



The British Interactive Media Association
Bringing new media into focus

Inspiring Future Talent

The BIMA Schools Digital Challenge 2010



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About BIMA

Established in 1985, the British Interactive Media Association (BIMA) is the trade association representing the diverse interests of the UK interactive industry.

Whether a large software house or an up-and-coming developer, a creative agency or a media consultancy, working online or on disc-based media, in education or business, all members share a common goal: to promote the use of interactive technology to business and the public and to exchange information and advice on the technology, application and business of new media.

Our Mission

BIMA works to support creative excellence and craftsmanship in all digital media.

Our mission is to represent the many different strands of the interactive media industry and to maintain and raise the standards of excellence by education, active support, and practical encouragement.

Our aims are to:

- Act as a portal between government, corporates and creative media
- Promote dialogue within the interactive media industry
- Recognise and reward creative excellence within all fields of the industry
- Encourage new creative talent to enter the industry
- Link groups of creatives throughout the UK
- Act on behalf of the industry for its customers
- Seek opportunities for funding to promote the interests of UK new media internationally
- Set up opportunities for training, networking and recruitment
- Establish standards in industry – for instance, in copyright issues, contractual matters, and codes of conduct and best practice

Wide membership

With hundreds of organisations and individual members from all sectors of the interactive media industry, BIMA provides a vital way to keep up with developments in this fast-moving sector. BIMA provides access to market data and intelligence through links with government departments and professional bodies and provides regular talks and conferences on key industry issues

Local and Global

BIMA is dedicated to serving our membership in the UK and abroad. Locally, we are active in discussions with Government, leading industry players and other partner associations. Globally, we represent and champion the UK multimedia industry.

For further information about BIMA's activities, see www.bima.co.uk, or contact: **Janice Cable**, Company Secretary, at JaniceCable@bima.co.uk



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Our world now is a Digital world. Whether it impacts upon us through the internet, mobile phones or even watching TV, it's here and it has embedded itself in the fabric of our society.

Digital Media impact on every aspect of our lives, whether we want them to or not, and nowhere more so than in education. We may be excited or appalled by social networks such as Facebook, MySpace, and Bebo, or educational community sites such as Moodle, but we all now live in an *'I'll Google it'* world!

The ways we communicate and co-exist with one another are being changed by Digital Media. Our living and working environments are also changing and so are the ways we live within them. Using Digital Media has brought efficiencies and in particular they are revolutionising the ways that services are delivered and received.

Alongside its advantages, the Digital era also presents some enormous challenges to members of our community who find these developments intimidating or are fearful of the prospects ahead.

Finding a bridge between these advantages and disadvantages is of vital importance in everyone's world today.

Digital Media companies realise ever more clearly that, in order to attract talented young people into the digital media industry, they need to reach them and inspire them – not only before career choices are made but actually before degree courses are chosen.

Because of this, BIMA is pioneering an innovative approach to bridging the gap between schools and the digital media industry. The key focus of this fresh, and also essential, initiative is The BIMA Schools Digital Challenge, an annual competition and awards in partnership with key industry organisations.

Mirage Islam, Chair of Education & Innovation Group, BIMA



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The BIMA Schools Digital Challenge

- The annual BIMA Schools Digital Challenge will be open to students at secondary schools, academies, sixth form and technical colleges
- Schools and colleges will be given the opportunity to present entries prepared by groups of students in response to a specific creative brief
- Entries will be concept driven. Designs can be provided as artwork prepared on computer or they can have a more advanced approach using interactive technology.
- Groups will also be asked to prepare a video diary or a blog of the process they followed from first thoughts to completion
- Entries will be judged by a panel of industry experts
- An awards event will be held in London to present the awards. Entries will be displayed at the event and senior figures invited from industry, academia and government
- Prizes will be awarded to the winning schools.
- It is also envisaged that prizes will be awarded the winning teams

The BIMA Schools Digital Challenge 2010 Brief:

The challenge, addressed to any team within your school, is to come up with a 'Digital' solution that can provide a practical benefit.

This benefit may be for your school, or for a group or for an individual within your community, possibly even a family member. Your challenge is to think of an idea, work it into a concept and then present a plan that provides positive outcomes for those around you. We hope you'll develop that plan towards a practical application just as far as your time and resources allow.

Technical expertise is less important than good ideas and the winners will be judged accordingly. The brief is deliberately broad and is intended to combine creativity and technology with real outcomes, in the form social benefits.

The timetable

- Register your school or college's interest in the Challenge at www.bima.co.uk/digitalchallenge2010
- Respond to The BIMA Schools Digital Challenge 2010 brief (above)
- Submit a paragraph (no more than 200 words) describing your idea by 22 January 2010 to JaniceCable@bima.co.uk. **Please ensure you do this, Schools that do not submit an idea will be considered not taking part and will NOT be eligible for benefits made by commercial partners.**
- Applicants submit completed entries by 14 May 2010
- Award winners will be notified by 18 June 2010



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- Awards event in London on July 2010