

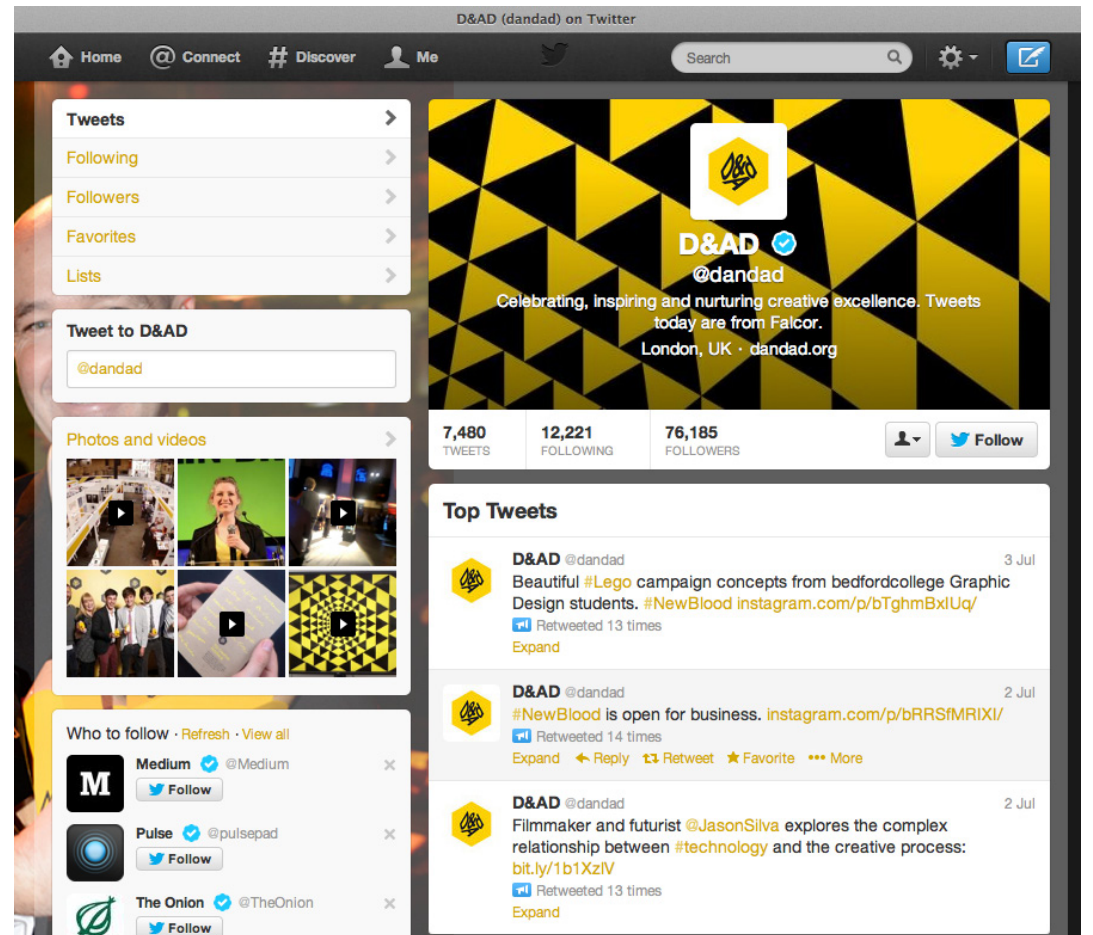
D&AD website Profile for Bedford College

We believe passionately that ideas create effective, memorable and distinctive communications. We also believe emphatically in approaching every problem from scratch, achieving a ruthlessly simple definition to that problem, looking at it sideways, taking risks and understanding the importance of a great execution and collaboration.

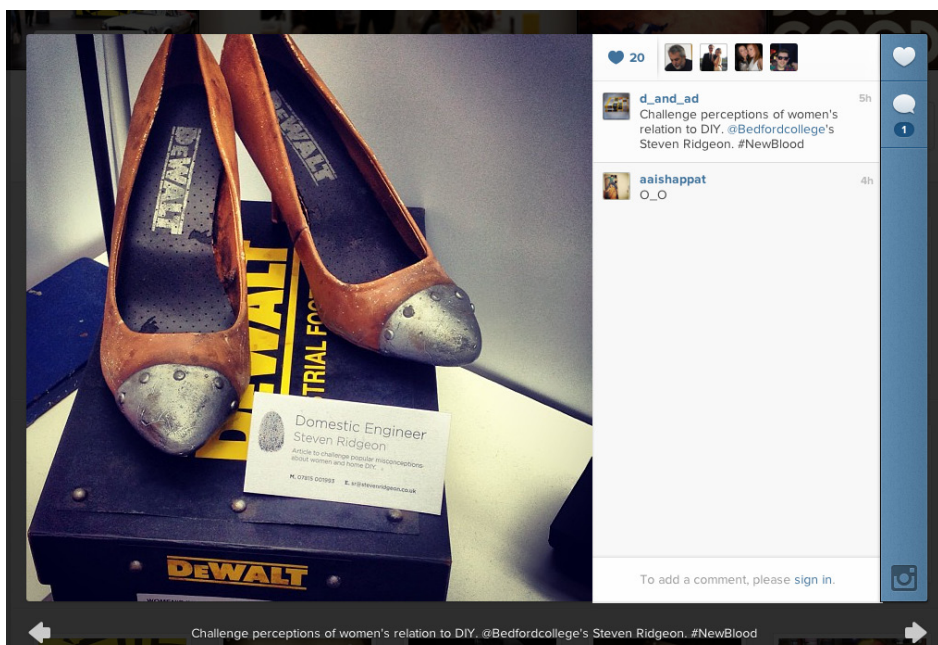
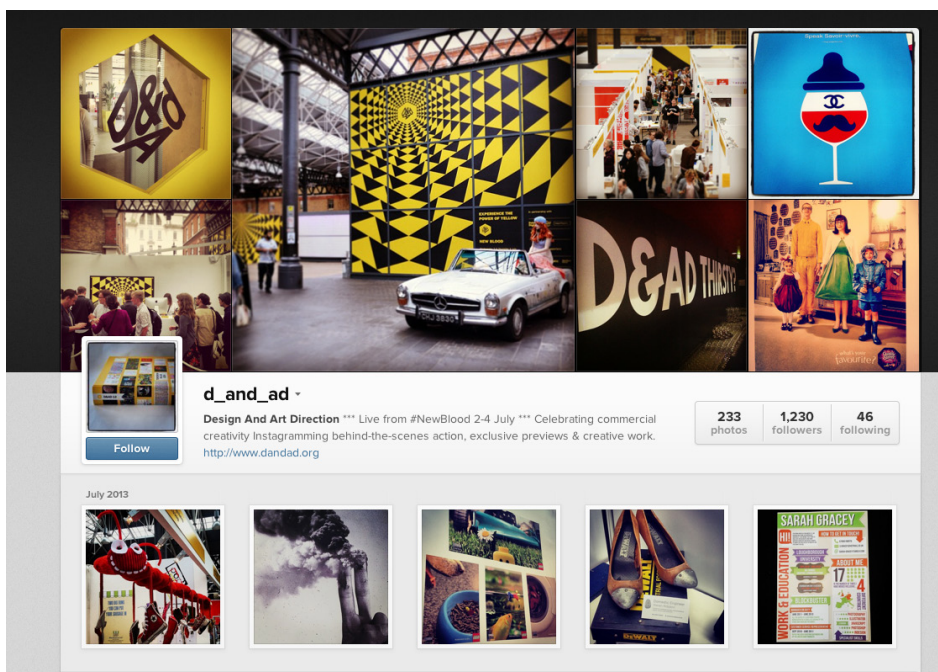
We offer a progressive and driven learning environment, and with group sizes of below 20, we are able to develop unique working relationships with all of our students. Supported and guided by an impressive network of national and local professional contacts, we have an excellent record for working on live briefs, winning awards and placing students directly into employment.

Bedford College is within easy reach of London (35 minutes by train), and offers competitive annual course fees of only £4,960 with an automatic £500 bursary for progressing internal students .

Curriculum offer: Graphic Design, Advertising, Branding and Digital.



Twitter Feeds



More Lego inspired awesomeness from Bedford College Graphic Design Students James Cooper and Paul Garrett.



Beautiful #Lego campaign concepts from @bedfordcollege Graphic Design students. #NewBlood
DESIGN AND ART DIRECTION · 5 HOURS AGO

QUOTES FROM INDUSTRY VISITING BEDFORD COLLEGE NEW BLOOD STAND JULY 2013

"I've visited New Blood in the past and I seen some great emerging talent, but I have to say that this year, in my opinion, was by far the best. There were some brilliant ideas, great thought processes and overall creativity, but I think what made it so successful for me was the clear and beautiful way that student work was presented. Your stand, among a few others that spring to mind, was particularly good. Great ideas presented in a simple and clear way to high standard. It was also great to have opportunity to chat to a few of your students who have a great attitude and are able to eloquently talk about their work.

Mara Vojnovic
Creative Director,
Mars Advertising Agency, London

I was at New Blood yesterday and saw some great work on your stand.

Please let me know if any of your D&AD students would be interested in applying for the position at my agency as graduate conceptual designer. We particularly liked the work of Kashpal, James, and Keris as it made us laugh and was beautifully executed.

If you can encourage all of your students to check out our website and have a look, it would be great to meet some of them and see their full books in the next few weeks.

We are Shoreditch-based, and mainly deal in Shopper marketing, which is basically path-to-purchase advertising (a bit more strategic and design-based than traditional advertising), and generally work for the biggest clients you could think of! It's quite a small department, so a great place to learn and play.

Hope to speak soon!

Thanks and enjoy D&AD

Ethan Kennedy,
Senior Art Director,
Mars Advertising Agency,
London

"Upon looking around the many booths at New Blood I was really impressed with the level of polish, humour and standard of engaging design from Bedford College."

"It was whilst looking for packaging work that I came across Bedford College. The students' design calibre and style really caught my attention, there was so much desirable skill and talent in a small area."

Please feel free to change edit, and adapt those short statements.

Jimm O'Dell
Designer & Developer
SATZUMA LTD

When you put together staff who are passionate about what they do and students who are eager to learn, you get Bedford College. Not only the big ideas, but ideas beautifully executed. Every time I see work from Bedford College at events like D&AD New Blood, it's hard to believe it's only a two year course. A lot of the bigger name colleges could learn from their way of doing things.

Gary Cooke, Creative Partner,
Feelgood Agency

Hi Jeffrey,
I was very impressed by the graphic work on your booth at New Blood today. Right now we are looking for a junior designer to join our team. I would be grateful if you could pass this information on to your (best) graduates!

You may know our brand, we create fun products that often use graphics to communicate and packaging is hugely important to us. See some examples below...

Sam Hurt, Founder,
SUCK UK LTD

Thanks for getting in touch, I'm more than happy to give feedback.

For me, out of all of the New Blood stands, the Bedford College stand was the most "on-trend" with the industry. It was great to see that the students were covering all bases: print, digital, mobile, interaction etc and were physically making things and experimenting which is exactly what we're seeing in the industry.

I hope that helps! Bedford College was easily the best stand, even receiving an email from yourself just shows that yourself and your students are keen to put the effort in to get started in the industry.

Many thanks,

Steph Burningham,
Mobile Designer,
Jam

"Hi Steven,
I took a look at your portfolio at New Blood and I really like your work.

I thought I'd let you know that we have an opening in the Content Creation team here at Jam and so I've passed your details on to Bonny Parker and Michael Hobbs who head that team so it's possible that you may hear from them soon. Do check out our work at www.spreadingjam.com

If you've got any questions about Jam feel free to fire them over.

Many thanks,
Steph Burningham,
Mobile Designer,
Jam

**QUOTES FROM INDUSTRY
VISITING BEDFORD
COLLEGE NEW BLOOD
STAND JULY 2013**

Hi Jeffrey,

It was good to meet you at New Blood. It was nice to see a high standard of work at the show and the Bedford work was certainly one of the standout groups.

Regards,
Andy Powell, Associate Creative Director
The Good Agency

Hi Jeffrey,

Bedford acknowledged what many exhibitors seem to forget: it's an exhibition! Work should draw you in with instantly engaging examples of smart thinking. Once in, then longer stories can unfold. But that first hit is essential - and Bedford do it very well. Smart thinking indeed.

Ben Marshall
Creative Director,
Landor Associates, London

QUOTES FROM OUR STUDENTS VISITING NEW BLOOD 2013

Morning

WOW what a great exhibition. We had soooo many great comments last night, not just from people looking for interns etc but just general people walking past. They were extremely impressed with us lil ol' HND students up against 3rd year uni grads'. One person said to me that they loved the amount of work we had and used space well. I know sometimes less is more (as some had done) but I think we ROCKED it!!!! :p

And attached are two business cards from guys looking for interns. Jimm from Satzuma was very complimentary about us as he himself had done an HND course and he said he felt drawn to us because of it lol.

Can't wait for next year now!!!

Keris

Hi Jeffrey,

I really enjoyed my trip to New Blood. It was great to receive such good feedback, not only from other students, but from industry professionals. Many people were stopping at our stand, taking lots of photos of various projects on display and intrigued to find out more. I handed out lots of people's business cards, so hopefully we will receive some more job opportunities soon.

I have compiled a PDF of some of my best work and am sending it over to Ethan first thing tomorrow. I will follow up on Landor Associates, fingers crossed!

Your continued support is greatly appreciated.

Paul

Hi Jeffrey,

When George and I were manning the exhibit. We had the tutors from some college near Cambridge speak to us. They were incredibly impressed and said they think the way we set our panels out were the best. They said that for three years running they thought Bedford College was strong and that it just goes to show that a HND is not weaker than a degree.

Best,

Jenny

Hi Jeffery,

My Portfolio interview at D&AD went really well! Saw a guy called Mathew Smith who worked at SAS. I got a lot of positive feedback on my work and a couple of things I could change and work on. He particularly liked the what do you see project with the pencil shavings and the construct font!

Lauren

Hi Jeffrey

The portfolio surgery went really well. The person who interviewed me was a designer called Matthew Smith from SAS London. He said he liked my work and gave me some advice. He also gave me his business card so I could contact him in the future.

Steven

Our creative industries are a real success story. They are worth more than £36 billion a year; they generate £70,000 every minute for the UK economy; and they employ 1.5 million people in the UK. According to industry figures, the creative industries account for around £1 in every £10 of the UK's exports. (Gov.uk)

Fears of the recession decimating the industry do not seem to have materialised. A third recruited at least one designer last year and just over half experienced either no change or increases in income.

Our research also shows that design is a resilient sector: the industry grew 29 per cent during a period of recession (2005-2010).

The UK's design industry is the largest in Europe and one of the strongest globally.

New Government research on the design industry has found that design is highly export-facing. Around 35 per cent of UK exports come from industries that employ higher-than-average concentrations of designers, and the UK exports almost 50 per cent more design than it imports.

Design is a diverse sector encompassing a wide range of professions and activities, including interaction design, system design, automotive design, sustainable design, retail design, product design, service design, graphic design as well as architecture and urban design disciplines.

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source (Gov.uk)