

# THE CREATIVE AND MEDIA DIPLOMA

## HIGHER 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' project briefs and personal and group assignments

## What does the course involve?

### Principal Learning...

Creative and Media Diploma learners will complete 7 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 - HIGHER LEVEL

UNIT 1:

## SCENE

**Internally assessed**

Wherever you live, you will not be far from art galleries, theatres, TV and recording studios, performance spaces and venues.

In this unit you will find out more of what is going on in your region, by researching all types of creative and media activity. You will learn about the type of jobs available in Creative and Media as well as producing a guide to the Creative and Media Scene

### Learning outcomes

On completion of this unit a learner should:

1. Understand the range and types of creative and media activity in a chosen region
2. Understand creative and media employment roles and requirements in a chosen region
3. Be able to develop a personal critical response to a creative or media artifact, activity or event
4. Be able to create a guide to the creative and media scene in a chosen region.

UNIT 2:

## PERFORMANCE

**Internally assessed**

In this unit you will study a form of performance, looking at the way it has developed over time and what sort of audience it appeals to. You will then help to plan, produce and present a performance.

Throughout your work, you will review and monitor the processes you undertake.

### Learning outcomes

On completion of this unit a learner should:

1. Understand the development of a form of performance over a specified period of time
2. Be able to contribute to the planning of a performance
3. Be able to contribute to the production of a performance
4. Be able to monitor own contribution to a performance.

UNIT 3:

## ARTEFACT

**Internally assessed**

People make things for all sorts of reasons. It might be to express an idea or as an act of religious faith. It might be because the objects will be useful or it might simply be because looking at them will give people pleasure.

In this unit you will explore the nature of artefacts, looking at how and why they were created. You will then plan and produce an artefact of your own.

### Learning outcomes

On completion of this unit a learner should:

1. Understand the process of creating artefacts
2. Be able to plan the creation of an artefact
3. Be able to create an artefact
4. Be able to monitor own creative activity.

UNIT 4:

## RECORD

Internally assessed

This unit is about making a record of something. That something could be a performance, an event or a process. You may be involved in the process of recording, or you may be involved in the creation of something that is recorded.

### Learning outcomes

On completion of this unit a learner should:

1. Understand how a specified medium can be used to create a record
2. Be able to plan the creation of a record in a chosen medium
3. Be able to take part in or complete the creation of a record in a chosen medium
4. Be able to monitor the creation of the record.

UNIT 5:

## CAMPAIGN

Internally assessed

In this unit, the word 'campaign' refers to the practice of using creative and media techniques and products to promote ideas and raise awareness of specific issues as well as the practice of promoting products and services. You will investigate campaigns to see how they work.

You will then plan, prepare and conduct a campaign promoting a chosen issue, message, product or service

### Learning outcomes

On completion of this unit a learner should:

1. Understand the nature and purpose of campaigns
2. Be able to prepare a campaign
3. Be able to conduct a campaign
4. Be able to monitor the preparation and conduct of a campaign.

UNIT 6:

## FESTIVAL

Internally assessed

Festivals are a way of presenting and celebrating creative and media work that could include many different types of content.

This unit provides an opportunity for you to use work you have developed and produced during the course to present as part of an existing festival or as the basis for a festival of your own

### Learning outcomes

On completion of this unit a learner should:

1. Understand the nature of festivals in the creative and media industries
2. Be able to contribute to the planning of a festival
3. Be able to contribute to the promotion of a festival
4. Be able to contribute to the running of a festival.

UNIT 7:

## PROJECT REPORT

Externally assessed

In the creative and media areas you should be able to look at your own work as others see it and make an informed judgment about the success of what you have done.

For this unit you will produce a report on one of the projects that you have completed in one of the other units, working to a set paper and under exam conditions.

### Learning outcomes

On completion of this unit a learner should:

1. Be able to gather information about and responses to own work
2. Be able to evaluate own work
3. Be able to present an evaluation of own work in a project report.

