



Apple is in the vanguard of much of this change, delivering many of the industry's leading video, audio, visual effects and motion graphics, photography and publishing solutions that have become prerequisites for business success and creativity.

According to Luke Montagu, CEO and founder of the Met Film School in London, "Apple has done more than anyone to lower the barrier to entry in film making with its price points for Final Cut Pro in particular." He also cites Color – "another product we've used on the post production side, and we know works extremely well. It's available as part of Final Cut Studio, yet alternatives in the market place cost tens of thousands of pounds as a separate purchase."

The Met Film School is an AATCe, based at the world famous Ealing Studios. The school's firm philosophy is to prepare its students for what Luke Montagu describes as "very disruptive shifts" in film, post production and distribution.

"For example, it's now possible to shoot a feature film, and do finishing, film and sound editing, on equipment that can be bought with a credit card," he says. "Success still demands talent of course, but by mastering the tools available, students have much wider access to all aspects of film making, and more opportunities to display their abilities."

When it came to choosing a software platform, Luke Montagu didn't look beyond Apple. "We share with Apple a belief in the way the film industry is and should be going. Students skilled in Final Cut Pro can work for themselves because the software is so affordable, or get jobs in film production or post production, or in related industries like games design and Internet media."

"It's critical that young graduates applying for work in film, photography, design and the other creative arts today can offer the professional skills required by employers. Apple technology is common currency in creative industries. As an AATCe, we can now give the best quality training in the Apple tools of the trade, enhancing academic learning at the same time".

Aaron Kay
Computing Officer at the
University of Westminster, UK

Training for creative success

Apple Authorised Training Center for Education

Training for creative success

Design, film, music, television and the other creative industries are central to Europe's prosperity. They employ over six million people. They generate some € 700 billion revenue. They contribute 2.8% to the economy of Europe, outstripping the food (1.9%) and chemical (2.3%) industries, according to the European Commission.

It's a story of consistent growth, too. The UK Government claims output increases of 20% year on year since 1997 – compared with less than 6% for the economy as a whole. Germany's Cultural Statistics Working Group believes its creative economy already employs more than its banking sector, and serious forecasters say it will soon outperform the country's automobile industry.

In his bestselling book, *The Creative Economy*, John Howkins argues that intellectual property generated by the creative industries is far more important than the "hard goods" that have migrated to Asian factories. US economist Richard Florida says that global competition for creative talent will be the defining economic issue of the 21st century.

One of the main drivers for Europe's continuing success in the creative economy is the ability to train up that creative talent – so that its industries can exploit digital technology and the effects technology has had on markets and products, according to the EC's *The Economy of Culture* study in November 2006.

Apple's Authorised Training Centre for Education (AATCe) Program is designed to help colleges and universities to do just that. AATCe status means organisations can offer students Apple approved, high quality training and certification in Pro Applications – the Apple software used in many of today's creative companies. As a result, students get a jump-start in the burgeoning careers of the future, and training institutions boost their own reputations for first class digital education.

"We use Final Cut Pro on sports programmes, drama, magazine style programmes, a whole variety of things. So it's at the heart of the future of technology within the production process. We're absolutely focused on working with Apple to go on this journey with us, and help us get to where we want to go."

Mark Harrison
Head of Art Studio and
Production Innovation Factual
& Learning BBC

How the European Commission defines the cultural industries

For its *The Economy of Culture* study published in November 2006, the EC describes the creative economy as:

- The arts field, including visual arts (crafts, painting, sculpture, photography), performing arts (theatre, dance, circus) and heritage (museums, arts and antiques market, libraries, archaeological activities, archives).
- Cultural industries, including film and video, radio and television broadcasting, video games, book and press publishing, and music.
- Creative sectors, including design (fashion design, interior design, graphic design), architecture and advertising.

The unique AATCe proposition

The AATCe Program is firmly rooted in Apple's commitment to education, training and creativity. The AATCe community has grown from five organisations in 2005 to over 80 today – in Europe, and most recently in the Middle East and Africa. The goal is to achieve 160 members by 2008.

The Program provides unique benefits to education organisations that use Apple professional software solutions in their curriculum. Becoming an AATCe:

- Enriches the existing curriculum with an additional course offer
- Enhances reputations and enables generation of new revenue opportunities
- Provides access to the world's technology leader in media, education and creative applications

- Helps liaison with other high quality organisations through a pan European AATCe network
- Associates schools, colleges and training agencies with the Apple brand
- Creates a direct contact at Apple to facilitate special needs and requests
- Gives students competitive edge in the job market

The AATCe Program is designed to enhance quality training and education. It is flexible in its design, to augment the existing curriculum, or so that Apple training can be used as a solid basis for stand-alone instruction.

It gives students a golden opportunity to achieve Apple Pro Certification status, Apple's own end user certification, in one or more applications. Students improve their capabilities in their course work, as a result, and gain significant advantage when pursuing careers.

To underpin the value of Apple Pro Certification, Apple will provide training to a very high level of capability for organisations' selected trainers tasked to teach certification courses. To be eligible for Apple training, trainers must have been working and teaching with the relevant products for a minimum of two years, and have achieved thorough proficiency in their use. They will be required to pass the Apple Pro Certification exam before they start their Apple training. At the end of the training they must pass a special trainers' exam to prove their advanced knowledge of the application.

As an AATCe, participants can also apply to the Apple on Campus Program for specific staff and student discount prices for Apple hardware and software.

So how do you apply? The Program is aimed at education organisations with an excellent track record, currently using Apple solutions or with firm plans to do so. Selection is based on curriculum quality and recognition, facilities, equipment, staff expertise and infrastructure.

You can apply by completing an online application form on http://www.apple.com/software/pro/training/auth_tcenter_prog_edu.html. Apple will review your application and an Apple representative will contact you.

The creative industry revolution

The new media and creative industries are undergoing big changes, led by technology advances. Broad trends for the future are clear, deeply affecting the training of tomorrow's professionals:

- Much of the equipment used by professionals is now affordable by students
- 'Specialist' media and creative tools are converging
- Hardware costs have plummeted

These are also the trends powering growth in the industry, lowering costs of entry for new players, and enabling professionals to operate fast and efficiently on equipment a fraction of the size of what was needed in the past. With industry growth comes heightened demand for recruits – now with the ability to use the professional tools that unleash their talents.

As the cost of technology becomes less important to the industry's economics, there will inevitably be a much higher premium on quality, trained recruits, who have the skills to use the industry's standard, flexible tools.

These trends mean that training students with the tools used by professionals is now not only possible, but vital for their employability. The changing environment also means that students must have technical skills for a wide range of tasks, and be flexible to the unknown requirements of tomorrow.

"When Apple Macs began to appear in the studio, we dismantled our process camera. It had been an integral part of the graphic design studio and had originally been craned into position. But we took it apart bit by bit and threw it in a skip – one day it had been worth fifteen thousand pounds, but six months and one Apple Mac later, it was worth nothing – we couldn't even give it away"

Janice Kirkpatrick
Founder of Graven Images

"Logic is my musical playground".

Charlie Clouser
Performer / film composer
Nine Inch Nails, The Equalizer,
Fastlane