

# THE CREATIVE AND MEDIA DIPLOMA

**ADVANCED LEVEL**

**A GUIDE FOR LEARNERS**

## What is the Creative and Media Diploma?

Learners studying the Diploma in Creative and Media will develop their capacity to think, explore, question, create and communicate. Learners will be introduced to the Creative and Media industries and will explore the Visual Arts, Performing Arts and Media, through industrial study visits, 'live' project briefs and personal and group assignments.

## What does the course involve?

### Principal Learning...

Creative and Media Diploma learners will complete 6 compulsory Principal Learning Units, designed to give them the knowledge, skills and experience required to progress into a specialised Higher Education or career pathway.

### Work Experience ...

All learners will take part in work experience through 'live' briefs and industrial visits or placements

### An extended Project...

All Diploma learners will complete a project to demonstrate the skills and knowledge they have acquired whilst on the course. With the help of teaching staff, learners choose their own project

### Functional Skills...

All Diploma learners need to achieve a minimum standard in English, Maths and ICT. These skills will form part of the main programme of study

### Personal Learning and Thinking Skills ...

Mastering essential life and work skills is crucial in today's competitive market. All Diploma learners are encouraged to develop skills like teamwork and self management as part of their course. They will learn to express themselves confidently and learn to apply skills and knowledge creatively.

## What could the Diploma lead to?

The Diploma is designed to broaden a young person's horizons and give them a range of next step options. The progression and Advanced Diploma could both lead onto college or university or to further training and employment. Learners who have completed a Foundation or Higher Diploma may choose to progress onto a specialised Arts, Media or Performing Arts pathway via a National Diploma.

# THE C&M DIPLOMA - ADVANCED LEVEL

UNIT 1:

## CAPTURE

**Internally assessed**

In this unit you will explore different ways in which ideas, events, objects or people may be captured. You will need to consider appropriate methods of recording your chosen purpose. This will involve exploring and experimenting with different techniques and approaches in media, suited to your purpose. Your explorations will encompass the user of traditional and more contemporary processes and will involve investigations into current and past practice.

### Learning outcomes

On completion of this unit a learner should:

1. Understand past and current practice of capture in a chosen medium or media
2. Be able to plan capture in a chosen medium or media
3. Be able to explore and experiment with different techniques of capture in a chosen medium or media
4. Be able to complete capture in a chosen medium or media
5. Understand how to monitor capture work and working processes in order to inform own practice.

UNIT 2:

## SHOW

**Internally assessed**

In this unit you will

- explore the purposes of exhibiting or staging creative work and the possibilities it brings
- plan and prepare for the showing of your work
- publicise your show
- present your show and evaluate its effectiveness through audience responses.

### Learning outcomes

On completion of this unit a learner should:

1. Understand the principles of showing creative and media work
2. Be able to contribute to work intended for a particular show
3. Understand how to market and publicise a show
4. Be able to set up and run a show
5. Understand how to gather and evaluate audience responses to the show

UNIT 3:

## INTERACTION

**Internally assessed**

Artists, designers, performers and producers often work with local authorities and communities. This unit will give you the opportunity to do that, developing and creating work in a social context.

### Learning outcomes

On completion of this unit a learner should:

1. Be able to identify opportunities for interaction work
2. Be able to work in partnership to develop an idea with a common purpose
3. Be able to work within the constraints that influence interaction work
4. Be able to produce material that fulfils the intentions of all partners
5. Understand how own work relates to historical and contemporary practice.

UNIT 4:

## COMMISSION

Internally assessed

Commissions are a vital source of income. It is therefore important for any kind of creative or media person to have the skills needed to work to a commission. This means being able to:

- find out exactly what is required by the client (the client is the person who gives you the commission)
- come up with suitable creative ideas to achieve what is required
- produce an outcome that will satisfy the client
- estimate accurately how much it will all cost
- review your work and working practices in order to learn from each commission undertaken.

### Learning outcomes

On completion of this unit a learner should:

1. Know how to work with a client to develop a proposal in response to a commission
2. Understand the importance of the target audience when considering a commission
3. Be able to use materials, technologies and techniques to fulfill a commission
4. Be able to manage the production process to fulfill a commission
5. Understand how completed commissions might further a career in the creative and media sectors.

UNIT 5:

## EVALUATION

Externally assessed

For this unit you will be externally assessed. You will be asked to write about work you have completed during your course. You will be expected to discuss your ideas, working methods, progress, achievements, and your creative and personal development. You will do this with reference to the tutorials, critiques and discussions that formed part of your course. You will also be asked about your plans for progression or employment.

### Learning outcomes

On completion of this unit a learner should:

1. Understand how to use an evaluative record to consider factors that have influenced work and decision making
2. Understand how to evaluate own development and relate it to intentions for progression
3. Understand how to investigate opportunities for progression in education and employment.

UNIT 6:

## INVESTIGATION

Externally assessed

This unit aims to develop your knowledge and understanding of historical and contemporary contexts in the creative and media arts by giving you the opportunity to investigate someone whose work particularly interests you, and by whom you may have been influenced in your own creative work. You must investigate work by this person, which crosses more than one discipline. Through following this unit you will build your research skills. You will also develop your understanding of others' ideas and working methods by critically analysing work by your chosen practitioner.

### Learning outcomes

On completion of this unit a learner should:

1. Know how to undertake research into work by creative and media practitioners
2. Understand how to apply appropriate critical methodology to the work of a chosen practitioner
3. Be able to respond critically to work by a chosen practitioner, which combines two or more disciplines.