

“COMMENT”

By JAMES Director
Dennis Weinreich



It has been a challenging year for our sector in education with student numbers down, constantly changing goals from government and many questions about where our Creative Industries are going.

Music has always been the anchor for JAMES with most of our Assessors and Executive coming from a Music Production and Engineering background. But JAMES also has strong links to all of the Creative Industries and we include Film and Television Production, Post Production as well as strong links to the support industries such as Manufacturers, Suppliers, Retailers and Equipment Rental Companies. The UK is a centre for professional audio manufacturing with SSL, Neve, Focusrite, Prism and many other companies all based here and all looking for talent.

In the coming academic year we look forward to presenting forums for both those delivering courses and students in Dolby Atmos, Foley, Sound Design, live sound for diverse venue sizes and of course the unequalled Gus Dudgeon and JAMES Summer School where between 10 and 12 of the top students from JAMES Accredited



Courses spend a week at a major recording studio seeing the record making process from beginning to end, coached by top industry professionals. This year we again returned to the famous Rockfield Studios with Engineers Joe and Jack. Please see the full report elsewhere in *The Review*.

JAMES Accreditation means that industry professionals have looked deeply into your course and have seen that the content and delivery are correct for current practices. That students will leave the course with the skillsets they need to have

“The students will leave a JAMES accredited course with the skillsets that are required in the media industries.”

careers in Music Production, Film Production, Presentation, Performance as well as Live Sound, Audio Distribution and Manufacturing and my own area, Moving Image Audio.

We continue to engage with our industry partners to see which skills they are looking for in new hires, particularly Graduates, and feed this back to the JAMES Accredited Institutions.

JAMES is industry linked to education. We are your conduit to industry and best practice and look forward to working with you in the coming academic year.

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