

STUDIO SALFORD

THE UNIVERSITY OF SALFORD: DESIGN AND MEDIA AGENCY

Studio Salford is an agency within the School of Arts and Media at The University of Salford. We provide a range of design and media services to create innovative content for university departments, industry partners and external clients.

Students and alumni work for the agency from a range of degree programmes within Arts and Media including Film Production, Television and Radio, Graphic Design, Photography, Journalism, Digital Media and many more. They are individually chosen by the Design and Media Studio Managers who lead on each project to ensure a professional service for clients. Facilities available include state-of-the-art TV, radio and photography studios, editing and graphic design suites and the latest industry-standard cameras and sound equipment.

All students and alumni are paid for each project they work on and gain valuable experience working within a mentored environment and building on individual portfolios and skills. This professional experience enables students to embed the learning that they have received within their degree programmes and by working together in interdisciplinary teams, they are able to apply these skills in a work environment prior to graduation.

Examples of the range of areas students and alumni can work on with Studio Salford:

DESIGN

- Artwork for corporate spaces
- Animation
- Brand guidelines
- Design: printed and digital
- Photography
- Photoshop

MEDIA

- Audio and Video Podcasts
- Branded content
- Interviews
- Filming events and conferences
- Longer form documentary films
- Short form films for social media

PROJECT EXAMPLE - ZYMURGORIUM

Zymurgorium is Manchester's first craft distillery. The project involved the design of; brand guidelines, product brochure, leaflets, project folder, business cards, letterhead, photography, 4 x 1 Minute corporate trade films and a 5 Minute documentary.



"I graduated with an MA in Media Production last year, specialising in documentary making and storytelling. I am passionate about filmmaking and editing and working for Studio Salford is a fantastic opportunity. The Zymurgorium project has been really interesting and it has offered me the chance to put my creative and technical skills into practice."

Josh Spencer, MA Media Production Graduate

"Studio Salford has given me experience working alongside others to meet a deadline for a client. It was interesting to communicate with the client directly, especially over the phone, to resolve design problems. Working with Studio Salford has provided me with real life experience which I can reflect on and take with me after I graduate."

Hannah Kirkland, BA Graphic Design Student

"We were delighted Studio Salford were chosen to deliver a project working with Zymurgorium, an award-winning local business with international reach. Within this multi-platform project our Design and Media Studio Managers chose the apposite student teams to undertake the work - bringing their expertise and creativity to deliver on budget and on time."

Sam Ingleson, Associate Dean; Engagement & Enterprise/School of Arts and Media



Yasmin's expertise within design are crucial to the organisation of the agency, which enables students to gain experience working on live projects. Her industry knowledge and creativity provides students working with Studio Salford one-to-one mentoring. This also gives reassurance to clients and industry partners, that the projects are professionally managed.

Yasmin Stopford, Design Manager



Christine's many years of experience in filmmaking helps her choose the ideal student team for each project - and offers clients expedient solutions to their briefs. She is passionate about supporting media students to build on their storytelling, creativity and technical ability and offers mentoring to each student who works for Studio Salford.

Christine Pyke, Media Manager



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