

Case Study - The Learning & Skills Council (Video & DVD Production)

LSC – The Challenge



The Learning & Skills Council contacted

AVT to produce a video to promote apprenticeship schemes in Sussex. The focus was to highlight the benefits of the apprenticeship scheme to both students and employers.

The video needed to appeal to a large target audience made up of employers, teachers/parents and students (young and mature).

It was vital that the creative treatment was both visually appealing and informative - conveying the message to students and employers that apprenticeship schemes offer many rewards for both parties.



AVT – The Solution

AVT produced the video in an interview lead style which included action shots of apprentices at work. This enables viewers to see and hear what life is like for students on apprenticeships, and gives information for employers on the processes and realities of hiring apprentices.

Ten apprentices and their employers from all over Sussex were interviewed in a wide



variety of employments such as Rolls-Royce car manufacturing, veterinary nursing, life guarding, carpentry and stable management.

To keep the video visually appealing interesting camera angles and movements were used, combined with stylish lighting and action shots to keep the viewer engaged. For each participant on the video AVT created a slick televisual style intro.

AVT worked closely with the LSC to produce a list of key messages that could be followed during interviews and checked in the post-production

stage. The video was chaptered into different sections for apprentices and employers, so that the relevant information is easy to find on the video.

An extra section was added to the video to highlight the apprentices and employers at Rolls-Royce.

The Results

Final delivery of the video was put onto DVD and also uploaded onto the internet for students and employers to view.

DVDs were then sent to businesses, colleges, careers advisers and public libraries throughout Sussex.