Cutting edge training for future broadcast professionals

Blackbird have been working with Ravensbourne to revolutionise vocational training for broadcast students - providing them hands-on experience with cutting edge video editing technology.

Ravensbourne

CHALLENGE

The broadcast courses at Ravensbourne needed a faster and more efficient workflow structure for more practical and productive course trainings.

Traditional industry technology is hardware based and was therefore expensive for the university to accommodate all students.

Ravensbourne has large classes working on a varying range of video footage. The hardware-based training workflow caused high latency and long delays in access to course materials.

With limited practical experience as a result, graduates lacked skills when transitioning to the broadcast industry, limiting their employability.

"We want our students to understand cloud-based editing as part of a workflow increasingly being used in the professional industry... everything is moving to the cloud."

Greg Loftin
Course Leader, Ravensbourne

"When I put it on my CV for the work experience placement, they were really interested - it was different to what they had seen before."

Jake
Student, Ravensbourne

SOLUTION

Hands-on training: Blackbird gives students a good introduction to the media industry, as they learn the fundamentals of logging, editing, review and search in an easy-to-use platform.

Professional industry workflow: Blackbird provides a professional cloud workflow and training used and approved by the broadcast industry.

Innovation of lecture structure: Cloud-based technology allows tutors to quickly share video material for larges classes to instantly access and edit independently.

Scalable workflow: No extra hardware is needed. Blackbird works on any computer internet browser with low-bandwidth internet.

Tutors have complete administrator control: Of all data and access with visibility and role management. Users can be added or removed as required.

Live communication tools: For student collaboration, coursework review and technical support.

BENEFITS

Increased graduate employability

We provide broadcast students with cutting edge, industry standard technology and user training

Increased course value

Blackbird has helped the university to increase its competitiveness as a Higher Education option for students - providing the right resources, skills and training for production and broadcast careers

Cost-effective software as a service

Our subscription packages and pay-as-you-go tariffs save money for education providers

REVAMPING THE ROAD TO MASTERY

Blackbird seamlessly bridges the gap between learning the craft of editing and flexibility. By introducing a low-cost, easy workflow structure, Blackbird provides an innovative learning experience with long-term industry benefits.

To find out how Blackbird can improve your industry training programme, get in touch with our team today.