



MEA New Voices in Media Education Conference
Friday 3rd February (6 – 8:30pm) and Saturday 4th February 2012
(09:30-3:00pm)

Venue

BFI Southbank, Belvedere Road, South Bank, London, SE1 8XT
http://www.bfi.org.uk/whatson/bfi_southbank/visitor_information/how_to_get_here

Programme at a glance

Friday 3 February **6-8:30 pm The Blue Room, BFI Southbank**

An evening reception with a talk by Ian Livingstone, Life President of Eidos and one of the UK's founding fathers of interactive games and fiction.

6:00 pm Welcome reception
6:45-8:00 Talk by Ian Livingstone followed by a Q&A

Ian Livingstone is Life President of Eidos. In 1975 he founded Games Workshop with Steve Jackson and launched Dungeons & Dragons in Europe and the Games Workshop retail chain. In 1982, again with Steve Jackson, he wrote *The Warlock of Firetop Mountain*, the first in the Fighting Fantasy series of interactive gamebooks that sold over 16 million copies in 23 languages. He wrote more than 20 books in the series including his best-selling *Deathtrap Dungeon*. In 1995 he was instrumental in the merger and flotation of Domark with Eidos Technologies and served as Executive Chairman of the new interactive entity Eidos plc until 2002. At Eidos he helped to secure many of the company's major franchises including *Tomb Raider* and *Hitman*. In 2002 he was awarded the BAFTA Special Award for his outstanding contribution to the interactive entertainment industry. Ian is also Co-author Next Gen report on computer games skills which amongst other things makes far reaching recommendations for how video games and programming should be taught in Schools. *The Observer* (4.12.11) cited Livingstone's remarks from the report as needing to transform the UK into "the world's leading talent hub for the video games and visual effects industries".

http://www.nesta.org.uk/publications/assets/features/next_gen_on_newsnight

Saturday 4 February

- 9:30 Coffee / sign up to workshops
- 9:50 Welcome (NFT3)
- 10:15 **Workshops Session A**
- 11:15 Change-over of workshops – comfort break.
- 11:30 **Workshops Session B**
- 12:30 LUNCH and Exhibition (Please visit the stalls, reception desk for queries and/or BFI bookshop)
- 1:30 **Workshops Session C**
- 2:30 Plenary (NFT3)
- 3:00 END

Conference Fee

The Conference Fee is £30 (a booking fee of £2.45 will be applied) which includes attendance at the Friday network event and the Saturday day event. Bookings are made at <http://newvoicesinmediaeducation.eventbrite.co.uk>

New Voices in Media Education

This conference is jointly convened by the MEA with the assistance and generous use of the learning spaces from the BFI. It is aimed at drawing in some new voices to the association and driving some activity forward in 2012. This conference brings together a range of new voices from Primary, Secondary, FE and Higher Education. Most of the presenters are quite new to teaching, or at the very least new to presenting to a wider audience.

Delegates are invited to select **one workshop in each session**. We would like to encourage you to be open-minded about choices, and to see what can be learned from presentations given from other sectors e.g. the work presented here by primary practitioners (one in each session) shows a depth of thinking about how children learn and what challenges can be presented to them from an early age. The workshops in the conference provide a range of narratives from different areas of the education system. Some are focused on how to teach aspects of the formal syllabus for media at GCSE/AS level and beyond. Other workshops focus on how children learn about the media. Yet others are focused on our own education as media teachers and how we can become better teachers of the media.

We would like to thank all workshop providers who have given freely of their time to this conference and would like to welcome everybody to the conference. We hope you will enjoy the event and take away ideas, enthusiasms and the excitement to develop your practice further. It is the goal of the MEA to become a very active teachers' association offering events, conferences and support for further learning amongst media educators. An Association is as strong as its parts and this conference has been developed to draw in new voices and to initiate new activities. The MEA welcomes working with media professionals who have an interest in the development of media literacy and we are also pleased to welcome speakers at this conference from the wider media industry. Working with the BFI in developing this conference has been a great opportunity to join up missions in promoting film and media education.

Further Opportunities

The MEA has a small amount of money available to help fund a range of different small-scale activities across 2012 designed at generating networks and further activity. These include:

- Funding to attend a workshop later in 2012 to present some small-scale research you have carried out into your own practice; MEA Executive members can provide some support and guidance for this work;
- Funding to provide refreshments to convene a local media teachers' group in your area, including possibly funding to bring in an outside speaker;
- Funding to get you going as a writer about media for *MediaMag* through development of a media educators' writing group. Jenny Grahame from the *English and Media Centre* will have a stall in the exhibition area at lunch-time and is keen to talk to any budding writers amongst you who want to get involved in writing about media issues for a student audience.

If you want to get further involved in making a strong teachers' association of media teachers, please leave your name at the registration desk and the MEA executive will be in touch with you. You could begin the conversation immediately after this conference by meeting MEA members in the bar.

Workshops Session A 10:15-11:15

Key to Workshops:

Turquoise: Secondary/FE/GCSE/AS/A2 focus
Yellow Primary aged – how young children learn about the media
Lilac Personal development, further learning focus

A1 Spencer Ayres Pupil-centred learning in media classrooms	Room
<p>Drawing on a period of extended study, this workshop will explore the practical use of social and online media in education. The workshop will explore how to develop a culture of learning where self-directed learning, ownership of learning, pupil centred learning, project based learning, individualised learning, and students as leaders of learning, becomes the norm.</p> <p>During this workshop you, as the learner, will be in control of the direction, speed and outcome of the session. You will learn some of the theoretical aspects of 'students as leaders of learning', but perhaps more importantly see for yourselves how to implement these theories into practice back in your media education settings.</p>	LS1 – Mac suite

A2 Hannah Cayton Successful Audio Production Work (radio) for GCSE	Room
<p>The workshop will focus on three areas of audio production work.</p> <p>Firstly looking at resources, hardware and software, specifically on a small budget. Secondly unpacking the three stages of production; practical tasks for research and planning; effective group construction and reflecting for evaluation. Lastly exploring ways of engaging weak or challenging students. The aim of the workshop is to demonstrate the</p>	LS2

accessibility of audio radio work and the benefits students gain from working in this fast and rewarding medium.	
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A3 Teaching Advertising: Introducing an online resource from the History of Advertising Trust – Jane Easey	Room
For those new to teaching media AD:mission, from The History of Advertising Trust (HAT), provides them with easy access to a wealth of high quality, relevant advertising material and ideas for inspirational classroom delivery. Our workshop will show teachers how to make the most of HAT's unique and extensive collections. There will be an opportunity to take part in online CPD courses and view available classroom resource packages. Teachers can also make their own reels of TV commercials, to support relevant areas of a media specification. Participants will learn directly from the experts by viewing interviews with advertising agency staff.	NFT 3

A4 Michelle Cannon – Creative approaches to film language in after-school settings.	Room
In this workshop, delegates will try some of the exercises used as part of the Cinématèque Française project. This is a pan-European film curriculum for schools where students, mainly in an after school setting, worked with professional film-makers to follow simple but highly structured practical exercises in film; an approach distinct from more <i>issue-based</i> school film projects. Students produce a series of creative explorations on an aspect of film 'language', leading up to a more critically informed short film. In June, screenings of these films take place at the Cinématèque, Paris, followed by a multinational Q&A with all participants present. In this session you will see how children of all ages and backgrounds access sophisticated film techniques/concepts.	Studio

A5 Simon Oatley and Cary Bazalgette ANIMATION IN THE PRIMARY CLASSROOM	Room
This workshop is drawing on the classroom resource <i>Animagine</i> . The workshop leads will demonstrate easy and cheap ways of developing children's skills in cut-out and drawn animation, using webcams and free software. The Animagine resource (DVD and 65-page teachers' booklet) will be available at a discount to all those attending this workshop.	Project Space

Workshops Session B – 11:30-12:30

B1 Film's Cool and Democratising Creativity: How to use Dynamic Learning Strategies through Mentoring and Business Partnerships – Oliver Rosen and Hugh Spurling	Room
<p>The industry based mentor initiative <i>Film's Cool</i> employs managed learning environments alongside targeted mentoring projects. This workshop will show how one of these projects has been developed in a London school to raise aspirations through creative film-making practice and working in partnership with industry. The workshop will demonstrate how this partnership has allowed challenge for the most able while providing opportunities that promote collaboration and creativity to intrinsically motivate all students. The workshop will demonstrate practical examples of how to plan, organise and deliver enrichment activities linked to exam specification and industry practice.</p>	Studio
B2 The use of role play and group work/open questioning in teaching media concepts. Jared Roussow	Room
<p>Drawing on experience of working as a teacher partner in a research project "Developing Media Learning", this workshop will show-case a unit of work on Media Institutions taught to Year 5 students and demonstrate how the use of a simulated production activity enabled pupils to live the experience of a media institution and make it real.</p>	LS2
B3 Teaching Videogames	Room
<p>Exploring and explaining the strengths and weaknesses of teaching Videogames at A level - discussing appropriate case studies, relevant terminology and how to educate students to talk about their own consumption in terms of synergy, convergence and proliferation.</p>	Project Space
B4 Claire Pollard/ Viki Georgiou Combining Theory and Practice	Room
<p>This session aims to introduce a number of ways in which theoretical concepts can be brought to life through practical work. Whatever exam board you are doing, if you are struggling to get students to make links between their own practice and the key concepts, or just want to find more interesting and kinaesthetic ways to teach theory then this workshop is for you. With some basic equipment and basic technical knowledge you can use practice to engage students with areas of study that they may find less accessible or less interesting.</p>	LS1 – Mac Suite
B5 Viki Walden: How film teaches us about and helps us to commemorate	Room
<p>We are all aware of the famous myths regarding the screening of the Lumiere's 'arrive du train' when audience members literally jumped out of their seats believing the train was heading into the auditorium. However false this may have been it is one of the founding myths of cinematic experience. In this session I will discuss the implications of screen dominance and how film can serve as an educative tool for students, how screens both cinematic and interactive relate with the spectator and vice versa to create meaning but also to develop cultural progress.</p>	NFT 3

Workshops Session C 1:30-2:30

C1 Alex Smith: How do we create critical thinkers?	Room
The workshop will explore effective styles of questioning for prompting young children (year 2/3) to think analytically, with opportunities for participants to evaluate the way that they phrase questions to their pupils. It will also consider the input that is necessary to enable children to respond in a manner that expresses their full understanding; the teaching of new language, the experience of production projects in which the children take on simulated roles, and the modelled deconstruction of media artefacts.	Studio
C2 Andy Wallis Getting the Balance Right: being hands-on and hands-off for excellent video production work.	Room
This workshop will focus on ways to embed true independent and creative learning skills for students in the upper secondary years. It will be a practical workshop, highlighting student work and how they have approached their learning. Advice will be shared in relation to when it is best for a teacher to take a hands-off approach to video production. The session will also address new technologies.	Project Space
C3 Stephen Connolly The Business of TV ...	Room
In a time when TV might seem to be being sidelined by the all-powerful arm of the internet, this workshop will consider what the main issues are for Media teachers and students with regard to TV and the way it is run. It will also give some practical insights into teaching TV as both an institution and as a stimulus for audience research tasks that can be carried out by secondary school pupils.	NFT3
C4 Tips and Tricks for Teaching and Learning about the Media – Nicole Ponsford/Viki Walden	Room
<p>Want to improve the standards of teaching and learning in your classroom? Would you like to have a more few tricks up your sleeve for your class? Need more Media specific CPD? This workshop is led by MediaEdu editors, Nicole Ponsford and Viki Walden. They both started from scratch and are happy to share all the tricks of the trade with you. The session will include:</p> <p>Tips for Teaching - Running a successful Media department, ensuring good teaching, relationships, organising lessons, confident use of ICT / new technologies and securing behaviour management in Media lessons. Tips for Learning, using moving image - context, practical work, key concepts and securing outstanding learning.</p> <p>Please bring 'wishes' / queries and a laptop.</p>	LS1 (mac suite)
C5 Keith Perera: Tales from the frontline of media teacher training	Room
Through examining a range of training tools, this workshop will show how all media teachers can improve their subject knowledge through close reflection and seizing in-house opportunities to learn further from colleagues through observation, self-study and reflection. This workshop will explore the skills and knowledge required to teach media studies in secondary schools. It will help you to identify the most important theoretical concepts and practical skills for the trainee or	LS2

experienced media teacher.	
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Conference Information

Registration

On-site registration will start on **Friday, 3 February at 18:00** – outside The Blue Room at BFI Southbank and will also happen on **Saturday 4 February at 09:00**. Please sign up to preferred workshops for Saturday sessions at this registration event. If you are only available to attend on Saturday, please ensure you sign up to your workshop sessions at the registration desk on Saturday morning.

Badges

Please collect and wear a name badge at all times. For ease of networking, it would be helpful for you to complete the name badge to include your name, your organization and where you are based.

Speakers & Presenters

Please ensure that you are available in your presentation room at least ten minutes before the start of the session. Members of MEA executive will be on hand to assist with any technical issues.

Exhibition

You should be able to find a stand with the *English and Media Centre* (www.englishandmedia.co.uk) at the exhibition. The English and Media Centre produces a wide range of training and support resources for teachers of media and is keen to hear from conference participants what their wish list of media training and resource provision should be for 2012 and beyond. Please visit Jenny Grahame at the Registration desk at the lunchtime exhibition.

The BFI Filmstore is in BFI Southbank and stocks a wide range of film resources for all levels of students and teachers. Many are published through BFI Education who promote a leading role for film in the formal curriculum and help with the training of education professionals. The bookstore also stocks a wide range of publications from *Auteur* (www.auteur.co.uk) which details a range of teaching materials for support of Media Studies. We encourage you to visit this resource and to have a good look around the Centre whilst attending the conference.

List of Participants

A list of participants will be published on the day.

Lunches and Refreshments

Coffee, tea and lunch will be served during the official breaks within the exhibition area. Lunch for all registrants is free. There are bars and restaurants in the Southbank centre and the location is also conveniently located close to other eateries and should you wish to continue your

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Accommodation

There is no accommodation arranged for this conference. If required, delegates will need to arrange this at their own convenience.

Travel

The closest tube station to BFI Southbank is Waterloo.

http://www.bfi.org.uk/whatson/bfi_southbank/visitor_information/how_to_get_here

Workshop speakers' biographies

Spencer Ayres began teaching ICT around 6 years ago, concentrating on the creative use of ICT wherever possible. After 4 years, he got involved in teaching the Creative and Media Diploma. This led to a period of Masters study focused on creative teaching approaches and how to use 'controversial' online tools to enhance learning. In his current role as Head of Media in Sidney Stringer academy, Coventry he has been given more freedom to experiment with new initiatives in teaching and has a strong interest in trying to encourage a more social, interactive and engaging learning experience for students. Spencer has just begun a second MA in Education and Leadership, where he is focusing on students as Leaders of their own learning, Play as mode for secondary education and the assessment of creativity.

Cary Bazalgette worked at the British Film Institute from 1979 to 2007, having previously been a teacher of English and filmmaking in London secondary schools. She has written and edited a number of classroom resources for media education and has published and spoken widely on this topic in the UK and around the world. She was Head of BFI Education from 1999-2006, has been a member of the European Commission's Media Literacy Experts' Group and was Chair of the Media Education Association from 2009-2011. She is currently undertaking doctoral research on how pre-school children develop an understanding of texts, and skills in textual interpretation, from their early encounters with films and TV.

www.carybazalgette.net

Michelle Cannon is a freelance web designer and creative media practitioner in London primary schools. She has recently completed a Masters in Media, Culture and Communication at The Institute of Education. Her media education research – with a strong emphasis on photographic and video data collection - centres on creative and critical learning and socio-cultural outcomes. She has undertaken the capture and evaluation of BFI / Southbank Centre multimodal school projects and is interested in debates about the nature of 21st century literacy.

Hannah Cayton's interest in Media Studies began whilst studying A Levels at Long Road Sixth Form College. She went on to study Communications at Anglia Ruskin University, taking a mixture of theory and practical modules, before moving into teaching. She trained through the Graduate Teacher Programme, specialising in Media Studies and ICT. She has taught at her current school - The Netherhall School and Sixth Form in Cambridge - for three years, taking responsibility for setting up and introducing GCSE Media Studies, initially for Key Stage 5 students 'resitting' their GCSEs and later as a Key Stage 4 course. She has also played a key role in developing the Film Studies A Level and more recently, GCSE course. She currently teaches Media Studies, Film Studies and Photography.

Steve Connolly has taught Media in London Secondary schools for the last 15 years. Most recently he has been Assistant Headteacher and Director of the Media

Arts Specialism at Addington High School in Croydon, where he took part in the “Media Learning: Towards a Model of Progression” Project run by the Institute of Education. He has been a contributor to *Media Magazine* and other journals, a member of the MEA's Executive Committee and a contributor to the Media Strand of the National Literacy strategy. He has also “nearly finished” a PhD in Media education (just in case his supervisor asks....).

Jane Easey is a qualified secondary school teacher, with 10 years experience in the classroom. She has been Director of Learning for two successful Media Departments in Ipswich. Since 2009 she has been leading the Heritage Lottery Funded project AD:mission for The History of Advertising Trust.

AD:mission's parent charity, **The History of Advertising Trust (HAT)**, collects and preserves the UK advertising industry's heritage for the purpose of public research and study. Its archive collections embrace all forms of brand communication, both old and new, including direct marketing, public relations and retail marketing. HAT is recognised as the heritage home of the UK advertising industry and maintains the largest and most comprehensive archives of its kind in the world. AD:mission was created with the kind support of the Heritage Lottery Fund. HAT House, Raveningham Centre, Raveningham, Norwich, NR14 6NU jane@hatads.org.uk



Vicki Georgiou is a graduate of Ravensbourne and a camera specialist. She worked in the TV industry for many years; her credits include *Big Brother*, *Eastenders* and *Strictly Come Dancing*. Vicki moved into teaching 4 years ago, she teaches A level Media and English at Sir John Cass secondary school. **Presenting with Claire Pollard**

Dave Harrison has been working as a Teacher of Media studies and on the Media National Diploma since April 2009 at Long Road Sixth Form College in Cambridge. Prior to this he spent 10 years in print journalism at Future Publishing, specifically technology and games, and a brief period in games PR and Marketing.

Simon Oatley set up the Film and Video Workshop 15 years ago and in that time has helped over 10, 000 young people make films, some of which have won awards and have been screened around the world. Before this he worked as a primary teacher. The Film and Video workshop also provides training for adults and organises the London International Animation Festival. www.filmworkshop.com

Keith Perera is AST in Media at St Paul's Catholic College, Burgess Hill, Sussex but supports other media departments in the county. He is committed to improving the quality of media teaching and runs a GTP in Media at the University of Sussex, a course aimed at media graduates and those with media industry experience. An eternal student, he is well into the second decade of his DPhil studies!

Claire Pollard Claire Pollard started up Media Studies at Sir John Cass secondary school in East London in 2007 with 14 students. The department now teaches almost 100 students across GCSE and A level with a focus on moving image units. She is currently completing an MA in Creative and Media Education at the Centre for

Excellence in Media Practice and has contributed to the Media Education Research Journal. **Presenting with Vicki Georgiou.**

Nicole Ponsford worked in a variety of schools, from leafy Surrey schools to Academies, to inner-City schools on the up to 'Outstanding' secondary schools as Subject Leader, Senior Staff and as Head of School. After setting up Media and Film Studies from scratch in these, including leading the design of a new Media curriculum area in a new build Academy. She has gone on to advising Principals, schools, LEAs, nationally and internationally.

Nicole is now Editor of Edusites, leading [FilmEdu](#), the [iTraining](#) area and blogging ([FilmEdu Blog](#) [MediaEdu Blog](#) [EnglishEdu Blog](#)).

Oliver Rosen is Co-founder of *Film's Cool* and a teacher. Oliver is an examiner for OCR, Teacher of Media Studies and *Aim Higher Coordinator* at Acland Burghley School, Tufnell Park, London. **Presenting with Hugh Spurling** who is Co-founder of Film's Cool and Lost Tribe Productions.

<http://www.facebook.com/pages/Films-Cool/172537176160552>
<http://www.losttribeproductions.com/films-cool/>

Jared Rossouw is a primary school teachers at Ridgefield school in Cambridge. He was recently one of the teacher partners in a three year long research project entitled 'Developing Media Learning' which was exploring how children learn media concepts and understanding.

Alex Smith gained a BA in Media Studies and Creative Writing and a PGCE in Primary Education. He then moved to Croydon to teach in New Addington, an area considered to be socially deprived , but one which is filled with the most eager and talented children a teacher could hope to meet. He has been a class teacher of Reception and Year 2, and coordinates Media Literacy (and Maths) throughout the school.

Viki Walden is currently studying her PhD in Film Studies at Queen Mary University, London and is an educational consultant for Media/Film studies. She was a lecturer for several years previous to this.

Andy Wallis is Subject Leader for Media Studies at Ringwood School, Hampshire. He is a moderator for OCR. He has a passion for practical filmmaking, especially short films and music videos.

The details of workshops and leaders provided in this brochure are true at the time of publication. MEA reserves the right to alter the brochure in accordance with changes that may come about between booking and conference commencement.

MEA works in partnership with a range of different media/film education providers including



