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Design student Nisha

Designs on their future

Work-experience students from a South Croydon school made such an impression during their time at a leading publishing house that their work was seen nationally.

“ It was fun and hugely rewarding working with this group of highly motivated and talented students. We’re looking forward to doing this again ”

Patrick Morrissey

Masthead, standfirst and reverse block – not everyday terms in the life of your average school student.

But, after a stint of work experience at magazine publishing house IPC Media, they have become quite familiar to students from Harris Academy Purley.

The youngsters were given the chance to try their hand at magazine design – and so impressive was their creativity they saw their work published after just a week on the job.

The six Year 11 students, who learnt the tricks of the magazine design trade as part of a work-related learning scheme, worked alongside some of IPC’s magazine art editors on titles such as *Guitar & Bass*, *VolksWorld* and *Prediction*.

The work experience was part of IPC Media’s Schools’ Design Programme, which aims to open up the world of magazine design to young people.

Before starting the placement at IPC, the six students completed a specially-created 10-session design course as part of the programme.

They also took part in a week’s “work simulation” at Croydon College, where they designed pages for their own magazine.

By the time they arrived at IPC, they had already gained a high degree of competence in the design software and were ready to impress.

IPC’s designers were so pleased with the attitude and technical ability of the students that all six succeeded in producing work that was published in an IPC magazine.

Nisha was one of the students on the programme, and she worked on *Guitar &*



Steven Bailey: art editor of *Guitar & Bass*, shows student Nisha the tricks of the trade



Student Leon: with *SuperBike* art editor Huw Williams



Arabella: with *Prediction* art editor Alexandra Bourdelon

Masthead – a magazine or newspaper’s title, as it appears on the front cover.

Standfirst – a short introductory paragraph, sitting between the headline and body text.

Reverse block – type, usually in white, on a black, or coloured, background. This text is an example of a reverse block.

Bass magazine.

She said: “I really enjoyed working with my host and the team.

“I enjoyed directing the photo shoot as I got to tell everyone what angles to shoot from.”

Catia, who worked on *Camper & Bus* magazine, said: “I learnt a lot about how magazines are designed, the teams that

produce the magazine and the different careers on offer in this industry.”

The IPC Schools’ Design Programme was set up in 2005 in partnership with A New Direction – a London-based charity that works with schools and young people to develop creative approaches to learning.

As well as offering a valuable experience to

students, it allows IPC to build positive relationships within the local community and to have close contact with a key audience.

It is also a positive experience for the company’s art editors.

Patrick Morrissey, group art editor at IPC’s Croydon office, said: “It was fun and hugely rewarding working with this group of highly

motivated and talented students.

“We’re looking forward to doing this again.”

IPC’s Schools’ Design Programme was extended to Croydon for the first time in 2009.

Harris Academy became involved through the support of the Croydon Education Business Partnership.