

With rapid changing technology media industry employees and freelancers need to constantly update their skills. This year Connections continued its workforce development programme.

Workforce Development

The Digital Lab

The Digital Lab delivered a series of short technical courses to 182 people living or working in West London. The courses ranged from Final Cut Pro digital editing, Digital Camera, Making Short Films for the Web, Webcasting and Streaming, and Basic ICT. Beneficiaries were supported to work towards achieving a Skillset NVQ Level 2 in Camera Assist.

Connections received £53,355 from the Learning and Skills Council London West.

Digital Lab

Example of success:

Dan Cassen achieved Skillset NVQ Level 2 in Camera Assist and went on to gain camera work as a freelancer and produce a pilot of his own television show.

The Production Zone

The *Production Zone* training was aimed at Park Royal based media companies and their employees and freelancers. Mentoring and training programmes included; digital craft skills, marketing and sales, business skills and media finance software. Beneficiaries are able to receive specialist one-to-one support to build up a portfolio of competence. Training courses included Final Cut Pro, Making Movies for the Web, Digital Camera and Movie

Magic EP Budgeting and Scheduling.

45 freelancers were supported on the programme. *The Production Zone* received £37,880 from *ESF Objective 2 Measure 2.7* and £83,567 from *the LDA2*.

2004-2005

Example of success:

Daniel Cormack attended Webcasting and Streaming and is currently shooting *Amelia* and

Michael a 12min short film starring Anthony Head from *Buffy & Little Britain*.

Sogand Bahram attended courses in Final Cut Pro and is now producing and directing her own film on famous houses in London and Londoners perceptions of them.

Jaswinder Singh has set up a visual arts company called Culture/Cross. Jaswinder is the producer and video artist of a two screen video installation. The show will be exhibited at the Norden Farm Arts Centre and the CIAO Arts Festival and Bracknell Arts Festival.



(Left and below) DV Camera course Working with Broadband

