



# Laying the foundations for Europe's creative economy

**Apple Authorized Training Center for Education**

For more information, visit [www.apple.com/uk/education/aatce](http://www.apple.com/uk/education/aatce)

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Europe's creative services sector could be worth €350 billion by 2008, employing over 10 million people. That's an exciting prospect for educators and trainers preparing students for creative careers, but it sets a major challenge too. Today's students must be properly equipped to exploit the opportunities of tomorrow.

Apple's Authorised Training Centre for Education (AATCe) Programme helps meet that challenge, enabling colleges and universities in Europe to offer students Apple approved, high quality training in Pro Applications – the Apple software used in many of today's creative companies.

The AATCe Programme is one of Apple's most important and fast-moving responses to the new creative working world. Apple plans to build an AATCe network of around 200 creative institutions in Europe, giving their students a jump-start in film, television, recording and other creative careers, and boosting their own reputations for first class digital education.

Seasoned professional trainers and educators know that AATCe status is not a passport to career success for their students. They are certain, though, that students with first class skills in industry standard Apple tools have a better chance of getting started in their chosen fields.

"It's a no brainer," says Alex Thurley, Media Centre Head at Rheinische Fachhochschule in Cologne. "Our working students use Apple Pro Applications in their jobs all the time and so of course we must use the industry standard tools here as well."

## The unique AATCe proposition

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

- Give your students competitive edge in the job market
- Enrich your existing curriculum with an additional course offer
- Enhance your reputation and allow you to generate new revenue opportunities
- Provide access to the world's technology leader in media, education and creative applications
- Help you liaise with other high quality organisations through a pan European AATCe network
- Associate your school, college or training agency with the Apple brand
- Create a direct contact at Apple to facilitate special needs and requests.

Apple will train your trainers, and certify them to professor standards. Your students will have the chance to achieve Apple Pro Certification status, Apple's own end user certification, in one or more applications. This will give them even more advantage in the workplace.

As an AATCe you will also be able to apply to the Apple on Campus Programme for specific staff and student discount prices for Apple hardware and software.

So how do you apply? The Programme 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 [www.apple.com/uk/education/aatce](http://www.apple.com/uk/education/aatce). Apple will review your application and an Apple representative will contact you.

"Final Cut Pro is a very flexible tool – it can be as simple or as advanced as we want it to be. I wanted a system that could lead in the market, not fall behind. With Apple, I have that."

**Maciej Sojka**  
General Manager of TVN network – Poland

## AATCe in action – Rheinische Fachhochschule (RFH) Cologne

RFH trains and educates part-time and full-time media as well as design students. All have to pay for their own courses, and many have to balance the pressures of work and study.

Those students have voted to pay extra fees to spend extra time training in Apple Pro Applications software skills. Their decision is powerful backing for the university's status as an Apple Authorised Training Centre for Education.

"The level of interest in Final Cut Pro, Motion and DVD Studio Pro shows that students see those skills as vital preparation for future careers," says Alex Thurley, Media Centre Head at RFH.

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

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 with the skills to use the industry's standard, flexible tools.

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.

"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 one AATCe aims to boost its local creative economy...

The West Midlands region of the UK around Birmingham is well known for its manufacturing and engineering achievements of the past 150 years. As jobs fall away in those traditional industries, The University of Central England's Technology Innovation Centre (TIC) is hoping to build a new reputation for the local area based on new media and creative businesses – with the help of Apple and its AATCe status.

"The Apple platform is widely recognised as the professional standard in creative industries," says Steve Smith, whose Interactive Media team at TIC provides the training. "We want to give our students the best start in their careers and support our local creative economy. We see those objectives as parallel."

"Education and training is not enough. We think we have an important role to play in driving demand within the market here to stimulate the creative economy," says Steve Smith. "Apple is key to our credibility if we want to do it well."

"Logic is my musical playground."

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

## A snapshot of Europe's AATCe network today

The AATCe Programme was introduced in Europe in 2005, and over 300 students were certified in the first half of 2006. AATCe coverage is extending from Belgium, France, Germany, Italy, Spain, Switzerland and the UK into Denmark, Norway, Portugal, Poland and Russia.

### Belgium

- Helb – Inraci
- RITS Erasmus Hogschule

### United Arab Emirates

- Dubai Womens College

### Spain

- Trazos Infografia S.L

### Switzerland

- Hochschule Fuer Gestaltung Und Kunst

### Sweden

- Medieproduktion

### South Africa

- Afda Film School

### United Kingdom

- Alchemea College of Audio Engineering
- Amersham & Wycombe College

- Bath Spa University
- Belfast Institute of Further and Higher Education
- Confetti Institute of Creative Technologies
- Gloucester College of Arts And Technology – Centre For Arts
- Lipa
- Metropolitan Film School
- Norwich School of Art & Design
- Point Blank Ltd (music College)
- Ravensbourne College of Design
- School of Intermedia And Performance Arts, Doncaster College
- School of Media Music & Performance
- Staffordshire University

- Technology Innovation Centre (University of Central England)
- Thames Valley University
- University Of Derby, School of Art & Design
- Walsall College of Arts & Technologies
- Perth College
- Ealing Institute of Media
- The Institute of Contemporary Music Performance
- The London Center of Contemporary Music
- Academy of Contemporary Music
- University of Westminster
- Fas – Training Services Unit Media Centre