

THE CREATIVE AND MEDIA DIPLOMA

FOUNDATION LEVEL UNITS

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' projects and 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 HE 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 or Advanced Diploma.

THE C&M DIPLOMA - FOUNDATION LEVEL

UNIT 1:

Introduction to Creative and Media Skills

This unit will give you a chance to try something from each of the three main areas of the creative and media industries:

- the visual arts
- performance arts
- media production.

You will learn about jobs in the media which use the skills you are developing in these activities.

Learning outcomes

On completion of this unit a learner should:

1. Be able to apply skills needed by those working in the creative and media sector
2. Know how to carry out basic research in the creative and media sector
3. Know some job roles and career paths in the creative and media sector
4. Be able to apply skills required to enable effective learning and thinking.

UNIT 2:

Visual Arts

Painting, printmaking, graphic design, photography, sculpture and product design are all examples of visual arts.

In this unit you will find out about how different visual arts can be combined by artists and designers. You will also learn some of the techniques these artists use. You will then plan, develop and finish an assignment which combines two or more visual arts.

Learning outcomes

On completion of this unit a learner should:

1. Know about a visual arts form which combines two or more visual arts disciplines
2. Be able to plan the production of a visual arts product which combines two or more visual arts disciplines

UNIT 3:

Performance Arts

In this unit you will investigate different types of performances and performers, and the places where performances happen. As part of your research you might be taken to see live performances that could include comedy shows, plays, musicals, street theatre, installations or concerts.

As a group you will prepare a live production. You will take part in either the performance or in the design of sets, costumes or posters, or in the recording and appraisal of the event through a journalistic article.

Learning outcomes

On completion of this unit a learner should:

1. Know about performance arts
2. Be able to take part in preparations for a live performance
3. Be able to take part in a live performance
4. Know how to monitor performance work.

UNIT 4:

Media Production

In this unit you will develop skills in media production and use them to create a media product. Media production may include

- film production
- television production
- audio and radio production – such as recorded music, radio drama, music radio and podcasts
- interactive media production – websites, mobile phone content and podcasts
- animation production
- computer game design
- photography
- creative writing

Learning outcomes

On completion of this unit a learner should:

1. Know about media production
2. Be able to plan the creation of a media product which combines two or more media disciplines
3. Be able to create a media product which combines two or more media disciplines
4. Know how to monitor own media production work.

UNIT 5:

Presentation

This unit is about how you present work to an audience. You will present work that you have already completed in another unit (*Unit 2: Visual Arts, Unit 3: Performance or Unit 4: Media Production*). The work you choose to present might be art work, a craft object, a video, a radio feature, or a dance, drama or musical performance.

The form of presentation could be an exhibition, a performance or a broadcast

Learning outcomes

On completion of this unit a learner should:

1. Be able to plan the presentation of own creative and media work in an appropriate form
2. Know how to publicise the presentation
3. Be able to present own creative and media work.

UNIT 6:

Skills Report

In this unit you will think about:

- the skills, techniques and materials you have used in another unit, and how you used them to create a piece of work
- how you presented that work in *Unit 5: Presentation*
- how the skills you have developed might be used in a job in the creative and media industries.

You will then write about these matters in response to a number of questions. Your written responses will be externally marked.

Learning outcomes

On completion of this unit a learner should:

1. Be able to reflect on how techniques, skills and materials have been used
2. Be able to reflect on presentation techniques and skills
3. Know the skills required for specific job roles.

