

CONFETTI STUDENT MAGAZINE

wire

CONFETTI X

NEW ESPORTS COMPLEX

INDUSTRY WEEK

2022 HIGHLIGHTS

BECKY HILL

EXCLUSIVE INTERVIEW

SUM 2022



confetti

Institute of creative technologies

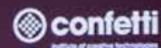
PART OF



Nottingham Trent
University

William Orbit: Interviewed by Nick Halkes

Industry
Week
2022



wire CONTENTS

- 04 Confetti Industry Week 2022
- 06 A Winning Partnership
- 10 Nadia Whittome
- 12 X Marks the Spot
- 14 Esports
- 16 TV Students Get Their Sk8 On
- 18 Work Hard Play Hard
- 20 Confetti rocks Splendour
- 22 Marvin's Revenge
- 24 The Confetti Single
- 26 Student Showcase
- 28 The Music Business
- 30 Nottingham's Best Music Venues
- 32 Confetti Fundraising Success
- 34 Where are they Now?
- 36 Trailblazing VFX
- 38 Stencil Creative Agency

Welcome

Welcome to the Wire – our magazine for the Confetti community. This is your mag and it is packed full of stories, news, and features for you and about you.

In this issue we take a look back at our 16th Industry Week which saw a welcome return to in-person events. And what a week it was – Becky Hill and her manager joined us to talk about the business of music, we held some amazing games and esports events and industry big names shared their insights.

We shine a spotlight on the work of our current crop of students and our fantastic alumni who are making it big in the creative industries. And we look at some of the great projects our students get to be a part of.

If you study at Confetti there is one phrase you will hear more than any other – Do it For Real. Each term our students have over 200 opportunities to put their learning into practice working alongside pros at festivals, events, and for companies across the city.

And we are proud to bring news (drum roll please) of our eagerly awaited new esports complex Confetti X.

It is a jaw-dropping multi-media production hub and will play host to some cracking tournaments this year.

Give us a like, shout, follow and subscribe below and we hope to see you in the autumn.

The Confetti Team



Front cover: Becky Hill
Top left: William Orbit, Industry Week
Bottom: Workshop with Nottingham artist, Emily Catherine
Top right: Confetti students enjoy a guest lecture

Industry Week 2022


Back in 2006, Johnny Depp was headline news at the Box Office rather than the courtroom with Pirates of the Caribbean, Gnarl's Barkley was going craazzy, Shakira's hips weren't lying and the Arctic Monkeys were looking good on the dancefloor. And in Nottingham, guests including Everyone's Talking About Jamie producers Warp Films, and the late music mogul Tony Wilson, were heading to Nottingham for the first-ever Confetti Industry Week. An incredible 16 years later and the IW guest list still reads like a who's who of the creative industries...

Image Credits

- 1. Renowned music producer, William Orbit
- 2. Singer-songwriter, Becky Hill
- 3. Confetti alumna and content creator, Laura Rankin
- 4. Confetti student band - Left Hand Lane perform at BBC Introducing
- 5. Director and producer, Don Letts
- 6. Esports technical director, JD Wu delivers a workshop



Scan here to visit our Industry Week highlights.



Confetti Exclusive!

A winning partnership: Becky Hill & Alex Martin



As part of our Industry Week festival, students were treated to a special talk from the BRIT award-winning Becky Hill and her trusted manager and friend Alex Martin. They spoke to the BBC's Dean Jackson in front of a packed audience in Metronome. Here we highlight some of their musings in our Wire exclusive.

Singer-songwriter Becky has been in the public eye ever since she first auditioned for The Voice in 2012. After making it to the semi-final she used contacts made from her time on the show and called Crown Management where she was introduced to Alex Martin.

Since that initial meeting, they have navigated together the choppy waters of the music industry and have amassed some serious chart success culminating in the award for Best Dance Act at the 2022 BRIT Awards. Becky has been outspoken in her admiration for Alex, bringing him up on stage to thank him in her award acceptance speech.

On the importance of a good relationship

Becky - The relationship dynamic is important. I had heard so many horror stories of managers who had no care for their artists - some who didn't make it themselves as artists and live through their act. Artists are nothing without the team around them and the manager/artist relationship is a close, intense relationship. You will know when they are into you and what you do.

Alex - I had heard early demos of Becky's songwriting and of course watched her on The Voice. I was looking to work with a female artist with a strong, identifiable sound and it was a moment of serendipity when she called our office as she was top of my list of artists I wanted to work with. Ultimately you have to like the artist's music and, as importantly, you have to like them.

Becky - I clicked with Alex straight away. He arranged a meeting with everyone from the company who gave refreshing advice - if you make good music, good money will follow. Never a truer word was spoken. I have been open about some of my trust issues so despite clicking straight away it took time to develop the relationship.

Alex - Trust is a really important element in our relationship. Complete business transparency is integral to our relationship.

Becky - You need a lot of self-belief to succeed. You have to believe you are really good, all the time. Alex pushed me and believed in me. He had faith in me when I didn't have it myself.

On what it takes to be successful

Alex - Obviously talent, but also a good work ethic. Becky is a grafter. Her work ethic has been exemplary over the past ten years. It isn't always glamorous. Up at 4 am after 4 hours of sleep, appearing on kids' TV, but she does what is necessary to connect with and grow her fan base.

“

Artists are nothing without their team around them.”

- Becky Hill

On artist management

Alex - Becky is very involved in all aspects of her career and I don't keep information from her. She is the creative. She has to write and perform and not be bogged down by some of the music industry politics that I can easily resolve. But she is always informed. When there are difficult conversations to have, we have them. Part of my role is to deliver news good and bad.

Becky - Our management team has been really important. You can very quickly sour the attitudes of a label, especially as a new artist when they are trying to push you in directions you perhaps don't feel comfortable going in. At the start, I didn't know how to be a businesswoman. Now, Alex and I have a great relationship with the label. He really helps ensure the label work for me.

Alex - The female pop industry is the most competitive in the world and there are always challenges and issues with labels. Polydor are incredibly supportive and Becky also has her own label, Echo Records, which is a partnership with Polydor. We are exploring lots of different ways to progress with the label in the future.

Becky - It's important to me to work with women in the industry. I have a wicked Tour Manager called Amanda - a strong female that no one will mess with! We brought her on as a day-to-day manager once the pandemic hit and live events dried up and she is an integral part of our team.

On the business of making music

Becky - As an artist I need to know every aspect of the business. When I started I had my own lawyer who explained what the clauses are in the management deal. I learned on the job and at the start didn't know what I know now and typically a lot of managers keep a lot of information away from their artists. Every artist is different. I have always known more or less where I want to get to and where I want to be. Some artists don't know. Some don't want to know about their contracts. I know the music business very well now.

Alex - It all sounds rather glamorous but it is also incredibly hard work, being the front person all the time can be very difficult. There is also a lot of pressure on an artist to be releasing social media content. It is so prevalent and relentless. Making sure we have a packed social media strategy for the week involves getting almost daily content from Becky.

Becky - The constant drive to be posting to social media makes me question what it takes to be an artist. It is hard to be good at it but it is part of what is necessary to be an artist.

Alex - I have to sometimes mediate with the label and, while we know the importance of doing certain things, the artist's mental health comes first. The constant pressure to upload content can be very draining and we are working, as are others in the industry, to try and create a more streamlined process for producing content.



Becky beams in live for Confetti Industry Week



The management-artist relationship is a lot like a normal relationship you experience in real life. It's a close and intense one. You'll know when someone is into what you do and wants to make something with you."

- Becky Hill

**On winning the Brit Award**

Alex - The BRIT award was vindication for Becky of 10 years of graft, hard work, and talent. It was all about her. But... she insisted on bringing me up to the stage to accept it, showing her true class and grace! I don't think any Manager has been called up on stage before.

Becky's top tips for finding a manager

Look for the type of artist you aspire to be and find out via the internet who they are managed by. Get a portfolio of records to send to managers. If a songwriter, 3 to 5 of your best-written tracks. If a singer-songwriter 5 of your own and 5 covers. There will always be knockbacks but keep sending stuff until someone bites.

What's next

Becky - Festival season is my favourite time of the year! No camping, no washing with baby wipes, I get to sing my own songs, sleep in my own bed, and then get up the next day and play another one! Everyone is having fun and I love it massively. I can't wait for it.

Becky performed at Nottingham's Splendour Festival on Saturday 23 July.



Want to study for a degree in the music business?

Scan here to find out more

The UK's Youngest MP

Nadia Whittome

Parliament's youngest MP and Nottingham's Labour MP for Nottingham East joined us during Industry Week for an insightful conversation about politics and becoming part of the debate. With a background as a hate crime worker and care worker, Nadia is an advocate for participatory democracy – with a special focus on migrants and workers' rights, and child poverty.



“You've got to be in the room to be part of the debate and to influence.”

Thank you so much for being here.

How did your career in politics start?

I am the only Gen Z MP so I have very different memories to other MPs in parliament. I grew up under a coalition government and having witnessed funding cuts and the bedroom tax and austerity measures, with cuts to vital community services impacting on mental health so wanted to join a party that was a vehicle for change. I grew up in a single-parent family impacted by government policies at the time which helped politicise me to become an advocate for change.

Have you been socially aware from a young age? Was your attitude different from your peers?

I feel that everyone is inherently political but many young people can feel that politics isn't something they can easily engage with. Politics isn't perfect but I would urge everyone to join a party. You've got to be in the room to be part of the debate and to influence.

Is community important to you?

Yes, community offers a sense of belonging and it was important to me to be a part of community campaigns. As a mixed-race person, identity can feel fractured, but it also brings solidarity with certain communities. I grew up in different parts of Nottingham and saw many different things that impacted on my community.

How do we keep positive awareness of race going?

The Black Lives Matter movement was extremely important and led to a frank conversation about institutional racism. This needs to continue. There are so many issues affecting people of colour from police stop and search to statistics around childbirth and, BLM forces a conversation that lots of politicians didn't want to have. It is our responsibility as MPs to keep the political momentum going and keep those demands alive.

Could decolonising the curriculum help bring around positive change?

It is essential that the curriculum is decolonised in schools, colleges and universities. Regarding black history when I was at school we only learned about slavery. People of colour should be recognised, shouldn't just be a mention. We should be integral to learning.



Nadia Whittome shares her passion for the creative industries

X MARKS THE SPOT



Action from the British Esports Student Champs, Confetti X



Nottingham has loads going for it – it oozes history and culture with luddites, literature, live music and Robin Hood. It has two award-winning universities and is well known for its hundreds of city centre bars, pubs and restaurants. It also has a rich sporting heritage with Nottingham Forest and Notts County football stadiums overlooking the Trent Bridge Cricket Ground. And now, a sporting venue with a difference is almost ready to throw open its doors.

Confetti X is our new esports production complex and it will put Nottingham at the forefront of esports education and industry, playing host to global esports tournaments and loads of other live events. And the fun began this summer when we hosted the British Esports Student Champs Finals and the Commonwealth Esports Championships.

The 14,000 sq. ft complex is be home to Confetti students (predominately, Esports Production), but will also become the go-to venue for players, supporters, sponsors and content creators to showcase their skills to the world.

You can expect the very best as the £5m facility has been designed and by the teams behind Metronome. Facilities include:

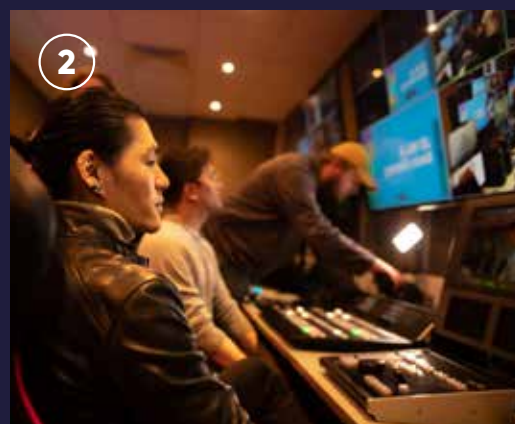
- 100-seater 4,000 sqft multi-event esports venue and content studio
- 4k broadcast and content creation infrastructure
- High spec broadcast gallery, including full audio and vision mixing, motion graphics, lighting and virtual environmental control
- Team warm-up facilities, and training suites with streaming stations
- Virtual live productions with Unreal Engine
- 10m x 4m 4K LED video wall with LED wings
- Multiple shoutcaster and analyst rooms
- Green screen studio for virtual sets



Scan here to watch the Student Champs on YouTube

Shaping the next generation of UK Esports

During Industry Week a host of experts from the world of esports descended on Nottingham to deliver a week-long programme of masterclasses, talks, performances, workshops, and game jams, exclusively for our students.



1. Kevin Lee – Producer for TSM

Kevin Lee provided an insight into a day in the life of a Producer working for one of the largest esports organisations, TSM.

“The workshop element was great as we got to write our own scripts for videos and create our own storyboards, with students assuming different roles like editors, producers and the product and marketing team. I personally like how Kevin didn’t gloss over anything, he didn’t shy away from any of the negatives, it helped to give a balanced view, and a fresh and better insight in general into working in the esports industry.” – Robin Platt, BTEC Level 3 Esports Production, 1st Year

2. Kevin Cheung – Freelance Esports Broadcast Production

Kevin took students on a deep dive of careers in esports, from games to players, team organisations, on air-talent, events, and competitions. He challenged students to think more broadly about the type of jobs you can do in esports, incorporating roles from all different industries, like law, business, live events production, events management, marketing, journalism, and technical engineering.

Kevin spoke from first-hand experience having first arrived on the esports scene as a League of Legends player, team captain,

and coach. He outlined a ton of different attributes transferable to esports, from leadership to communication skills, being a good team player, networking, content creation, and of course, esports industry knowledge.

3. Jack “Jacky” Peters –Esports On-Air Talent

Jacky told a packed audience how he got started in esports back in 2014, how things have changed in the industry since then and went through some key events in his career to date:

Jacky showed clips from his showreel, including everything from commentating at ESL’s IEM Katowice and hosting the World of Warcraft: Race to World First for Red Bull, all the way to helping produce the first televised Overwatch broadcast for TBS. His advice for students looking to get their start:

“Just say yes, just give it a go... If someone asks you if you want to do a role you’ve never done before, 9 times out of 10 it’s worth just saying yes! “It’s the human element in esports that’s often forgotten. Be genuine, chat to people, be interested and more often than not they’ll be interested in what you’re doing and put you forward for gigs. Don’t keep your head down, speak to everyone.”

4. JD Wu – Director

Last but not least, the Emmy Award-winning Freelance Director/Technical Director, JD Wu delivered an insightful masterclass on technical directing. JD has over a decade of experience working in esports and specialises in live broadcasts with a focus on gaming and entertainment. JD flew to Nottingham for Industry Week from the US, he was joined by Kevin Cheung.

“Esports is trailblazing in production. I do a lot of work for Riot Games for League of Legends (LoL) and for like World Championships and Mid-Season Invitational, those big international events – the amount of tech put into all of that to make that work and the scope of it is just so massive.”

After taking questions from the audience, JD embraced Confetti’s ‘do it for real’ mantra, delivering a mock run-through of a show to give students a taste of what it’s like working on a large scale production. As part of the workshop, students supported JD with the briefing and the engagement, working with all of the impressive tech at Confetti.



**TV students
get their
Sk8 on**

**DO IT
FOR
REAL**

Earlier this year, 14 undergraduates from our TV Production course filmed a special event for Skateboard GB.

One of four 'hub competitions' the event took place at Flo Skatepark in Nottingham and featured the best skaters in the country, as well as WorldSkate judges, DJs, and top MCs.

Confetti students often work with local communities, clients, and charities within Nottingham to gain industry experience and broaden their networking skills and they were invited to record and live stream all the action bringing some amazing online content to a global audience of skateboard fans.

Tutor and Module Leader, Danielle Hoggard said:

"Our TV students collectively worked together to produce a fast-paced multi-camera sports broadcast with our new 4k Panasonic HC-2000.

It was also amazing to see and cheer on Karim who is currently in his second year at Confetti on the Level 3 Film and TV course. He came sixth place in the male open street finals"



Work Hard Play Hard

Joining Confetti means you are part of a thriving community of people who like doing what you do. There are loads of groups and clubs you can be a part of and Confetti students are also members of NTU's Students Union with more than 150 societies you can join. From film nights to free pizza, choir to karaoke...Confetti puts on more than 100 hours of enrichment activities where you can relax a bit, make friends and learn new skills. Here we spotlight a few regular events that take place on Confetti's campus.

Women in Games

So we know that girls study games, play games, and produce games – yet there is still a gender imbalance in the games sector workforce with 67% of people working in the games industry identifying as male, compared to 30% female and 3% non-binary workers. Female representation in the workforce is significantly under the national average of those in work, as well as less than in cultural and creative roles more generally, but it is a slightly better statistic than in 2020 so is moving in the right direction!

To help address this imbalance Confetti is an Ambassador for Women in Games: a not-for-profit organisation set up to become global activists for women in games and esports. Our Games Team also run regular Women in Games meet-ups – informal network is open to women & non-binary across all levels of study.



There are over 150 societies you could join



You could join the Confetti choir



Get paid to work as a StudentAmbassador



Oh Wonder, performing live at Metronome

Confetti Choir

If singing's your thing then join Confetti's CHOIR. Open to students and tutors across all course areas and levels.

The Choir meets weekly and sings a range of popular classics – from musicals to rock and everything in between. No singing ability is required, just a love of song!

Esports

You don't have to be on the esports course to play esports at Confetti. Confetti has multiple esports teams competing regionally and nationally. The current titles that we play competitively are; League of Legends, Overwatch, Valorant and Rocket League. Regardless of the course you choose to study at Confetti, you will get the opportunity to try out for one of our teams. Good luck!

Join Metronome

Confetti is lucky enough to have Metronome as part of our campus. By day it is home to our students studying music and live events and by night it is one of Nottingham's best live entertainment venues.

Artists as diverse as Elvis Costello, Frank Turner, Snapped Ankles, The Comet is Coming, and Flamingods to name but a few, have performed there and Confetti student performers also appear regularly on stage. And the best bit – our students get FREE membership which gives you a load of benefits and discounts on ticket prices.

Confetti rocks Splendour

On 23 and 24 of July, thousands of music fans packed out the grounds of Wollaton Hall, one of Nottingham's most iconic locations for a two-day music festival extravaganza. After a long hiatus, the Splendour Festival was back. And for the 9th year as key partners, so were we. Teams from Confetti and Notts TV - ably supported by Confetti students - once again worked hard behind the scenes helping to bring two days of superb entertainment to festival-goers.

Confetti's music performance students also took to the stage for arguably the biggest day in their careers. Joining the likes of Razorlight, Richard Ashcroft, Becky Hill, Supergrass, Craig David and Anne Marie on the line-up were not one, not two, but six bands featuring Confetti students.

Drive Through Hazy, The Crying Violets, Left Hand Lane, Jess Breame, and The Black White all played the festival stages. Marvin's Revenge also played a coveted spot having won the Battle of the Bands competition earlier this year.



Sound Wars Episode III – Revenge of the Marvin

Marvin's Revenge perform to a sold-out audience at Metronome

Marvin's Revenge are a band that are going places. Following an explosive performance at the Confetti X NTU Battle of the Bands earlier this year, the three-piece are set to bring their energetic rock riffs to Splendour Festival this summer.

Made up of Job Gregory (Drums), Luke Eaton (Bass and Vocals) and Oliver Sammels-Moore (guitar); Marvin's Revenge, in their simplest form, are a heavy hitting rock band with ridiculously catchy riffs and memorable choruses. Forming way back in their school days, the three-piece have already done the hard work of figuring out their sound and are now ready to hit the ground running, following the completion of their respective Music Degree courses here at Confetti.

Diving deeper into the sound, the band describe their songs as "kinda post punky, kinda stoner rock, with hints of psychedelic rock and other stuff". They really have a talent for creating interesting dynamics in their songs. Quiet lulls and build-ups only add to the chest thumping breakdowns that often make an appearance throughout sets. Interestingly, the band lists U2 as one their main influences. Now, you may need to take this with a pinch of salt as all three of the members have a unique (if not sometimes baffling) sense of humour. Perhaps U2 really are the band's main influence, at which point you have a creative journey on your hands. Only Marvin know. Either way, they undoubtedly have personality, and that goes a long way in the music industry.

Circling back around to the individual members for a moment, two of the three members are currently studying a degree at Confetti. Covering all bases, Job is on our BA Music Performance course and Luke is getting plenty of studio experience on our BA Audio and Music Technology course. In some respects, it's the perfect combination for the band. By the time they graduate, there's nothing to say they won't be in a situation where they can self-produce, record and



release their records with the skills they've gained. Here's what Luke and Job had to say about their experience at Confetti so far – "Confetti has set us up with some big opportunities, and the equipment here is great. Plus, we just love being in Nottingham".

As winners of this year's Battle of the Bands competition, the band will perform live on the Confetti Stage at this year's Splendour Festival. Hosted within the grounds of Wollaton Park, Splendour Festival is one of Nottingham's most popular music events. The festival is making a triumphant return this year after two years of cancellation due to the pandemic, adding a second date for the first time in its history. Marvin's Revenge will be in good company, joining fellow Confetti students and alumni, Drive Through Hazy, and The Crying Violets.

When it comes to the artist MV are most looking forward to playing alongside, The Selector take top spot. Here's what the band had to say when we asked about it – "The Selector, we used to play a few of their songs as kids in a cover band we had, and Job's parents met at one of their gigs in the 90s".

Looking into the future, Marvin are currently working on new music which they hope to start recording once festival season is over. We can't wait to hear what they come up with. Trying to predetermine what the new tracks will sound like is, of course pointless. If there's one thing you can count on Marvin's Revenge for, it's that they'll always surprise you.

Follow the band on Facebook:
www.facebook.com/denizenrecordings
to keep up to date with the latest.

The Confetti Single: A process

What is it? Why does it exist? How is it made?



In this article we'll be taking a deep dive into the Confetti Single, taking you through the process of its creation, from day one to completion. To make sure you're getting all the facts firsthand, we caught up with project lead, Spencer Wells, to pick his brains about the amount of work that goes into the project, by both students and the Confetti team.

Let's start with an overview of what the single is and why we release it each year. Now, we won't bore you with an explanation of what a single is! We will tell you what makes ours so special though.

The Confetti Single is the ultimate collaborative experience between artist, student, and the Confetti team. Each year, our education course leaders carefully select one BA Music Performance band who has shown exceptional talent to represent our institution via a commercial release. The project, which was released in May 2022, involves several roles and responsibilities that would be expected of any professional release in the music industry, including public relations, budget management, marketing, recording, and more.

For the single to reach its full potential, every member of the team must fulfill their duties to the best of their abilities – whether that be the artist recording the track, students managing the marketing campaign, or our education team ensuring the track is produced to a good standard – it all must be right.

To add to the experience, the single is released through in-house record label, Denizen Records, which again, is run by our students. Spencer summarises the process: "The students engage and get to work on an independent release that will give them a skill set to utilise in the business of music". It's all about providing useful skills that can be implemented in the industry.

This year's single has been written by electronic pop duo, Drive Through Hazy. Originally from Norwich, the pair have gone above and beyond, showing overwhelming promise. Talented song writers and producers, Drive Through do a great job of representing our 'Do It For Real' ethos. Don't just take our word for it, here's what Spencer had to say about the duo: "Drive Through Hazy are two students that hail from Norwich and are Confetti Students with a band built around the duo, work-focused, driven and fastidious on all fronts". Impressive stuff.

The track is called 'Critter' and was recorded by music producers Guild Award nominee, Shuta Shinoda (best known for his work on FIBS by Anna Meredith). The choice of producer is something Drive Through Hazy and Denizen students were heavily relied on to input on. It's an important part of the overall sound of the track and something we very much encourage our students to think about. Student's working on the record label side of things were responsible for managing Shuta's visit and documenting the recording session for PR purposes. The final track is mixed and mastered in-house by our Audio and Music Technology experts.

As a learning tool for preparing our music students for a career in the industry, Spencer sums it up perfectly when he says: "This is a great opportunity for any student in the future wishing to get involved at the cutting edge of the business of music and how to release a single with proficiency and strategy. It gives value with the experience to 'Do it for Real' and will give any student the edge." Bridget Holmes of Drive Through Hazy



Drive Through Hazy performing their Single Launch in Metronome

Scan here to check
out the Confetti
Student Album 2022

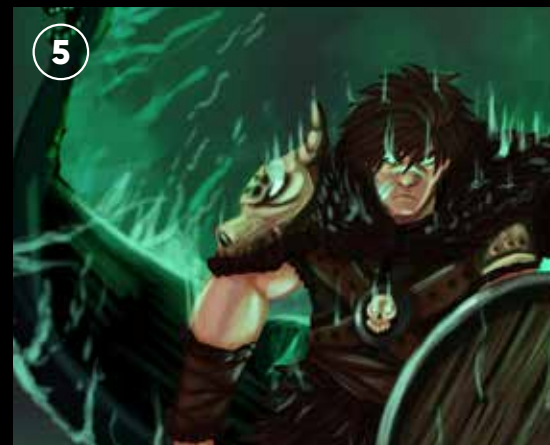


Student Showcase

Our students are a talented bunch – here we shine a spotlight on work created by our Games Art students.

Image Credits

- 1. Becky King
- 2. Jay Greensmith
- 3. Alexandra Barnett
- 4. Joshua Bastereche
- 5. Mason Roome
- 6. Ellousia Wallace



Why it's time for musicians to learn business

It's an exciting time at Confetti with the launch of our brand new BA (Hons) Music Business degree – but why is it so important for musicians to learn about business?



Picture this. It's the late 20th century, the music industry is young and thriving. Small bands are being discovered by A&R agents in local clubs and receiving incredible amounts of money to record albums and go on tour. Everyone's making money and happy, for the most part.

Fast forward to 2022 and it's a very different story. Competition is fierce, music is essentially free, most independent record labels have been bought by the three remaining majors, and even if you're lucky enough to get a deal; the labels aren't investing anywhere near the same kind of money into emerging artists these days. Sounds bleak, right? Well, no. There's arguably never been a better time for budding new artists to find success. The music industry is changing, and with it comes an abundance of opportunities.

Before we continue, we should probably point out that this isn't an anti-record label article. We have a great relationship with several labels from around the globe. With the right deal in place, there's a lot they can offer that is beneficial for both parties.

Going it alone

In today's industry, a record deal isn't the only way to make a career out of playing music, far from it. You just need the skills and knowledge to make it happen. Being a talented songwriter, guitarist, singer, etc. isn't enough if you plan on making a living out of it. You need to know how to sell your product to the public. This means learning skills such as branding, marketing, digital advertising, project management, budgeting, and many more. It's a lot of work but as the sole owner of your business, you'll get to keep everything you earn. Don't just take our word for it, even as a successful artist in the industry, Brit Award winner, Becky Hill, still appreciates the benefit of learning all the aspects of the business:

"The stereotypical view is that the artist does all the singing and fluff and the business manager deals with all the businessmen. As an artist, it is important for me to know every aspect of the business".

With the rise of social media and streaming platforms, it's never been easier to get your music out there. To give you some idea of the mind-boggling audience sizes available; Facebook alone has a userbase of

nearly 3bn people. If you run a digital advertising campaign to convince them to buy your album for £10 and only 0.001% purchased the product, you would still earn three hundred thousand pounds, minus your costs of course. Now, this is a slightly extreme example, as your audience size is likely to be a fair bit smaller if you're targeting correctly, but it does give you an idea of the possibilities with the right strategy and business plan in place.

Treat your band like a business

Your art is always going to be the centrepiece of everything you do, but if you want to generate an income from it then you're going to need to find a way to commercialise it. It's important to consider things like running costs, your competition, advertising, customer acquisition and several other factors that come with the territory of owning a business.

Tracking your finances is of the utmost importance if you're going to have any idea of how well you're doing month to month. Keeping up-to-date books will not only help you to figure out where you're making money but it will also help you find out where you're losing money. With this information, you can then make educated decisions on where to invest your funds and prop up any underperforming areas of your business.

Music business at Confetti

At Confetti we've created a brand-new course that will teach you all the skills you need to navigate the music industry and earn money from it. You'll learn in detail about everything covered in this article, alongside several other modules designed to give you the best possible education in Music Business. Whether you want to work as a musician, join the team at a record label, manage artists, or become an events manager for big festivals.

Scan here
for more
information



Our guide to Nottingham's best music venues



Discover something new at Metronome, where Confetti students get discounts

When it comes to experiencing live music, Nottingham never disappoints. From open mic nights in bars and cafes to huge arena shows, our city is home to some of the quirkiest and rowdiest venues. We can't talk it up enough.

Nottingham is unique in the sense that it's equally as awesome for artists as it is for music fans. The impressive number of venues in the city drastically range in size, ranging from 100 to 10,000 in capacity. This is perfect for new artists looking to break out on the local scene as it provides a symbolic roadmap, goals to hit and room to grow. The diversity of venues is also apparent, offering up a home for practically any genre you can think of. If you're moving here to study, rest assured

you'll have no trouble finding the right music venue/venues to suit your taste.

Before we dive into our list of venues you should pay a visit to, we just want to point out that our choices are subjective and are by no means a matter of fact. We actually encourage you to check out as many venues around the city as you can (spoilers.. they're all pretty great). With that said, let's get into it!

1. Rock City

Let's start big. Whether you're from Nottingham or not, you've probably already heard of Rock City, and for good reason! It previously won Best 800+ Capacity Club at the Live UK Music Business Awards and has been the venue of choice for countless international rock and roll superstars including Nirvana, Metallica, Oasis, David Bowie, Kings of Leon.... the list honestly goes on and on. If rock music is your main jam, Rock City needs to be at the top of your places to visit. That said, the venue has also been known to host less rock-orientated acts such as Professor Green, Stormzy and Ed Sheeran.

2. Rough Trade

Rough Trade? Isn't that a record shop? The answer is yes, but head upstairs and you'll discover that vinyl isn't the only thing on offer at Rough Trade. At a 150 capacity, Rough Trade is certainly one of the city's smaller venues, which makes it perfect for intimate shows. So perfect in fact that several big acts have used it to host secret shows, VIP experiences and limited ticket events (usually album signings followed by a short performance).

3. Metronome

Okay, so we might be a bit biased here but there's no arguing that Metronome has THE best-sounding PA system in the city. We designed the 400-capacity venue from the ground up for the optimal listening experience (it's kind of our thing here at Confetti). Paired with a stunning lighting rig and a super diverse variety of artists to come and see, Metronome is the perfect pairing of creativity and cutting-edge technology.

You may also be interested to know that many of the events at Metronome are engineered by our students as part of our 'Do it for Real' ethos. Supervised and taught by our in-house professional live events team, students get the opportunity to work in real-world situations, providing them with a portfolio of practical work experience ahead of their careers. Whether you're visiting for world-class audio equipment, the unique performances, or both; Metronome won't disappoint.

4. The Bodega

The Bodega is a superb venue and ideal for emerging acts ready to step up to larger venues. With regular club nights, acoustic acts downstairs and energetic full-band performances in their 250-capacity main room – variety is plentiful. You won't find any particular genre being played here regularly, and that's part of what makes The Bodega so great.

5. Motorpoint Arena

As much as we love Nottingham's collection of intimate venues, sometimes you just need a big stage and nothing else will do. Enter Motorpoint Arena.

This is where you go to catch all the big fish. Able to host up to 10,000 fans per show, you can count on massive productions from the biggest names in music. The 1975, Little Mix, and Fatboy Slim are just a few of the impressive acts to have graced the stage over the last few years.

The arena plays host to a variety of artists from a range of genres including, pop, rap, and metal. With seating and standing options available at most performances, you get to choose how you want to experience the action.

Special Mentions



Rescue Rooms

An all-round good time.



Percy Picklebackers

An awesome 'Dive Bar'.



Stealth

A must for fans of EDM.

Confetti Fundraising Success

Our students are a caring bunch, devoting their time to supporting local charities and raising hundreds of pounds for different causes. Find out what they've been up to so far this year:

Games Charity Livestream

With the support of our students, our Level 3 Game Art Tutor, Ian Bradley, organised a 12-hour live stream to raise money for games charity, SpecialEffect. SpecialEffect enable severely disabled people to use technology for communication and leisure (video games!) using whichever part(s) of their body that work best - chin, foot, finger, toe, eyes, knee, or head control; they will find a way.

'Halo Clash Series'

Halo Clash Series was the world's first live studio broadcast in 2022 for the newly released Halo Infinite game. The event took place across two days and two continents. The European tournament was held on 8 January while the North American event took place on 9 January, with all competing teams playing for a charity of their choice.



'Halo Clash Series'

Rainbow Six Siege "Memevitational"

The tongue-in-cheek titled 'Six Memevitational' tournament, offered a more light-hearted approach to Rainbow Six Siege esports. The two-day event held on 15 and 16 January demonstrated how esports is so much more than just competitive gaming. The hosting team had lots of in-studio hijinks going on in-between games, full of practical jokes, dares for charity, and even some sing songs, oh and don't forget the memes!

Thanks to the generous contributions of streamers and supporters following on social, the tournament raised over £5,000 for Maggie's Centres, a UK-based charity that provides free practical and emotional support for people living with cancer.



Rainbow Six Siege "Memevitational"

Beat the Streets Festival

Back in January, our students volunteered their time and skills to Beat the Streets festival for a day of live music, raising funds and awareness for rough sleepers in Nottingham. Students from a variety of courses took part, including Music Performance, Audio and Music Technology, and Live and Technical Events - gaining invaluable real-world experience in the live entertainment industry.

The Great Confetti Bake-Off

Confetti tutors and students raised money for Red Nose Day by holding a cake sale in Confetti's student café. Dubbed the Great Confetti Bake-Off, students took inspiration from Mary Berry, baking some truly scrumptious cakes with a competition for best bake. The winner received a hearty well done and a Paul Hollywood handshake, the proceeds were gratefully received by the people at Red Nose Day.

Nottingham Festival of Science and Curiosity

The Nottingham Festival of Science and Curiosity celebrates science, technology, engineering, and maths with interactive, fun, and free events across Nottinghamshire. This year's festival ran from 7 - 16 February and was organised by local education charity, Ignite! The initiative is all about supporting young people's creativity and this has extended to our Confetti students getting involved with Do it For Real placements. We're hugely proud of all of our students' contributions who worked so brilliantly on the festival magazine and a "The Curiosity Show", a series of five-hour-long shows broadcast live on Notts TV, Facebook, and Twitch.



Beats the Streets Festival

Where are they Now?

By the time our Confetti students graduate, they've gained real, creative, hands-on experience in their chosen specialism. It's that kind of competitive edge that catapults them into successful careers in the industry. Find out what our graduates are getting up to:

Media



Ben Raven

Television Production graduate, Ben, has been working as a Camera Trainee on the upcoming high-end ITV drama "Without Sin" starring Line of Duty star, Vicky McClure.



Milan Hart

After graduating from Confetti in 2016, Milan Hart joined Creative England and Sky Art's first ShortFLIX cohort before moving on to study at The Northern Film School, training in directing and production roles. Like Ben, Milan has also worked on the ITV drama, 'Without Sin', acting as COVID Floor Supervisor for the Nottingham-based production. He is currently working as the 1st Assistant Director for several short films throughout 2022 funded by The BFI and Creative England.



Zara Zabair

Film and TV Production, Zara, is currently working as a radio presenter for Nottingham's no.1 Urban Radio Station. Kemet FM, and has just secured a new project with BritAsiaTV to make a short film.



Merryn Rae Peachey

Merryn is a BSc Film Production Technology graduate who recently got her big break in High-end (HE) TV. After gaining work experience during her time at Confetti and volunteering for Notts TV, Merryn started out as a trainee Script Supervisor on a variety of independent short films. In 2021, she got her first role in the BBC Daytime Drama, 'Doctors', that same year she worked on several others, including 'Father Brown', 'Shakespeare and Hathaway', and a production that's recently been released on Britbox called 'The Sister Boniface Mysteries'.

Games



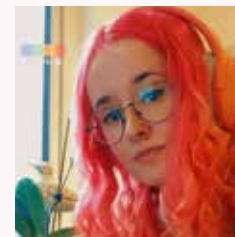
Aqib Khalifa

Aqib Khalifa studied a BSc in Games Production at Confetti, he's now a quality assurance tester at Nottingham-based, Dambuster Studios, developers of such titles as 'Homefront: The Revolution' and the 'Dead Island' video game series.



Callum Hancock

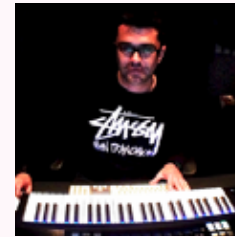
Callum Hancock graduated in 2018 with an FdSc in Games Technology, he is now a Senior Designer at Cloud Imperium Games, developers of the record-shattering space sim 'Star Citizen', and story-driven single-player epic 'Squadron 42'.



Maggie Mojsiejuk

Maggie crowned Confetti Student of the Year back in 2019. After finishing her FdSc in Games Technology, she progressed onto the BSc (Hons) Games Production degree. Whilst studying at Confetti, Maggie made the most of her time by taking part in a host of extra-curricular activities, including working as a student mentor, student ambassador, and Global Lounge assistant.

Music



Gavin Arblaster

Gavin graduated in 2014 after completing the FdSc Music Technology course. He soon left Nottingham for San Francisco where he worked and studied at Pyramind Music and Audio Production studios while DJing around the bars and clubs of the bay area. Once back in the UK, Gavin started his successful global company ARB Covers which designs & makes handcrafted covers for studio equipment (Monitors/speakers/mixing desk/amps) keeping them protected when not in use.



Luke Gentry

Luke studied an FdSc in Music Technology from 2007 to 2009. Luke has since become an Emmy nominated Sound Designer based in London, known mainly for his work on high-end features such as Disney's 'Aladdin' and Guy Ritchie's 'The Gentlemen'. He is also more recently credited for his work on Amazon's 'The Wheel of Time'.



Gabbidel Niketia

Gaddiel studied BA Music Performance at Confetti from 2018 to 2021 and is already making his mark as a freelance musician working with companies such as Phlexx Records, Mount Street Studios and as an in-house composer for Sky TV. His most notable achievement after graduating is composing music for the "No Time To Die" promo featured on Sky, as well as contributing to two albums released on their music library "SATV".

Trailblazing VFX grads land their dream jobs

Graduates from our Visual Effects courses are celebrating after landing jobs with notable VFX companies working on hit Netflix TV shows like Sex Education, a new Tom Hardy Netflix film, Havoc, and an Unreal Engine 5-powered metaverse!

Confetti runs VFX & Animation courses at college and degree-level, which are rated highly by our students (100% NSS scores) and by employers. Recent graduates have gone on to work with some of the world's leading VFX companies.

Max Brown has secured himself a "green job" working as a virtual production and 3D generalist at the environmentally friendly Dupe VFX. Dupe craft stunning visual effects for award-winning films and hit TV shows, like Netflix's own Stranger Things and Sex Education. They are also the world's first visual effects company with B Corporation certification, a badge of honour for businesses doing their bit to reduce carbon emissions and save the planet. Dupe VFX has recently announced they are working on a new Tom Hardy Netflix feature, Havoc, expected to be released in 2022.

The screen industries have entered a new era, with new cutting-edge VFX techniques like virtual production, most prominently used in Star Wars: The Mandalorian, transforming the way physical and digital content co-exist and interact in real-time. With virtual production studios being built across the world, the screen sector is facing unprecedented demand for graduates like Max with the right skill set to support this new way of working. That's why at Confetti we've developed two new courses devoted to virtual production at degree and postgraduate-level, set to roll out in 2023.

Two further Confetti VFX graduates, Ryan Hancock and Chloe Tanner, have been hired as 3D artists for the anime-inspired strategy game, ChainGuardians. ChainGuardians is a free-to-play role-playing game that allows players to earn income, turning their time and energy into tangible rewards. Nottingham-born, Chloe Tanner, said:

"I found that training in VFX at Confetti allowed me to easily transfer my skills over to a game environment. A lot of techniques taught in VFX can now be transferred over to video games considering games in general are getting closer to VFX quality, especially with the power behind Unreal Engine 5.

"Going to Confetti was one of the best choices I made in my life. The tutors always want you to achieve your best and the fact that it was one of my tutors that recommended me for this position just goes to show how much they care about each student they teach!"

The ChainGuardians team are currently working on developing a Metaverse and the game will soon be ready for esports team competitions where players can battle to earn. At Confetti, we're also looking to make waves in the world of esports with our new esports complex and content creation studio,

"Confetti X". Scheduled to open in 2022, the complex is a space for students to access the very best facilities and technology for esports production, and emerging VFX practices like virtual production.

We recently caught up with our VFX course leader, Brian Hurst, to ask him about his students' recent successes and the important role Confetti X will have to play in the future of Confetti's courses, he said:

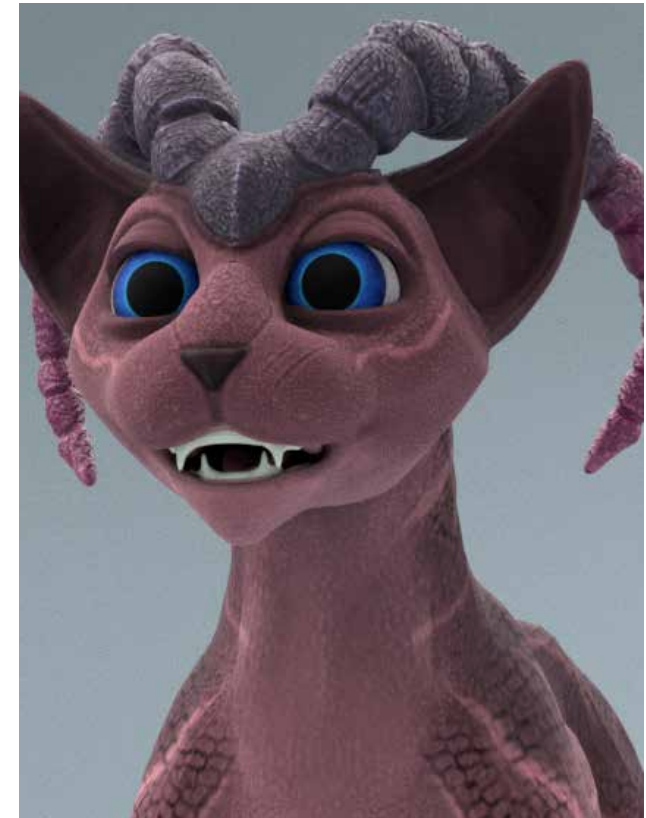
"It's fantastic to see that our VFX curriculum is preparing Confetti students for careers in the visual effects industry with such outstanding companies."

"At Confetti we have close links to the industry which enable us to adapt our curriculum to respond to future developments, the increasing application of games-based technologies and the rise of Virtual Production."

"In pursuit of this, our new Confetti X complex will add broad value to our full course curriculum, not just games and esports, but media too, with our students able to make use of game engine technology as a real-time 3D creation tool, and unique studio spaces for virtual sets. I want to congratulate these alumni on their new roles and wish them every success."



Image credit: Work by Chloe Tanner



Scan here
for more
information



Confetti students Do It For Real with creative agency

Did you know that Confetti owns and runs Nottingham's original co-working space. Established back in 2009 and home to a community of businesses and freelancers from the creative industries, Antenna offers countless opportunities for students to gain valuable work experience, make new connections, and even secure employment after graduating!

We caught up with STENCIL creative agency – one of the many members at Antenna – to find out how they're benefiting from working with Confetti students.

At the helm of STENCIL is Andy Afford, whose portfolio is extensive. A former professional sportsman, journalist, editor, editorial director, publishing director, and in most-recent times business owner. Like Andy, the projects and campaigns STENCIL work on are broad and they work with clients from across the globe. The agency has been working with Confetti since 2019, primarily taking on students for work experience placements in Graphic Design and VFX. However, the partnership has gone from strength to strength with Confetti graduates now securing full-time roles at the agency.

Andy explains the importance of working with young, creative talent and how Confetti has been a great partnership. He said, "We saw Antenna and its links with Confetti as a great opportunity to enhance what we as a business aspire to do. As a creative agency, it's really important that our proposition is a strong and compelling one for our staff, and is something that feels wholly authentic.

"We now have a pool of what I consider to be incredible talent working with us – some of them part-time whilst they study at Confetti, and some who we recruited shortly after they graduated."

Lucy Greaves, Confetti Work Placement Manager, has enjoyed working with STENCIL on providing real-life work experience opportunities.

She said, "We've been working with STENCIL for several years now and our students have found the experience to be invaluable. The work placements allow our students to apply the technical and theoretical skills they have acquired on the course to the real world. They're given the chance to work on live briefs for a range of clients, gaining first-hand experience of the practicalities of being part of a creative design team and understand the benefits of collaborative working."

As well as offering up work experience and permanent jobs, the team at STENCIL can also be spotted at Confetti Industry Week – offering up advice and masterclasses to all our students.



Make Antenna your home from home

If you're studying a degree with Confetti, you can become a member at Antenna after graduating. Our alumni membership costs just £5.97 per month and is a great way to start your creative career.

Stencil stats:

40

STUDENT WORK
PLACEMENTS

5500

HOURS OF WORK
EXPERIENCE

30

COMMERCIAL
PROJECTS SUPPORTED



DO IT
FOR
REAL

Scan here
for more
information





free student membership

50% off tickets
20% off drinks
Priority bookings
+ much, much more*

***T&C's apply**

Visit metronome.uk.com to find out more about memberships and upcoming events.