



Imagine Everything

Leading regional academy for Creative, Digital and Performing Arts



Imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

CONTENTS

Welcome	04
Ethos, Vision & Values	05
Learning at BOA	06
Courses on Offer	07
Vocational Subjects	08
Guidance & Support	09
Creative Arts	10
Digital Arts	12
Performing Arts	14
Enrichment	16
The Building	17
Sponsors & Partners	18
How To Apply	19





WARM WELCOME

I would like to wish you all a very warm welcome to BOA.

As Principal, I am ambitious for students and for members of staff. I am proud to work on behalf of and alongside such talented individuals. Collaboratively, we ensure high standards of teaching and learning across the academy, as well as providing exciting opportunities in all subject areas.

There is a unique ethos at BOA – a truly caring and supportive culture – that inspires all students to achieve their very best, both in their academic subjects and in their chosen arts pathway. We are committed to delivering a broad curriculum that equips students with essential skills for life, a thirst for knowledge and a creative appreciation of the Arts. We are delighted with the results our students achieve and we are committed to unlocking the full potential of all learners.

We look forward to welcoming you to one of our Open Days and Open Evenings to find out more about the exciting curriculum on offer at BOA.

Please read the section on Admissions (www.boa-academy.co.uk/admissions) on our website – we are a selective academy based on an aptitude for one of our arts pathways.

We welcome applications from students regardless of academic ability – the most important attributes are an enthusiasm for learning and the potential to thrive in a chosen arts pathway.

If successful, you will be supported by a dedicated team of staff who endeavour to deliver the very best in education. In return, you will be a considerate member of our community who recognises the importance of excellence and strives to achieve your very best.

I look forward to welcoming you to BOA

Yours truly
Alistair Chattaway

ETHOS, VISION & VALUES

BOA Creative, Digital & Performing Arts Academy is committed to providing high quality and distinctive post-16 education through a specialist curriculum delivered in outstanding facilities.

The academy seeks to attract students from across a range of backgrounds and academic abilities who are able to demonstrate aptitude in the creative, digital and performing arts.

Specialising in the arts, we will provide a dynamic and personalised learning pathway for each individual. It is our philosophy to unlock each student's potential. Through our teaching, partnerships, industry links, pastoral care and monitoring we aim to foster ambition and a culture of high expectations and standards.

We aim to maximise the life chances of all our students by providing a stimulating, exciting, challenging, respectful and safe environment where every student is valued, listened to and responded to.

Staff, partners and students operate in an atmosphere which promotes excellence, celebrates success and encourages opportunities for risk taking through which real learning can take place. Students will not only achieve their personal best but exceed all expectations.

Creative teaching, state-of-the-art technologies, imaginative approaches and industry professionals working alongside outstanding teachers makes learning interesting, exciting and effective.

As a regional academy of excellence for the teaching of creative, digital and performing arts, BOA combines the academic and vocational to provide unrivalled opportunities for its students to work alongside industry professionals.

Located at the hub of the creative and digital industries and adjacent to Birmingham City University's city centre campus, the academy

is able to draw on the experience of our education and industry partners. BOA has already developed a range of joint projects and programmes of study with the industries in which students would be likely to find work.



imagine everything at BOA

LEARNING AT BOA

We aim to develop students academically, vocationally, socially and morally so that they leave the academy as independent, co-operative, responsible and creative young people who will have well-developed resilience and drive for learning within the arts and related technologies. We believe that these skills and qualities, coupled with relevant academic and vocational qualifications, prepare our students to go onto further and higher education and into the world of work able to positively contribute to society.

BOA will provide a range of unique learning experiences and opportunities which will prepare its students for both education and employment.

The curriculum is designed to create a learning pathway that meets the aspirations and talents of the individual and blends the traditional with both the professional and work-based vocational.

BOA is at the cutting edge of academic and vocational training in the creative, digital and performing arts. The curriculum offered is designed to enable students to develop higher order co-operative and collaborative skills relevant to working within the arts, creative and media industries.

imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

COURSES ON OFFER

BOA Creative, Digital & Performing Arts Academy offers post-16 students the opportunity to specialise in the subjects they love and in which they show real talent.

Our learning pathways include vocational and traditional academic courses. Different types of courses can be combined to suit individual skills and talent. Our enrichment programme provides additional opportunities to extend interests and areas of study.

Specialist vocational qualifications are highly valued by industry and higher education. They encourage and stimulate students' achievement through practical learning and forms of assessment based on applied knowledge and understanding of the relevant subject area.

Vocational courses provide considerable opportunities for teamwork and in-depth study based upon specialist activities.

Level 3 vocational courses are broadly equivalent to 3 A levels in the National Qualification Framework and are accepted for university entry via the UCAS points system.

We currently offer vocational pathway options in:

- ACTING
- CONCEPT ART
- DANCE
- MUSIC
- MUSIC TECHNOLOGY
- MUSICAL THEATRE
- SOCIAL MEDIA DESIGN, MARKETING & RADIO PODCASTING
- VISUAL ART & DESIGN

As well as the principal vocational pathway, students are encouraged to take additional forms of accreditation. These may be academic A' Levels or pathway accreditations such as the Arts Award.

Personal development is of major importance and students have a full tutorial programme including careers guidance.



imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

ACADEMIC A2 SUBJECTS

A limited number of A2 qualifications will be offered, depending on GCSE results, future plans and activities. This is discussed at interview once a student has gained a place at BOA.

The following are examples of subjects we intend to run, depending on numbers:

- Mathematics
- English
- History
- Geography
- Media
- Fine Art
- Environmental Science

Please note: we do not offer Languages or Sport at Post-16.

The entry requirement for an additional A Level is 5 good academic results. This should include at least a grade 6 (ideally 7) in the subject of your choice.

It is compulsory for students who have not achieved a grade 4 or above in GCSE English or Mathematics to re-sit. More information about additional study courses will be sent to successful applicants before they start.

Please note - these are the courses on offer when this prospectus went to press, they are subject to change in response to government guidelines.





GUIDANCE & SUPPORT

TUTORS

All students will be in a tutor group. The tutor is the key person concerned with welfare and guidance. Tutor groups will meet as a whole but there will be regular individual tutorials at which students can discuss academic progress and other issues. Tutors will have regular feedback from subject teachers and will also pay due attention to attendance.

YEAR GROUPS

Tutor groups are arranged within each year group and take students from across the pathways.

TEACHERS

These are the most important contacts. They will be teaching and guiding students to achieve academic success. They will advise students about progress and will regularly report back to tutors and parents. They are also a useful source of information about careers and progression into higher education or employment.

ASSESSMENT & REPORTING

Communication with home is of paramount importance. At the beginning of Year 12, we hold a settling in evening for all parents/carers. In addition, grade cards are sent home at regular intervals. There will be a full written report at the end of Year 12 and an additional parents' evening in the summer term. Students are expected to attend these meetings alongside their parents/carers.

CAREERS & UNIVERSITY

Due to the nature of our academy and curriculum, students will be in frequent contact with professionals in the creative industries. They will be able to seek advice on an ongoing basis. However, to formalise this, in the middle of Year 12, the academy will run an in-house "Futures Course". This will be dedicated to university choices, UCAS applications, work placements, job opportunities and internships. Information about grants, loans and fees will be available to parents and students.

VOICE OF BOA (VOB)

There is an elected Student Board actively involved in decision making. This Board will meet regularly to bring a student perspective to the academy organisation. They discuss issues affecting the academy.



○ VISUAL ART & DESIGN

Visual Art and Design offers two distinct specialist pathways. Students apply for and follow one pathway, allowing them to develop specialist skills, produce an individual portfolio and prepare for progression into higher education or the creative industries.

○ WHAT WE OFFER - FINE ART TEXTILES & PHOTOGRAPHY

The Fine Art, Textiles and Photography pathway offers a broad and ambitious exploration of traditional, contemporary and experimental art and design practice.

Students will develop practical and creative skills across a range of disciplines, which may include drawing, painting, printmaking, mixed media, sculpture, textiles, fashion, surface design and photography. They will investigate materials, techniques and processes while learning how to develop ideas from initial research and experimentation through to resolved outcomes.

○ WHAT WE OFFER - CONCEPT ART

The Concept Art pathway is designed for students who want to create original characters, creatures, environments, objects and visual worlds for the creative and entertainment industries.

Students will develop strong foundations in observational drawing, perspective, composition, anatomy, colour, lighting and visual storytelling. They will use these skills to generate and communicate imaginative ideas for contexts such as games, animation, film, television, publishing and immersive experiences.

The pathway combines traditional art and design techniques with digital creative practice. Students will learn how to investigate a theme or brief, gather and interpret visual research, generate a range of initial ideas and develop these into purposeful, resolved outcomes.

○ STUDENT PROFILE

Students applying for Visual Art and Design will demonstrate enthusiasm, aptitude and curiosity in art, design and visual communication. They will enjoy generating ideas and creating work through practical, photographic or digital processes.

Students should be imaginative, willing to experiment and open to exploring unfamiliar materials, techniques and creative approaches. They will need to be independent and self-motivated while also responding positively to collaboration, feedback and professional expectations.

The course involves practical production, research, written and visual analysis, presentations and ongoing evaluation. Strong organisation and time-management skills will therefore be important. Students will be expected to develop and maintain a comprehensive portfolio throughout the two years.

CREATIVE

VISUAL ART & DESIGN

○ PROGRESSION

Students will develop a portfolio that supports progression into higher education, specialist training, apprenticeships or employment within the creative industries.

Potential progression routes include:

Fine art and illustration
Textiles, fashion and surface design
Photography and visual communication
Graphic design and publishing

Concept art and visual development
Games art and games design
Animation and storyboarding



Imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

△ WHAT WE OFFER

Our aim is to offer students a diverse range of specialist courses, and options designed to equip them with the confidence and skills to engage creatively with the exciting, innovative and fast developing world of digital arts in its many forms. Our courses will provide students with challenging project-based learning opportunities to develop a wide-ranging and sophisticated set of digital and media skills that will enable them to specialise further as they move into higher education or into one of the many digital and media industries. We will promote the concept of digital arts in its widest sense, treating traditional and new digital practices and studies as complementary to each other.

△ STUDENT PROFILE

Students applying for this pathway will show an aptitude for social media, content creation, digital design or creative media. They will be enthused by social media, digital design, content creation, marketing and radio podcasting. Social Media Design students will enjoy creating imaginative work that is both highly original and inspired by the pursuit of digital excellence. Each student will be expected to build up an extensive portfolio of work for assessment so will have good organisational skills. Coursework will be completed in a variety of ways - mainly practical productions but also oral and Powerpoint presentations, written evaluations and blogs. Students will therefore be confident to express ideas in these various media and be adept at objectively evaluating their own work. Social Media Design students will also be encouraged to participate in an active culture of media engagement and to appreciate the historical, social and cultural contexts of their work, so will have an affinity with these concepts.

Students will be selected onto the Social Media Design, Marketing and Radio Podcasting course through an aptitude workshop. All students will study the same mandatory units, but each assignment will allow for a degree of specialisation to meet the needs, skills, interests and aspirations of individual students. The world of social media, marketing and radio podcasting is exciting and diverse. Our courses will reflect the opportunities that come with that diversity, so each course will have a further personalised learning option.

DIGITAL

SOCIAL MEDIA | DESIGN | MARKETING | RADIO PODCASTING | CONTENT CREATION

△ PROGRESSION

The progression routes for our students will be diverse. Either entering the world of work within Social Media, Media or Radio Podcasting with many students having had success in social media apprenticeships including at the BBC, ITV, Channel 4, Sky and more.

Alternatively, students may continue into higher education or specialist media schools.

We will reflect this by offering students the opportunity to experience a full range of creative digital outlets suited to their interests and skills



□ WHAT WE OFFER

The main aim of the acting, dance, musical theatre and music courses is to provide students with industry style performance opportunities, empowering them to learn more about their chosen art form and themselves. We promote learning through collaboration and place an emphasis on the value of team work, artistic experimentation and using the arts as a vehicle for change.

This will be realised through high quality performance projects, ranging from acting and dance showcases to music concerts and full-scale musicals in the academy's main theatre or at a number of external venues in the city centre, such as the Old Rep Theatre and the Crescent Theatre.. Students will also have the opportunity to perform in the local, national and international community. All the performing arts courses will be busy and challenging, providing a strong vocational context. Many of our curriculum projects will be supported by our creative industry partners. We will also benefit from our links with the music industry through our founding partner, The BRIT School.

□ STUDENT PROFILE

Students opting for the performing arts pathway will show enthusiasm, passion and aptitude in dance, acting and/or music. Performing arts students will be versatile and flexible in their approach to their work. The demands of the courses we offer require that students need an energised, focused and committed approach to developing both their practical skills and academic appreciation of the arts. Although there will be an emphasis on learning through doing, students will be expected to study the theoretical aspects of the arts through social, cultural and historical appreciation and evaluation.

Students will be selected onto a performing arts pathway through an aptitude workshop in which a preference will be identified for a particular option. The performing arts course will offer two main specialist pathways (Performance and Music). Each pathway will allow for distinct specialisation from the first year of study, so as to meet the needs, skills, interests and aspirations of individual students

PERFORM

ACTING | DANCE | MUSICAL THEATRE | MUSIC | MUSIC TECHNOLOGY

□ PROGRESSION

Progression routes for performing arts students may take them directly into the world of work, either as practitioners, performers or production staff in the entertainment, music, film, or theatre industry. Alternatively, they may wish to further their studies by going to vocational school or university to pursue a degree.





ENRICHMENT

Alongside chosen studies, there will be a number of other courses and activities on offer to enable every student to fulfil their potential.

INDEPENDENT LEARNING

All students will be encouraged to work diligently and develop independence. Students have a purpose-built, fully supervised learning resource centre and numerous break-out areas to give them effective private study time.

WORK EXPERIENCE

Students will be offered work experience with placements to complement their chosen pathway. As many of our courses relate to a specific area of the arts, much of the study is a combination of learning through skills, focused work-related projects or work experience.

WIDER CURRICULUM ENTITLEMENT

Students are encouraged to take advantage of the wide range of opportunities available through extra-curricular activities, additional studies or the tutorial / pastoral system.

COMMUNITY & EXTENDED LINKS

BOA is part of our local community. Our facilities are available to be used by individuals, education and community groups. We wish to make a significant contribution to the creative, digital and performing arts culture of the region, in terms of both the facilities we make available and the activities, performances and services we can offer.

ARTS AWARD

This is an Arts Leadership Award which involves teaching younger people within an area of the arts and contributing to arts in the community.

TRIPS

There are numerous opportunities for students to enrich their learning through educational visits. Each pathway organises a variety of relevant 'off-site' experiences that are directly linked to their study.



THE BUILDING

The academy is a new landmark building situated in the centre of Birmingham adjacent to Millennium Point and at the heart of the creative industries.

Purpose built to industry standard, we can boast truly professional and up to date facilities and equipment to deliver a highly specialised curriculum.

THE ACADEMY HAS:

- CAD suites
- A TV Studio
- A Film and Lecture Theatre
- Production galleries
- Two recording studios and classrooms
- Two radio studios and classrooms
- Digital Media classrooms
- Editing and post-production facilities
- General classrooms and science labs
- A large student resource and learning centre
- Break out areas for independent study and relaxation
- Dining room and café
- Open air amphitheatre
- A fully equipped theatre with automated flying
- Nine dance studios
- Six rehearsal (drama) studios
- Recital and ensemble spaces
- Music and music technology rooms
- Photography dark room and studio
- Fine Art facilities
- Design facilities
- Painting facilities
- Ceramics facilities
- Textiles facilities
- Fashion facilities
- Animation facilities
- Digital art facilities
- 3D technology suite



imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

SPONSORS & PARTNERS

The emphasis on partnership formed the basis of the academy's inception, set out by founding educational partner, the BRIT School and founding industry partner Maverick TV, who have both worked alongside the sponsors.

The early vision for the academy was always to develop a strong outward facing ethos in which students and staff from BOA would benefit from a network of expertise and opportunities from partners and industry curriculum affiliates. These partnerships have continued to flourish in the academy's infancy; the links with the BRIT School and Maverick remain robust and vibrant, and new partners from across the West Midlands region and beyond continue to emerge as BOA becomes a hub for creative and digital innovation and excellence.

BOA is committed to engaging directly and creatively with its community, educational and industry partners. From the outset the academy has worked closely with Birmingham City Council and the creative industries in Eastside and beyond.

Academy partners offer substantial and significant long-term strategic support. They offer high levels of logistical and practical support and / or investment. They offer exciting opportunities for the students to work in collaboration with educational institutions and creative industries on a range of project developments. Importantly, they offer career progression into either higher education or the world of work.

OUR SPONSORS:

The day to day activities of BOA are funded by the Department of Education. Our principle sponsors are:

ORMISTON TRUST

Ormiston Trust is a national charity that aims to improve the life-chances of children and young people so they can fulfill their potential and lead happy and productive adult lives.

Our mission is to invest in the delivery of high quality practice in children's services and schools that will improve well-being and attainment. To achieve our mission, we work in close partnership with young people, families, the community and other stakeholders, including statutory and voluntary organisations, the private sector, and local and national government.

The Ormiston Trust is a multi-academy sponsor, with a number of academies operating across the country. The academies are supported through Ormiston Academies Trust and Ormiston Education.

Ormiston Trust
1 Bell Yard, London, WC2A 2JR. Tel: 0207 266 7940

BIRMINGHAM CITY UNIVERSITY

Birmingham City University is a forward-looking institution with 25,000 students and an excellent and established reputation for arts, media, performance and design. Birmingham Institute of Art and Design, Birmingham Conservatoire, Birmingham School of Acting and Birmingham School of Media are examples of parts of the University which together produce over 1,200 new creative industries professionals every year, making the University the largest supplier of new talent to the UK's cultural and creative industries outside London. A combination of academic and practical training, access to state-of-the-art facilities and professional development in partnership with industry leaders, ensures that the University's graduates enter the workplace with passion, creativity and the skills to succeed.

Linking up with the Ormiston Trust, Birmingham City University seeks to provide similar learning opportunities for the 14 to 19 age group and to provide real opportunities for talented young people from across the region. As BOA develops Birmingham City University will not only continue to provide advice and support on curricular development and industry engagement, but will introduce progression programmes to help ensure that academy students set themselves high aspirations and get access to high quality degree-level education.

Birmingham City University
University House, 15 Bartholomew Row, Birmingham. B5 5JU
+44 (0)121 331 5000

OUR FOUNDING PARTNERS:



The Brit School

PRG

Donates theatrical lighting
Offers placements and training



Maverick TV

Hits Radio

Provides work experience and placements.
Performance, event management and
videography opportunities.

COMPANIES WE HAVE WORKED WITH:

BBC	NDTA
Birmingham Central Library	NTI (BCU)
Birmingham City Council	PRG
Birmingham Rep Theatre	Punch Records
Birmingham Royal Ballet (BRB)	Q.U and The Old Joint Stock Theatre
Birmingham School of Acting	Re:Bourne (Matthew Bourne) and Hippodrome
CBSO	Rewired PR
Channel 4	Serious Games Institute
City of Birmingham Symphony Orchestra	Serious Games International
City Save Credit Union	Signal FM
Codemasters	St Martin's Institute of Higher Education
Company Chameleon	Strangeface Mask Company
Creative Alliance	Tate Modern
DanceXchange	The Birmingham Hippodrome
Eastside Projects	The Custard Factory
Film Birmingham	The Electric Cinema
Free Radio	The IKON
Keynote	Thinktank
Laban	Topshop
Live Nation	Trinity College London and the Arts Council of England
MADE	Walloverit
Mailbox	We Wanna Play
Maverick TV	Youth Dance England
Media Dog	
Millennium Point	
Motionhouse	
National Arts Awards and Arts Mark	

imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

HOW TO APPLY

Admission to BOA Creative, Digital & Performing Arts Academy is via an aptitude workshop within a specialist pathway. No prior experience is required. Even if you are a beginner, you may have the potential to be very good.

A downloadable version of our application form will be available on our website from 1st October 2022. You need to print it, fill it out carefully and return it by post before 31st January.

The majority of applications are completed online, via the following links:

Post 16 applications: <https://boa-applicaa.com/21>

Key Stage 4 applications: <https://boa-applicaa.com/19>

If you submit after this date, your application will only be considered after all those applications submitted by the deadline. You are therefore strongly advised to meet this deadline.

If your application form is successful, you will be invited to a practical workshop / aptitude test and interview.

Applicants are considered on the basis of aptitude in their chosen area and the criteria laid down in the admissions policy (the admissions policy can be viewed online at www.boa-academy.co.uk. Hard copies can be requested).

APTITUDE WORKSHOPS

Workshops will take place in February and March. There will be a chance for you to ask questions and clarify options on the workshop days. Confirmation of places will follow in April.

CATCHMENT AREA

We will recruit most of our students from Birmingham and the surrounding metropolitan boroughs of Coventry, Dudley, Solihull, Sandwell, Walsall and Wolverhampton. We expect 10% of our intake to come from the wider West Midlands.

WHO CAN YOU TALK TO?

Open events are advertised on our website www.boa-academy.co.uk

Email the Admissions team at: admissions@boa-academy.co.uk or call: 0121 359 9300.

For online applications, you will receive an automated email notification to say we have received your application.

For postal applications, you will receive an email from the Admissions Team to confirm receipt within 2 weeks of posting. Please ensure you put the correct postage on your application.



imagine everything at BOA

Art & Design / Concept Art / Social Media Design / Acting / Dance / Music / Musical Theatre

www.boa-academy.co.uk

Digital Arts | Performing Arts | Creative Arts

1 Grosvenor Street, Birmingham, B4 7QD

Tel: 0121 359 9300

Email: info@boa-academy.co.uk

www.boa-academy.co.uk



**CREATIVE, DIGITAL & PERFORMING ARTS
ACADEMY**