

Support with Applications to Study 14-16 at Key Stage 4

- The opportunity to undertake a Diploma will be discussed at Year 9 Options Events.
- If the Diploma route has been agreed, Tutors, Careers Coordinators and Connexions Advisers will support learners in making an application through their school at an appropriate level.

Support with Application to Study Post-16 at Key Stage 5

- The Post-16 learner route will be discussed at Year 11 Choices Events.
- Tutors, Careers Coordinators and Connexions Advisers will support learners in making an application for a Diploma operating at school and/or College.

The entry requirements for starting a Post-16 full-time Diploma at levels 1-3 will be based on the following guidelines:

- A learner who wishes to undertake a Level 3 Advanced programme requires at least 5 GCSE grades A*-C, normally including English and Maths.
OR
A suitable alternative Level 2 qualification
- A learner who wishes to undertake a Level 2 Higher programme requires at least 4 GCSE passes at grade D and above, normally including English and Maths.
OR
A suitable alternative Level 1 qualification
- A learner who wishes to undertake a Level 1 Foundation programme must have completed a GCSE or Entry Level programme and be able to demonstrate the commitment to benefit from the course.

A new way of learning

The Diploma in Creative and Media is a new qualification which will be taught in an exciting and revolutionary way.

Part of the course will take place at school and/or North Hertfordshire College and the rest will

involve work with employers and local creative and media

organisations, taking part in a number of investigative days at the University of Hertfordshire and the completion of an exciting extended real world project.

"The Diploma contains the knowledge and skills needed for a head start in business life".

Sir Alan Jones
Chairman of
Toyota Manufacturing
UK Ltd.

"We are looking forward to receiving applications from learners with the new advanced Diplomas".

Professor Tim Wilson
Vice Chancellor, University
of Hertfordshire

PROGRESSION ROUTES

14-16 → 16-19 → 19+

Level 1 Foundation or Level 2 Higher Diploma in Creative and Media	LEADING TO	Level 3 Advanced Diploma in Creative and Media (Levels 1 & 2 also available)	LEADING TO	Employment
plus		Work-based Learning (NVQ)		Higher Education
GCSEs at Key Stage 4		Advanced Apprenticeships	Further Education	
		'A' levels		
	International Baccalaureate			

For more information go to www.hertschoices.org.uk or www.hertsahead.org.uk

New for
2008

CREATIVE AND MEDIA DIPLOMA

Gaining the skills and knowledge to succeed in the creative world

- Flexible innovative qualifications in Creative and Media studies
- Available for learners both at 14-16 and Post-16
- Offered at Level 1 Foundation, Level 2 Higher and Level 3 Advanced
- Valuable insight into the creative and media sector
- Clear focus on employability skills
- Progression to further study, university and employment with training



Improving
choices
Improving
chances

Edge

department for children, schools and families

skills

skillset

Improving chances

The need for the Diploma in Creative and Media

With the introduction of the new diplomas, we have an exceptional opportunity as employers and educationalists to provide young people with a relevant and meaningful context for learning.

Clive Jones, Chairman GMTV
Chairman of Skillset



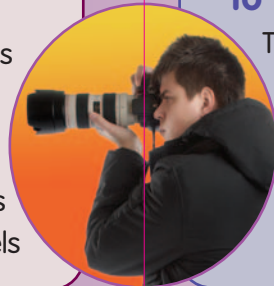
Improving choices

Who should do a Diploma in Creative and Media?

- **Learners who are aged 14-16** who have a real interest in creative and media activities and want to put alongside their GCSE studies a practical and applied, employment focussed, Level 1 Foundation or Level 2 Higher, introduction to the context of creative and media
- **Post-16 learners** who want to complete an employer-designed and recognised full-time programme in Creative and Media at Level 1 Foundation, Level 2 Higher or Level 3 Advanced with a view to further study, university where appropriate, or employment with training.

What is a Diploma in Creative and Media equivalent to?

- Level 1 Foundation Diploma = 4-5 GCSEs at Grade D-G
- Level 2 Higher Diploma = 5-6 GCSEs at Grade A*- C
- Level 3 Advanced Diploma = 3 'A' levels
- Level 3 Progression Diploma = 2 'A' levels



Achieving excellence

What the Diploma provides

- An understanding and experience of the skills and knowledge common to all creative industries including creative thinking, communication and practical skills.
- A chance to study the creative and media industries through study visits and 'live' project briefs.
- An opportunity to develop valuable employability skills in English and Communications, Maths, IT, a project, and personal skills such as critical analysis, problem solving and creative thinking.
- A work experience element which takes learning by doing into the creative and media workplace.
- The opportunity to select from a wide range of additional or specialist learning, including additional GCSEs or 'A' levels in Maths, languages, arts and science. This flexibility helps to keep options open in terms of further study, Higher Education or training choices.



What employers have contributed to the Diploma in Creative and Media

The Diploma in Creative and Media is an employer-designed and supported qualification.

Employers will contribute to its delivery by giving talks, providing work experience and real life examples of creative and media issues.

Scenarios on how the Diploma in Creative and Media may be used

Laura studying 14-16



Laura enjoyed Art at school and was very interested in fashion. When the opportunity was offered at the Year 9 Options Evening to follow the Creative and Media Level 2 Higher Diploma alongside her GCSEs she was keen to take it.

She chose options on the Diploma that enabled her to do the practical subjects she enjoyed, such as drawing, design and photography. These also included visits by designers, who showed their work and demonstrations by textiles artists.

On a study visit she was able to go backstage at a local theatre and see the preparations for a dance show. She was amazed at the work involved in creating a seamless performance from costumes to set lighting. After completing her Higher Diploma Laura decided to follow her interest in fashion and progress on to a Level 3 Advanced Diploma.

Paulo studying 16+



Paulo achieved good GCSE results, including 6 grades A*-C with A* grades in Art and Drama.

Paulo decided to study on a Level 3 Advanced Diploma in Creative and Media where he would be able to experiment with different ideas through a range of practical subjects. Paulo's choice of subjects reflected his interests in interactive media, performing arts and in music technology.

Alongside his Diploma Paulo took English A level.

Paulo was able to progress onto a Media Degree at University.

Great job opportunities

There are over 21,000 people employed in the creative and media industries in Hertfordshire.

Employers are looking for creative thinkers with good individual and team communication skills. Many jobs are linked to interactive media, graphic design and advertising.

There are many smaller design companies also within easy access of London and Cambridge.