

**JAMES considers education and training to be vital in nurturing tomorrow's talent. Our initiatives are designed to facilitate the highest standards thus ensuring that many years of recording industry experience are not lost to future generations.**

[www.jamesonline.org.uk](http://www.jamesonline.org.uk)



## JAMES AND PRISM SOUND ANNOUNCE 'MIC TO MASTER' 2010 UK TOUR

Encouraged by the success of Prism Sound's recent 'Mic to Monitor' Tour, JAMES (the education arm of the APRS, MPG and UK Screen) in conjunction with Prism will be working with other leading Pro Audio companies and producers/engineers to present the **Mic to Master** UK Tour.

**Mic To Master** is a series of two day events on recording techniques, mixing and mastering which are designed to give engineers, producers and all other creative audio enthusiasts an opportunity to learn expert tips and tricks of the trade from recording industry professionals. Each day features 'keynote' lectures addressing specific topics, masterclasses with renowned producers and listening sessions where participants can play their own work and discuss techniques to overcome specific problems. There will also be manufacturer sessions highlighting the latest cutting edge technology, practical demonstrations to show how technology can solve problems and forums where participants can fire questions at producers and manufacturing experts.

The first **Mic to Master** event at Deep Blue Sound in Plymouth, featured guest lecturers Tony Platt, Al Stone, Simon Heyworth and Alan O'Connell, all of whom have a wealth of experience in the professional recording industry as producer and/or engineers and have worked with the likes of Jamiroquai, Mystery Jets, Depeche Mode and AC/DC.

If you are interested in attending these training events for Music Producers, go to [www.prismsound.com/trainingweekends](http://www.prismsound.com/trainingweekends) to register for more information.



**DEEP BLUE SOUND, PLYMOUTH -**

*7th to 8th May 2010*

**LIPA, LIVERPOOL -**

*22nd to 23rd October 2010*

**UNIVERSITY OF WESTMINSTER, HARROW CAMPUS,  
LONDON -**

*29th to 30th October 2010*

**NORTHBROOK COLLEGE, WORTHING &  
EAST SURREY COLLEGE, REIGATE -**

*12th to 13th November 2010*

**LEEDS METROPOLITAN UNIVERSITY, LEEDS -**

*19th to 20th November 2010*

**GLAMORGAN UNIVERSITY, CARDIFF -**

*26th to 27th November 2010*

**UNIVERSITY OF ABERTAY, DUNDEE -**

*3rd to 4th December 2010*



# ACCREDITATION

JAMES has a scheme for the Industry Accreditation of courses that have a relevance to our industry. This scheme was initiated by the APRS, “piloted” in 1998 and is now available nationally. Its purpose is to create a system whereby our industry can give support and advice to educational and training institutions.

Accreditation of an academic or training course by an appropriate trade body is primarily an indicator that such a course, when completed successfully, will satisfy the criteria agreed by the membership of that body.

Initially the scheme was available only for courses designed to give students the potential for employment in the Recording Industry. It is now available for the accreditation of courses in Music Technology and studies in Music Business.

In 2009 JAMES introduced Provisional Accreditation for the pre-approval of planned courses. Our Accreditation is normally awarded to established courses, this enables JAMES assessors to talk with students and get valuable feedback from them.

As well as working closely with awarding bodies, JAMES professionals are available to assist with course planning and structure. Our consultants are currently working with Perth College and West Suffolk College on course development.

For more info, go to [www.jamesonline.org.uk](http://www.jamesonline.org.uk), and click Contact.



# MASTERCLASSES & EVENTS

The JAMES Working Group is made up of highly experienced industry professionals and the JAMES member organisations, APRS, MPG & U.K. Screen, represent the top facilities and practitioners in the U.K.

Facilitating access to the knowledge and experience of these people has always been high on our agenda, as many of the accredited courses have found to great advantage. These services are however, available to any educational establishment.

We can supply, Seminar Panels, Master-classes, Individual Lecturers, Conference Speakers and more. We will also from time to time stage important events in our own right.

We have established a tariff for these services that can be sent to you on request along with further details of the available events.

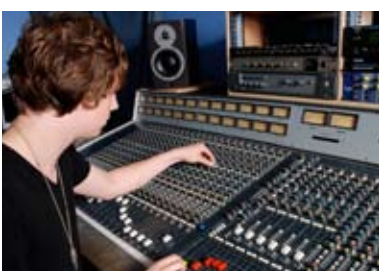
For more info, go to [www.jamesonline.org.uk](http://www.jamesonline.org.uk), and click Contact.



# JAMES CENTRE APPROVAL

Designed to provide support for students and staff, FE Centre Approval is a supportive process that assesses the quality and suitability of an FE Centre to meet industry needs. FE Centre Approval is available for centres for Level 3 NQF and below.

FE Centre Approval is valid for 3 years, at which point re-approval would be necessary and is available for both public and private sectors in the U.K. and internationally. For more info, go to our website, [www.jamesonline.org.uk](http://www.jamesonline.org.uk).





# CAREERS & ADVICE

Work patterns in the sound recording industry have changed dramatically over the last 10 years. The development of digital technology has resulted in the move away from large recording studio complexes to smaller units. Although this has in theory made quality recording more affordable, it has in fact, resulted in fewer fully professional recording facilities. In turn this has resulted in a change in working patterns, in that there are now very few large facilities that are able to employ full time recording and maintenance staff.

The shift has been to freelance working and therefore it is essential that all courses include units on basic business skills or entrepreneurial skills so that people entering the industry are prepared to work in a very competitive environment.

For much more careers advice and information, go to the JAMES website, [www.jamesonline.org.uk](http://www.jamesonline.org.uk)



**JAMES**  
REGIONAL CENTRE



# JAMES REGIONAL CENTRES

JAMES Regional Centres have been set up by the core JAMES working group to help provide information about the Music Technology and Sound Engineering related education sector and how it relates to the world of work.

The centres provide a regional point of contact for teachers providing education in these fields and for students who are interested in JAMES accredited courses.

Along with hosting the current 'Mic to Master' UK tour, In the near future JAMES hopes to deliver a series of one-day Careers Conferences at the 7 JAMES Regional Centres in conjunction with event organisers MusicTank and a series of other regional partners. These conferences will be aimed at careers advisors, music teachers and connexions representatives.

JAMES Regional Centres often also provide local training or skills development days for teachers as well as organising trips and events associated with the industry sector.

For more info, go to [www.jamesonline.org.uk](http://www.jamesonline.org.uk) and click Contact.



# FRIENDS OF JAMES

'Friends of JAMES' is a beneficial arrangement between JAMES, equipment manufacturers, suppliers, educational establishments and their students. By this association JAMES is seeking to raise & enhance its profile, credibility & the value it brings to education providers, employers and students.

We are seeking to raise financial support for our education initiatives. These include providing Master classes, lectures & seminar panels, careers advice and Continual Professional Development at schools, colleges, universities as well as participation at national and international music events and audio shows.

Educational establishments & students benefit from direct links to the manufacturers & suppliers of the equipment they require to improve their facilities and the courses they deliver. If you are involved with any audio related business or service and would be interested in learning more about how industry can be seen to be supporting education, please go to our website, [www.jamesonline.org.uk](http://www.jamesonline.org.uk).



# JAMES NEWS



Gus Dudgeon Studio



Mic to Master



## JAMES ADDS VALUE

JAMES is constantly endeavouring to add value to its HE accreditation and FE approval initiatives and we intend to announce exciting opportunities for students with Prism Sound, Metropolis Studios and The Gus Dudgeon Foundation very soon.

These will basically entail a 1 year internship at Metropolis Studios for 1 student participating on a JAMES accredited course via a competition to be announce with Prism Sound. The internship will commence September 2011.

Also in 2011, JAMES in partnership with the Gus Dudgeon Foundation hopes to offer a one week 'training course' for 8 students selected from JAMES Accredited courses. The week will be based in the Gus Dudgeon studio suite which is now based at Glamorgan University in Cardiff, and will concentrate on 'analogue recording and mixing techniques.'

## FIRST 'MIC TO MASTER' EVENT AT DEEP BLUE SOUND

Deep Blue Sound in Plymouth hosted the first in the 2010 series of **Mic to Master** events presented by JAMES and Prism Sound.

Graham Boswell, director of Prism Sound and SADiE said that the weekend was an enormous success that generated a really good engagement with the audience. He commented, "It was good to see such high level and challenging material being discussed. We were delighted to be involved with this event and the fact that it took place in a JAMES Regional Centre meant that we knew that it had real relevance for the students."

The **Mic to Master** UK tour is continuing throughout 2010 visiting JAMES Regional Centres - see the front page for more information.

## JAMES PLAQUES NOW AVAILABLE

We are now offering JAMES plaques to our accredited courses and approved centres. The plaques clearly and visually promote the value that is added to the institution by 'HE course accreditation' or 'FE centre approval' by an industry body.

These are for display at their premises and are valid for the duration of the accreditations. Deep Studios and training facility in London were the first to proudly display their plaque closely followed by Abertay University – Dundee.

## EDEXCEL

At JAMES we have been pleased to work with Edexcel on the development of new BTEC Levels 4 and 5 Higher National Diploma specifications in Music. JAMES will continue to be involved with their effective evolution. Our contributions have helped to ensure that the qualifications will be relevant to our industry for years to come. This cooperation reflects JAMES commitment to supporting and integrating all educational initiatives relevant to the Music Production, Recording and Audio Post Production for the Film and Television Industries. These qualifications will be available from September 2010.

## JAMES AT THE GREAT ESCAPE

JAMES and Northbrook College ([www.musicatnorthbrook.com](http://www.musicatnorthbrook.com)) co-sponsored a panel at the Brighton's Great Escape Festival which talked to producers, engineers and studio owners to find out the truth... Panelists Lisa Holloway, Mark Rose, Phil Harding & Stevan Krakovic and Dan Arnold discussed the thorny question of 'Will a Qualification Get You a Job in Music Production?'

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