

EAST LONDON
ARTS AND
MUSIC



"ELAM IS AS CLOSE AS IT GETS TO THE REAL-LIFE MUSIC INDUSTRY"

CHASE & STATUS

ABOUT ELAM



YOUR NEXT STEPS BEGIN HERE

You're young. You're passionate about Music, Film or Games Design. You're talented. So what's your next step?

East London Arts and Music is the Industry Academy for 16-19-year-olds. ELAM exists to enable talented and ambitious young people to develop careers in the Music, Film and Games Design industries by providing them with the skills and access.

There is no other place like ELAM. Graded 'Outstanding' by Ofsted in 2017 across every category, ELAM continues to be the Number 1 institution to study Music, Film or Games Design.

So if you're interested in working in world-class facilities with extraordinary professionals, this is the place for you.

**"ELAM GAVE ME
THE SKILLS AND
CONFIDENCE
NEEDED TO
EXCEL AS A
PROFESSIONAL"**



**ASHLEY SINGH
EX-TRAINEE**

MUSIC PERFORMANCE AND PRODUCTION

Course Length 2 YEARS

Level LEVEL 3 EXTENDED DIPLOMA

**FOR ANYONE AIMING FOR A
CAREER AS AN ARTIST,
SESSION MUSICIAN,
SONGWRITER, PRODUCER,
ENGINEER OR ANYTHING
IN THE MUSIC
BUSINESS, ELAM'S MUSIC
COURSE IS FOR YOU.**



The music course focuses on giving trainees the skills and understanding to be industry-ready creative professionals. It aims to equip trainees with a wide ranging understanding of the industry, covering areas such as performance, sound engineering, music theory, production and music business & marketing.

In the first year, ELAM trainees work on a number of projects to develop core skills in musicianship, collaboration and performance, performing at a number of high-profile London venues and co-writing music in line with industry briefs. Trainees learn how to operate industry-standard recording studios, produce professional tracks using Logic Pro X and compose a portfolio of original songs. This is in addition to skills in marketing and management in designing and delivering their own festival event.

In year 13, trainees engage directly with the industry, using skills developed in year 12 to develop their own content in addition to creating their own digital platform (partnering with companies such as GRM Daily & Triller). Alongside this, trainees develop their professional brand and personal niche, ready for the next step in their career.

Trainees receive a UAL Level 3 Extended Diploma in Music Performance and Production.
(Equivalent to 3 A-levels)

**54% ACHIEVED A DISTINCTION
COMPARED TO 9.7% NATIONALLY**

WHERE NEXT?



**OUR COURSE LEADS TO THE
FOLLOWING PATHWAYS:**

- UNIVERSITY & MUSIC CONSERVATOIRE
- CREATIVE CAREERS SUCH AS ARTISTS, SESSION MUSICIANS, SONGWRITERS AND PRODUCERS
- TECHNICAL CAREERS SUCH AS STUDIO & LIVE ENGINEERS
- BUSINESS CAREERS SUCH AS ARTIST & EVENT MANAGERS, A&RS, PUBLISHERS
- APPRENTICESHIPS & INTERNSHIPS AT PARTNER ORGANISATIONS

GAMES DESIGN AND DEVELOPMENT

Course Length 2 YEARS

Level LEVEL 3 EXTENDED DIPLOMA

THIS COURSE IS PERFECT FOR PEOPLE WHO WANT TO MOVE INTO THE GAMES INDUSTRY AS THIS IS A SPECIALIST GAMES DESIGN STREAM, DESIGNED ALONGSIDE CREATIVE ASSEMBLY AND TAUGHT IN A STATE OF THE ART FACILITY, WHICH WILL ALLOW YOU TO BECOME GAMES DEVELOPERS, VISUAL EFFECTS ARTISTS, 3D ANIMATORS AND GAME ARTISTS.

In year 12, trainees will create at least four different games. They will learn how to create everything themselves from concept art to game testing. Trainees will create their own environments from 2D digital painting to 3D landscapes making them explorable and interactive in the Unity games engine. After the first two games, trainees will be able to specialise and become programmers or artists for their games teams once they find their strengths.

In year 13, trainees will advance these skills further becoming more specialised and creating a showreel to showcase their work to future employers and universities. Trainees can follow many paths such as animators and environment artists to shader programmers and VFX artists, making a final game and company plan that they will pitch to Indie game publishers.

Trainees will receive a UAL Level 3 Extended Diploma in Creative Media Production and Technology (Games Design and Development), (Equivalent to 3 A-levels)

54% ACHIEVED A DISTINCTION
COMPARED TO 16% NATIONALLY





WHERE NEXT?

**OUR COURSE LEADS TO THE
FOLLOWING PATHWAYS:**

- UNIVERSITY
- CAREERS SUCH AS:
 - GAMES DEVELOPER
 - GAMES PROGRAMMER
 - CONCEPT ARTIST
 - 3D MODELLER
 - UI ARTIST
 - TEXTURE ARTIST
 - VFX ARTIST

FILM AND TELEVISION PRODUCTION

Course Length 2 YEARS

Level LEVEL 3 EXTENDED DIPLOMA

FOR PEOPLE WHO WISH TO EMBARK UPON A CAREER IN THE FILM OR TELEVISION INDUSTRIES AS A DIRECTOR, CINEMATOGRAPHER, SCRIPTWRITER OR EDITOR FOR EXAMPLE, THEN THE FILM AND TELEVISION COURSE IS PERFECT FOR YOU.

At ELAM, our Film and TV course is set up to develop creatives who have an in-depth knowledge and highly technical skill set in film production.

Trainees produce a wide range of material including music videos, short films, documentaries and advertising campaigns. They will follow the production from conception to realisation, researching and developing an idea, writing scripts, drawing storyboards, sourcing a budget, scouting locations, casting, directing, filming and editing.

Throughout year 13, trainees develop the skills obtained in their first year of study and apply them over a range of specific unitised productions designed to prepare them for industry employment and higher education whilst consolidating written skills with a range of exciting and thought-provoking theory units.

Trainees also get the opportunity to work with industry professionals as their project mentors, pitching their ideas in the offices of a range of exciting, award winning production companies.

Trainees will receive a UAL Level 3 Extended Diploma in Creative Media Production and Technology (Film & Television Production). (Equivalent to 3 A-levels)

**70% ACHIEVED A DISTINCTION
COMPARED TO 16% NATIONALLY**



WHERE NEXT?



**OUR COURSE LEADS TO THE
FOLLOWING PATHWAYS:**

- UNIVERSITY
- DIRECTOR
- EDITOR
- CAMERA OPERATOR
- SCRIPTWRITER
- DIRECTORS OF PHOTOGRAPHY
- LIGHTING TECHNICIAN
- LOCATION SCOUT OR FLOOR MANAGERS

ENGLISH

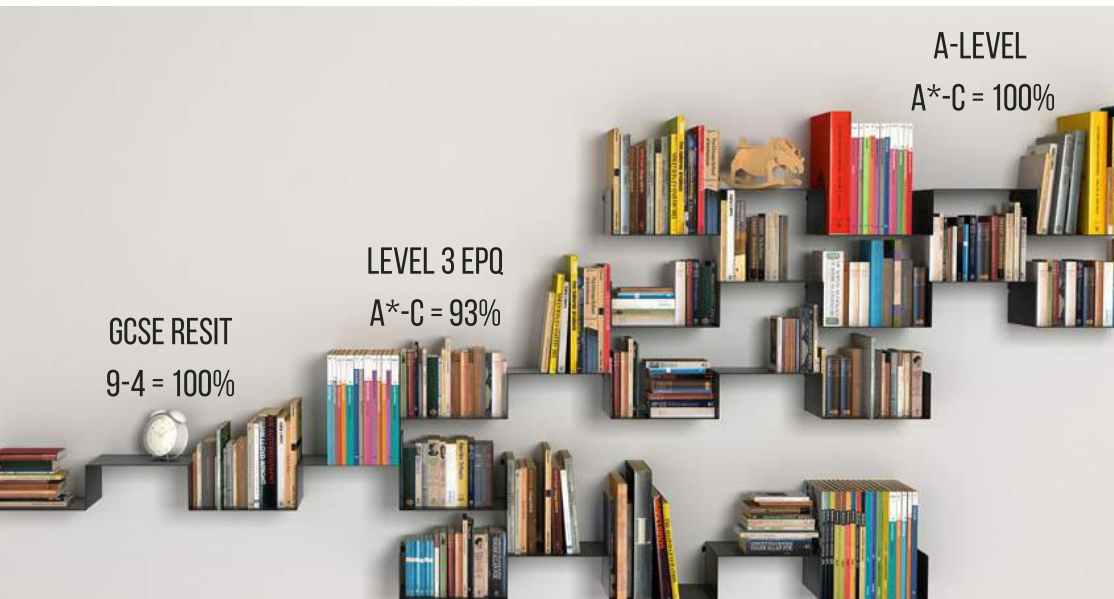
English at ELAM is innovative, relevant, academic and creative. Our goal is to provide every trainee with the qualifications they need for employment and university, the skills they need to communicate verbally and in writing and finally the love of language and literature which will allow them to be creative across the arts.

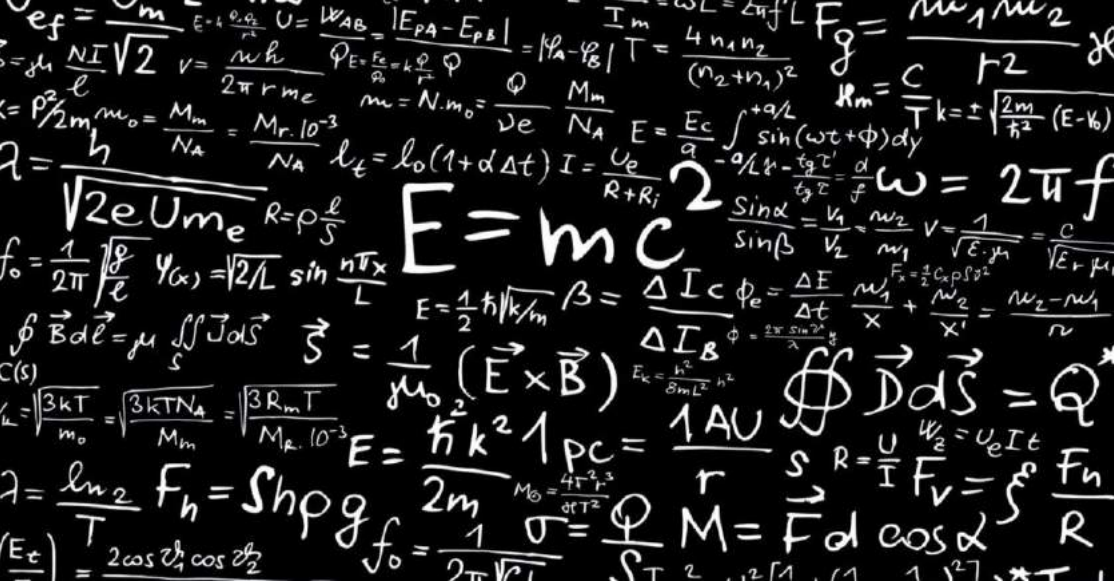
Our GCSE resit course provides personalised support for small groups and is highly successful with 100% pass rate for the last two years.

Our A level course is academic, rigorous and has provided real challenge for those who are interested in this subject at university or trainees who simply want to complement their vocational qualifications with a different style of learning.

Finally, our Level 3 English course is completely unique and tailor-made for ELAM. It begins with an introduction to a range of creative writing activities and ranges from writing protest poetry to studying a novel by a Dominican author.

In year 13, trainees work towards their Extended Project Qualification (equivalent to one AS level) which allows them freedom in creating a portfolio of writing in the genre and on the topic of their choice.





MATHS

Maths at ELAM is designed to not only challenge you academically but also to prepare you for work within the fast-paced and innovative creative industries of tomorrow. We aim to provide you with recognised and well-respected qualifications through supporting you in becoming a great problem solver. We have worked hand-in-hand with the industry to develop a course which ensures that you have the skills and knowledge that mean that you are work-ready.

Trainees at ELAM study maths at one of two levels; GCSE re-sit or Level 3 Core Maths. Our GCSE course is designed to support any trainees who have not yet achieved a grade 4. It offers individual support and feedback to help you to build your confidence over time and equip you with the qualification you need in your life after ELAM.

The Level 3 Core Maths course is for students who achieved a 4 or above at GCSE. This course sits alongside the Level 3 English qualification

and focuses on real-life problem solving and skills for work whilst also improving your general numeracy.

This course is equivalent to an AS and has been shown to strengthen UCAS applications for a range of top universities

INDUSTRY EXPERIENCE

WORK WITH ELAM'S INDUSTRY PARTNERS

MASTERCLASSES

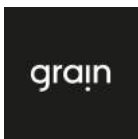
ELAM hosts weekly masterclasses from a range of industry professionals to give trainees a greater insight into their respective fields. Masterclasses are always a spectacle and an invaluable tool for nurturing professional growth.

WORK EXPERIENCE

ELAM has a wealth of industry partner organisations who offer unique work experience placements to our trainees. Music students will work at leading creative organisations across London and the UK including Universal Music Group, Island Records, Virgin Records, SBTU, Decca Records, Sony Music UK and Abbey Road Studios, to name just a few. Games students will get the opportunity to work with companies such as Creative Assembly, Microsoft and Sports Interactive, whilst Film students will get to work at a variety of creative companies such as Prettybird Pictures, Grain Media and Global Media Entertainment.

MENTORS


Selected trainees will be given the opportunity to be mentored by an industry professional, who you will meet with regularly. Mentors offer advice based on their first hand experience of the industry and serve as excellent contacts throughout a trainee's career.



MUSIC FACILITIES

- 6 x INDUSTRY STANDARD LIVE ROOMS
- 2 x WORLD CLASS CONTROL ROOMS
- 2 x MAC SUITES
- BRIT TRUST 500 CAPACITY THEATRE





YouTube INNOVATION LAB

WORLD-CLASS FILM AND MOTION CAPTURE STUDIO

ELAM is proud to home a multi-functional Innovation Lab featuring:

- Professional television studio
- Green screen facilities for visual effects and motion capture
- Multi-camera vision mixer setup
- Dynamic studio lighting
- 360° camera technology for immersive Virtual Reality



GAMES FACILITIES

- DUAL SCREEN HIGH SPEC PC SUITES
- INDUSTRY STANDARD SOFTWARE
- 360° MOTION CAPTURE STUDIO
- WACOM DRAWING TABLETS
- OCULUS VR AND PLAYSTATION VR
- GAMES CONSOLES IN ALL GAMES ROOMS



ELAM MASTERCLASS



109
STORMZY

November 2018 • Masterclass 110

ELAM MASTERCLASS



Space Ape

91

DEBORAH MENSAH-BONSU

SPACE APE GAMES

Space Ape started with the goal to make the best mobile games in the world. They founded their company at a few basic beliefs. That their passion in life was to play and make games. That everyone should share in their joy and therefore, smartphones are the best gaming platform ever. Founded in 2012 and based in London, Space Ape now boasts a 100 strong workforce, organised across several small teams. Their games are live in over 150 countries worldwide.

11.06.2018

June • Masterclass 91

ELAM MASTERCLASS



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RITA ORA

ARTIST

Rita Seatiqja Ora is a British singer, songwriter and actress. She rose to prominence in February 2012 when she featured on DJ Fresh's single "Hot Right Now", which reached number one in the UK. Her debut studio album, Ora, released in August 2012, debuted at number one in the United Kingdom.

ELAM MASTERCLASS

A L I E N
I S O L A T I O N

94

Dion Lay - Thursday 20th Sep

Dion Lay is a Senior Writer at Creative Assembly and has worked on critically acclaimed titles such as Total War, Alien: Isolation, Halo Wars 2 and Halo.



164

Alix Fox
Broadcaster | Journalist | Sex educator

Alix Fox is a multi award-winning broadcaster/journalist/sex educator with 15 years of experience writing and presenting.



ELAM

LIVE SESSIONS





**"THE MISSION
OF ELAM IS VERY
MUCH IN
ALIGNMENT
WITH
FRAMESTORE'S
GOALS AND WE
LOOK FORWARD
TO
COLLABORATING
MORE WITH
THEM IN THE
FUTURE"**

ANDREW SCHLUSSEL

DIRECTOR OF GLOBAL TALENT DEVELOPMENT, FRAMESTORE

ELAM ALUMNI

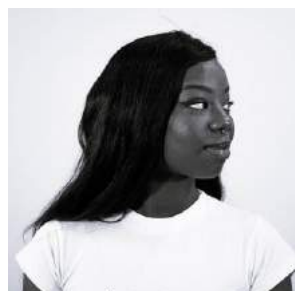
— WHERE DO THEY GO?



Phoebe's debut releases are highly anticipated. She has already received great support from BBC Introducing, with her track 'Young Blood' being placed at the top of the hotlist. She has also supported Tate Mcrae, Violet Skies and Sody on tour. Since leaving ELAM, Phoebe has also signed a publishing deal with Kobalt and has been signed by AWAL Records.



Raiyana and Daniel are currently studying Computer Games Programming and Indie Games Development at Teesside University. Upon leaving ELAM, they both received a sponsorship from Sports Interactive, so alongside studying are completing work experience with the prestigious games development company.



After leaving ELAM, Yssis became an intern at Prettybird Pictures. Within a year of working with them, she was promoted to a trainee and has travelled abroad to film in locations such as Milan and Slovenia, as well as working with respected Directors of Photography such as Rina Yang, Steve Annis and Robbie Ryan.



ELAM

GAMES ART





**"WE LOOK
FORWARD TO
SHARING OUR
EXPERTISE THAT
COME WITH 30
YEARS OF MAKING
WORLD-CLASS
GAMES TO HELP
ELAM ADDRESS
THE SHORTFALL IN
THE UK'S
CREATIVE SKILLS
SHORTAGE"**

TIM HEATON

STUDIO DIRECTOR AT CREATIVE ASSEMBLY

**RATHER THAN READ ABOUT OUR WORK
WHY DON'T YOU WATCH IT?**



SCAN THE CODE ABOVE

OR VISIT OUR YOUTUBE CHANNEL:

WWW.YOUTUBE.COM/ELAMHQ

HOW TO APPLY

BECOME A TRAINEE AT ELAM

You can apply by completing the application form on our website www.elam.co.uk

If your application is successful, you will be invited in for an interview and audition at ELAM HQ.



EAST LONDON ARTS & MUSIC



THE INDUSTRY ACADEMY

6 x INDUSTRY-STANDARD LIVE ROOMS
2 x WORLD CLASS CONTROL ROOMS
BRIT TRUST 500-CAPACITY THEATRE
360° MOTION CAPTURE STUDIO
GAMES DEVELOPMENT LABS
YOUTUBE INNOVATION LAB
GREEN SCREEN TV STUDIO
FILM EDITING SUITES
250-SEAT CINEMA
ART GALLERY



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