



# HOW CANON IS HELPING MIDDLESEX UNIVERSITY FILM STUDENTS PREPARE FOR PROFESSIONAL LIFE

**Company Name:** Middlesex University  
**Industry:** Higher Education  
**Founded:** 1878  
**Relationship since:** 2018  
**Location:** London, UK  
**Services:** Film and television and post-production education  
**Website:** [www.mdx.ac.uk](http://www.mdx.ac.uk)  
**Products Purchased:** See page 6 for complete list of products

## Objective

- Provide Middlesex University with industry-standard equipment for their students to use on filming projects
- Have a flexible working portfolio that was up to date with the latest models being used professionally
- Deliver equipment that was durable and intuitive to use for students at different stages of their courses
- Create a working environment in which Middlesex University felt they were able to effectively communicate their equipment needs to Canon

## Challenges

- Equipping students with the skills to transition from education to the TV/film industry
- Providing students with experiential opportunities so they can work with and learn from the industry
- Ensuring the equipment was no older than three years old for student use
- Procuring robust equipment that could stand up to vigorous use

## Approach

The priority of the Film and Television school at Middlesex University was to provide their students with a portfolio of cine cameras which was both intuitive and durable – to accommodate regular use – while also contemporaneous with the industry standard. In fact, they were so committed to providing modern equipment, that they wanted their students to always be using models that were no more than three years old.

To do this, they turned to Canon, and in the process developed a unique working relationship that benefited the students, the faculty staff, and the team at Canon alike.

## Scope

Middlesex University boasts one of the leading Film and Television schools in the UK. With a long list of alumni who have gone on to work on the latest Star Wars productions, for Disney and the BBC, the excellent education they provide their students is there for all to see.

Their commitment to using up-to-date equipment plays no small part in this, as the students can hone

“We do look at other products, but Canon keeps on winning!”



their skills on the same cameras that are being used within the industry, aiding their transition from education to a professional environment.

Middlesex provide a broad range of equipment for their students - including eight units of the Canon Cinema EOS C300 Mark III, professional camcorders and a range of CN-E and EF Lenses. They regularly upgrade their equipment to meet their high internal standards.

## Results

- Future-proofed gear to appeal to prospective students
- Kit used more than 100,000 times by existing students
- A close working relationship, in which Middlesex students can test the equipment before they purchase
- Reduced repairs due to product durability
- Prepared graduates for professional life

- 93% of Middlesex Media students progressing to employment or further education; 1 in 7 setting up SMEs

## Best in class

“It just works!” jokes Dan Sosnowski, Head of Technical and Teaching Resources at Middlesex University, when asked about why he chose to work with Canon Cinema EOS cameras and lenses.

The cameras are in constant use from the students - some at the start of their education and others that are just about to graduate. As such, having a portfolio of reliable and intuitive gear that’s industry standard is a vital condition.

“The whole suite of Canon products that we use and make available to our students stand up to rigorous use - and indeed sometimes overuse!

“Students use the kit an awful lot, it never sits on shelves. It’s always out, and as such, we do require

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equipment that we will not need to repair or service every time it gets back to us.”

The working relationship between the university and Canon dates to 2018, and Dan points to the proven durability and excellence of the previous C-series models contributing to the university’s continued commitment to the range.

Rob Pickard is the Senior Technician (Photography), and the Canon cameras undoubtedly help his teaching methods.

“A lot of the students are previously from a Canon background, so the menu systems are familiar already. When I teach, I like to create a participatory atmosphere with students and so the simplicity of the Canon camera just allows us to teach that bit better.

“I don’t have to be spending all my time talking about where this or that is in the menu and the students can focus on the more important things like composition and light.”



“The simplicity of the Canon camera means the students can focus on more important things like composition and light.”

Middlesex was an early adopter of the EOS C300 Mark III, an upgrade that felt like a natural progression from a range of cinema cameras that had already impressed.

The CN-E lenses shoot in 4K and are designed specifically to provide a cinematic look to the shots. When quizzed on his favourite features of the Canon equipment, Dan is clear: “Without doubt the flexibility, durability, and the professional aesthetic of the output.

“We do look at other products,” he admits, “but Canon keeps on winning!”

### **An award-winning relationship**

While the excellence of the Canon equipment is the primary criteria for Dan, the relationship between Canon and Middlesex University has certainly grown beyond just business.

“The relationship [with Canon] has evolved over the years from a transactional relationship to what I would describe as a partnership now,” Dan explains.

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He is in regular communication with Nathan Dua, the Education Segment Manager for Canon UK and Ireland.

Dan will explain the needs of Middlesex University and their course requirements, and in turn Nathan will use his expertise to best advise on which equipment is needed.

Dan is keen to emphasise the pivotal role that Nathan plays in the relationship, and likewise Nathan understands the importance of Canon to Middlesex. "It was quite obvious from the start that Middlesex University was really invested in Canon, and that we needed to be equally invested in Middlesex," he explains.

"We've done 'Canon on Campus' events, where we come in with all our equipment and products so that students and staff can try it out for themselves. We bring industry professionals so students can directly engage and network. We like to tailor packages for each university to try and understand where we can add real value."

This added value is not lost on Dan.

"We create opportunities for our students to engage with the industry, and Canon being the major brand allows to broker some of those relationships," he says. "As such we give our students - and indeed our staff - currency and a footing within the creative industries."

Such is the appreciation within Middlesex University for the work Nathan does, that in July he was awarded with a Middlesex Medal.

Nathan's nomination recognised his work to create unique opportunities for students, graduates, and staff to co-create with Canon, as well as for the relationships he brokered between Middlesex and industry partners.

To receive such an accolade demonstrates the real value that Nathan and Canon provide to Middlesex and their students.



## From navy budgets to 'bullet-proof' cameras

It is not just Middlesex who benefit from this close working relationship. The students are such regular users of Canon equipment, they act as an informal test bed for the products - something they hope to make official in the future.

"Up to five, six times a week, a camera is changing hands," Nathan explains, so before Middlesex commit to buying, they can loan equipment and get reliable feedback.

"We can give Middlesex a camera and say, 'We are the experts, have a camera, and let us know what you think!'"

In turn, Canon can gain a vital perspective on the customer experience of their equipment.

"If you want to make something bullet-proof, you make it student-proof!" adds Dan - who estimates there has been over 100,000 visits to the university's kit hub. "I'm amazed there hasn't been more repairs."

Understanding the other's needs is what makes this relationship so successful.

Nathan was a Canon customer during his days as Capability Manager for all imaging in the Royal Navy. Much like at

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Middlesex, the Navy budgets were tight, so Nathan can empathise with the tension between wanting good quality equipment and looking out for the bottom line.

That's why the operational leasing model is so effective for both parties.

Middlesex can ensure that their students are using the latest Canon models, without the huge investment that would come through regularly purchasing the most up-to-date equipment. Meanwhile Canon receives vital feedback on the quality, durability, and usability of the cameras and lenses being leased.

### Teaching the filmmakers of the future

And who are the main beneficiaries of this unique working relationship? For Dan, it is his students, who leave Middlesex confident that they are best prepared to start their professional journey.

“We shape and educate future creatives, and in turn, Canon does too.

“By establishing that element of trust, we can make our own calculated risks to invest and adopt the new platform, new models and new products.

“We shape and educate future creatives, and in turn, Canon does too.”



“It gives our students that employability edge. They have that added string to the bow as they know and understand the industry-standard product.”

Middlesex also places a lot of importance on the soft skills graduates need. They ensure that their students have a LinkedIn profile, an updated CV, and a ready portfolio of work for when they want to approach a potential client.

The opportunities provided by Canon for the students at Middlesex – the ‘Canon on Campus’ events, the ability to meet industry professionals, the Canon student development programme – are vital experiences that increase a young graduate’s employability.

“There’s this innate question about the gap between education and industry, and what our graduates ultimately leave the university with: the sort of skill sets, the competencies.

“Our aim is to close that gap or even eradicate it; so, we have ready creatives, filmmakers, fashion designers, photographers going ready into the industry and sharing their imagination and creativity with everybody.

“That is the core, and at the heart of everything that we do here at Middlesex, and it was just great that we have colleagues at Canon that share our vision and understand it and join us on a journey.”

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## Products purchased

	Product
Mirrorless cameras	EOS RP
	EOS R5
	EOS R3
Cinema cameras	EOS C70
	EOS C200
	EOS C300 Mark III
	EOS C300 Mark II
	EOS C100 Mark II
Camcorder	Legria R86
DSLR	5D Mark IV
Accessories	BP-A60
	Mount Adapter EF-EOS R with Drop-In Variable ND Filter A
	XA30 power kits
	ZSG-C10 grips
Lenses	24-105mm f/4-7.1 IS STM
	RF 24-105MM F/4 IS USM
	RF 24-70mm f2.8 L IS USM
	RF 100mm f2.8 L Macro IS USM
	RF 50MM F/1.2 L USM
	RF 50mm f1.8 STM
	RF 85MM F1.2 L USM
	RF 85mm f2 MACRO IS STM
	RF 70-200 f2.8 L IS USM
	RF 100-500mm F4.5-7.1 L IS USM
	RF 28-70MM F/2 L USM
	RF 15-35mm f/2.8 L IS USM
	RF 35mm f1.8 MACRO IS STM
	Full set of Tilt Shift Lenses
	EF 24-105mm lenses
	EF 100mm Macro lenses
	CN-E 70-200mm lenses
	CN-E 18-80mm lenses
	CN-E14mm lenses
	CN-E 24mm lenses
	CN-E 35mm lenses
	CN-E 50mm lenses
	CN-E 85mm lenses
	CN-E 135mm lenses



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