all the young people you work with, thank you for giving us this opportunity and not giving up on us."

- AP Student

"The course is run and managed by staff who are experienced in providing educational programs and who are also industry practitioners within their creative field. There are a fine selection of resources available and these are well furnished and set out in a professional manner."

- External Moderator

"Thank you for all your hard work with our students this last academic year, it is truly appreciated and you have made a difference to their lives."

- Head Of Key Stage 4

"We don't give awards but if we did... you'd get Alternate Provision of the Year!! Thank you for all the continued support you give to our students."

- Head Of Network

"Thank you so much to all of you for helping D and giving him the confidence and the know how to carry on and to get accepted at college. It means so much to us."

- AP Parent

"Thank you, these messages make me so proud and always bring encouragement and inspiration, thank you it means so much Ben, it really does. We really appreciate you and all the team so much, especially you. Y's become so strong willed and focused because he had you all around him he listens strongly about what you say and suggest. Thank you again for never forgetting Y."

I think it's more the fact you have an understanding of how Y's mind works and you always seem to spot when he drifts or struggles. You're an amazing teacher/tutor/mentor for any youth and if only other young people realised what they could actually do and learn. Y is lucky because the Music helps his tourettes and he is able to express his language and feelings so it's a passion and his life basically. I thank God everyday he got to be able to join BlueWhale."

- SEN Parent



'BlueWhale isn't like school the staff are really nice, they all know loads and do all they can to help you learn and get your qualifications.'

WE TEACH



MUSIC TECHNOLOGY

Learn how to produce and mix your own music, develop keyboard skills, write lyrics and record in a professional studio environment.

DJ SKILLS

Learn how to DJ and develop a range of mixing techniques using both vinyl decks and DJ control surfaces.



RECORDING TECHNIQUES

Learn a range of best practice' recording techniques to achieve optimum sound quality from your musical projects.



GRAPHIC DESIGN

Learn how to create professional looking graphics for a variety of applications.

ANIMATION

Learn basic animation techniques, experimenting with both plasticine and digital modelling to create a short animated sequence.



VIDEO PRODUCTION

Learn how to storyboard, film and multicam edit a range of projects including music videos, gameplay footage, shorts, documentaries and vlogs.

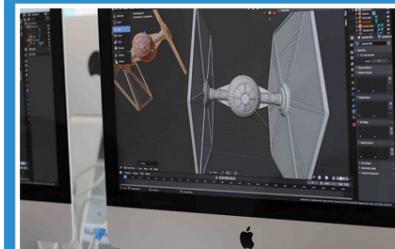
MOTION GRAPHICS

Learn how to create eye catching motion graphics for use in videos, adverts and other creative applications.



PHOTOGRAPHY

Learn how to use professional photography equipment, how to take a range of photographs and enhance the results using Adobe Photoshop.



3D DESIGN

Learn how to digitally model a range of assets and characters, which can be used in games design, animations and motion graphics.

GAMES DESIGN

Learn how to add assets and scripts into a games engine to create a simple game.



WEB DESIGN

Learn how to plan, configure install and build professional looking websites whilst using a range of digital media applications to create content.



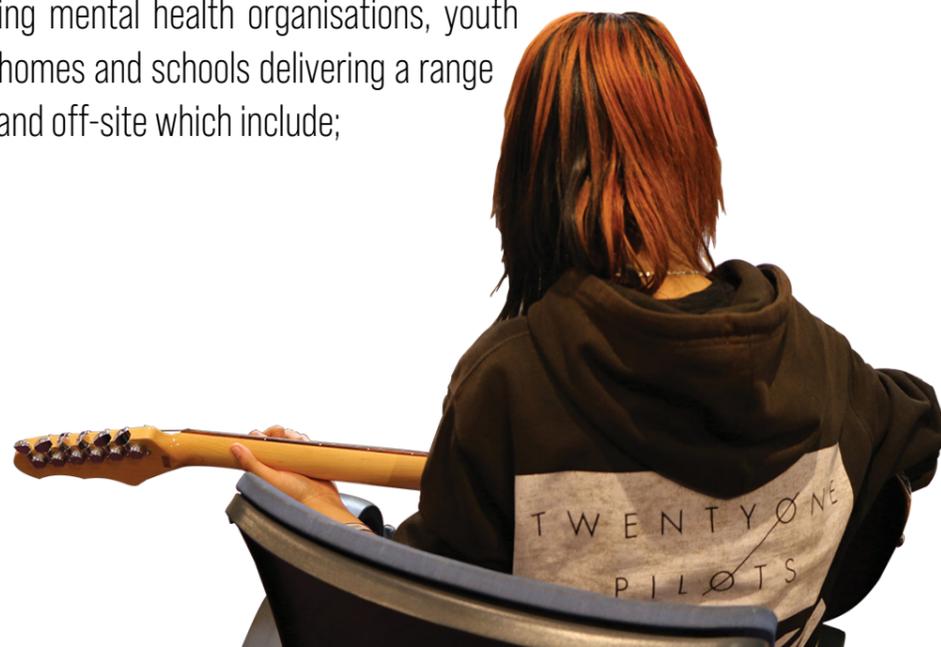


RECORDING STUDIO

It's no secret that music has a huge impact on our wellbeing and that both listening to and participating in musical performance can dramatically improve mental health. We actively encourage all our students to experiment in the studio environment both musically and lyrically, inspiring them to write about conscious subject matter. There's a great deal of negativity perceived within some genres of 'urban' music, and young people can be stereotyped simply because they listen to a particular genre. We work to break down these barriers and encourage our young people to promote positive messages within their music.

We work with partners including mental health organisations, youth organisations, residential care homes and schools delivering a range of music programmes both on and off-site which include;

- Recording Sessions
- Songwriting
- Lyric writing
- Instrument Lessons



SOFTWARE TUITION

We deliver standalone training at beginner through to advanced levels in the range of professional digital media software we use. We hold termly intensive training events from our Birmingham centre, deliver online evening class courses which run over the duration of a term and deliver one to one bespoke training on request. Software tuition is popular with teachers and delivery staff as part of their CPD and individuals who wish to gain a greater knowledge of a specific application. Details of upcoming courses can be found on our website or by subscribing to our mailing list.



We teach;

Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign
 Adobe Premiere
 Adobe After Effects

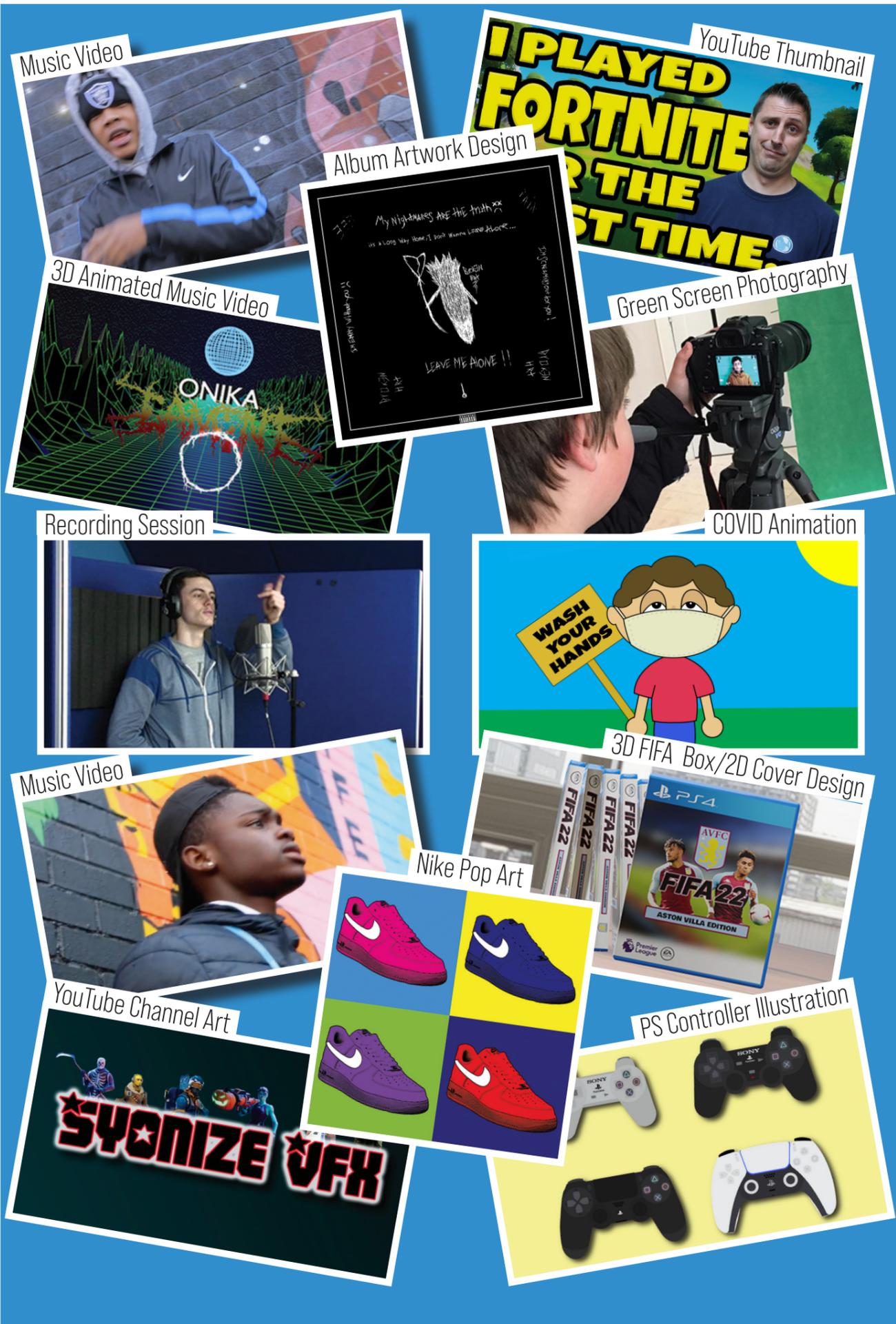
Adobe Dreamweaver
 Adobe Character Animator
 Blender
 Apple Final Cut Pro
 Apple Motion

Apple iMovie
 Apple Motion
 Apple Logic Pro X





"I was having a few problems in school and my teacher suggested joining Reintegrate at BlueWhale. It was great, I learnt more guitar and music production and it gave me a break from the classroom."



Music Video

YouTube Thumbnail

Album Artwork Design



3D Animated Music Video

Green Screen Photography



Recording Session

COVID Animation



Music Video

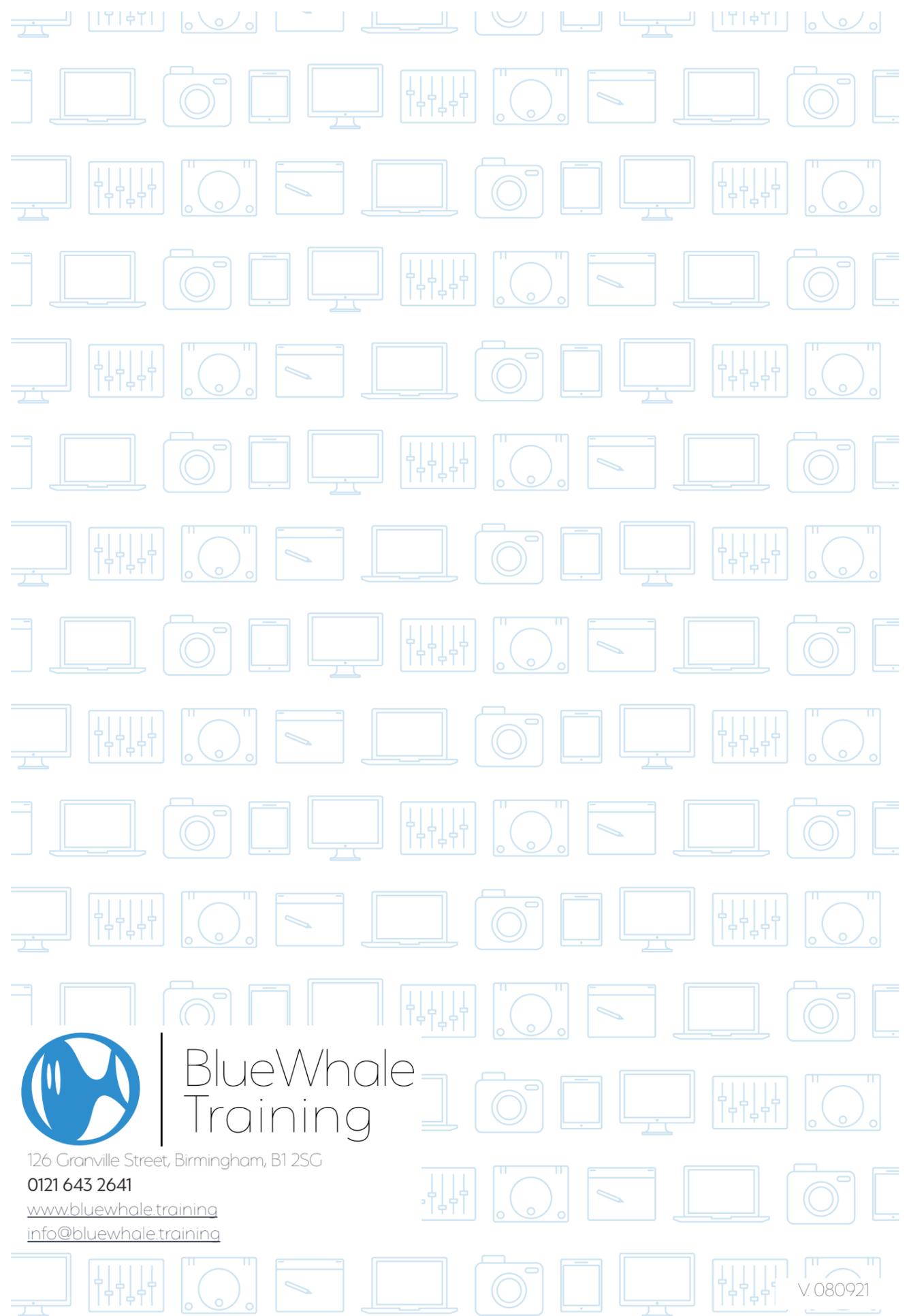
Nike Pop Art

3D FIFA Box/2D Cover Design



YouTube Channel Art

PS Controller Illustration



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