

thoughtden. workshops

Introduction.

Thought Den are a small creative agency from Bristol. Our favourite word is 'agile' because it describes the way we like to work - with energy and enthusiasm for new ideas, exploring the balance between the right technology and a strong concept. We produce games, websites, online tools, animations and mobile applications.

The Industry Day is a chance for Thought Den to feed back first hand experience of project life-cycles to students considering working in the media industry. In doing so they hope to support the development of industry-ready skills and improve students' understanding of the processes that exist in a professional environment.

Creative Director Ben Templeton and Technical Director Daniel Course are young, dynamic and very enthusiastic about what they do, helping them develop a strong rapport with the students. Besides managing a successful digital agency they have also been running theory and practical workshops at Bournemouth Media School for the past 3 years, along with drama workshops for children and singing workshops for all ages.

Description.

The event is a crash course in running a digital agency, covering in various detail everything from brainstorming to client handling, drawing on work from established academics and theorists such as James Webb Young, Malcolm Gladwell and Edward de Bono.

We will also draw on our own experiences in the industry, sharing our thoughts on new technology and the future of media engagement. We will discuss pitching, brand management, viral marketing and pervasive media technologies such as RFID, Bluetooth, WiFi and GPS.

The emphasis will be on keeping energy levels high and encouraging students to explore areas of the industry they might not have considered and look more closely at where they see themselves in the future. They won't be expected to simply sit through a day of lectures but engage with the process and shape how it develops.

Deliverables.

There will be hand-outs to support the lectures, worksheets to support production, and vocal feedback for each group in response to the day's finale. Normally this is a pitch or presentation of the prototype that is produced over the course of the day.

Students will be required to fill out one or two worksheets along with producing any relevant content such as animations, video or documents for the final showdown. Typically these worksheets will include a pitch document and a blog. We will provide support during the production of prototype content.

As an archive of the event we will also document the entire day on video with our own cameraman. The footage will be edited after the event and can be provided as part of the final agreed cost.

Typical Schedule.

- 10:00 - Welcome & Introductions. What's this all about?
- 10:30 - Skillgroups (Strategy, Management, Creative, Technical)
- 11:30 - Fag & coffee break.
- 11:45 - Formation of your Digital Agencies
- 12:00 - Project brief & Brainstorming
- 13:00 - Lunch. Check emails. Coffee.
- 14:00 - Production proper.
- 16:00 - Pitch to clients, showdown, evaluation

Guide Prices.

At the most fundamental level, the day can cost from £750. However, each University has slightly different requirements; variables include the number of students, the duration of the event, the amount of post-event support required, types of workshops and the amount of video we deliver as an archive of the event which can affect the costing.

It is also possible that a request is made for us to align our content more directly with a particular course strand which would require further background work.

Benefits.

By covering the creative, organisational and technical challenges that face media producers in the current industry environment we hope to inspire the students to explore how they see themselves working in the industry in the future. By illustrating and discussing the bridge between education and the industry we hope to give the students an extra boost when it comes to finding work.

Working in a team is an essential part of industry life and the soft skills needed to do this effectively will be developed as much as possible during the Industry Day. Learning how to navigate the inevitable pot-holes, move forward and maintain momentum is also important when dealing with tight deadlines and budgets. We hope the event will offer support in the students' preparation for unforeseen challenges with the specific intention of easing their transition into the industry.

Academics.

This day can be run for academics too!

This is a great way to keep staff up to date with practices and new trending topics, like twitter, app store, spotify and mendeley. But also to consolidate the past few years of technologies and shifts in digital culture like YouTube, Google, Facebook, MySpace.

What next.

Arrange an appointment to chat through it all with the Thought Den team and we'll work out how to fit the day into your schedule and budget.

Dan Course

07790 13 83 23

dan@thoughtden.co.uk

Thanks