

Proposed structure for the diploma in creative media competency-based qualification

**Please have a look at the proposed structure and consider the following:**

* Do you agree with the qualification title?
* Do you agree with the unit titles?
* Do you agree with the proposed qualification strategy? Please consider the mandatory and optional units requirement.

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| **Diploma in Creative Media SCQF Level tbc** | | | | |
| **Mandatory Units: Candidates must complete 7 Units from this group – do employers agree?** | | | | |
| **SQA code** | **SSC code** | **Title** | **SCQF proposed level** | **SCQF proposed credits** |
| H6NV 04 tbc | CDM1 | Present Ideas and Information to Others in the Creative Industries | 7 tbc | 6 tbc |
| H6NX 04 tbc | CDM2 | Work Effectively with Others in the Creative Industries | 6 tbc | 4 tbc |
| H6NY 04 tbc | CDM3 | Develop Own Professional Practice in the Creative Industries | 7 tbc | 6 tbc |
| NEW | CDM4 | Manage Media Assets, Data and Information | TBC | TBC |
| NEW  tbc | CDM5 | Comply with legal requirements for creative media | TBC | TBC |
| H6P1 04 tbc | CDM6 | Manage and Market Yourself in the Creative Industries | 7 tbc | 6 tbc |
| CCS HS1 | CDM 7 | Ensure responsibility for actions to reduce risks to health and safety | 6 | 3 |
| **Optional Units: Candidates must complete 6 Units from this group - do employers agree?** | | | | |
| **SQA code** | **SSC code** | **Title** | **SCQF level** | **SCQF credits** |
| H6PL 04 tbc | CDM 8 (CDM26) | Write text-based material for multi-platform use | TBC | TBC |
| H6P3 04 tbc | CDM9 | Support pre-production activities on a film or television production | 7 tbc | 6 tbc |
| H6P6 04 tbc | CDM10 | Identify Sources of Information and Present  Findings to meet a research brief | 6 tbc | 5 tbc |
| H6PS 04 tbc | CDM11 | Prepare Camera Equipment for the Production | 5 tbc | 4 tbc |
| H6P6 04 tbc | CDM12 | Ingest Material for Editing | 6 tbc | 7 tbc |
| H6P7 04 tbc | CDM13 | Record Audio | 6 tbc | 5 tbc |
| H6P8 04 tbc | CDM14 | Edit and Mix Audio Content | 6 tbc | 6 tbc |
| H6P9 04 tbc | CDM15 | Undertake Research for Radio and Audio Content | 6 tbc | 5 tbc |
| H6PA 04 tbc | CDM16 | Operate a Radio and Audio Studio | 6 tbc | 7 tbc |
| H6PB 04 tbc | CDM17 | Present a Radio or Audio Programme or Podcast | 7 tbc | 7 tbc |
| H6PC 04 tbc | CDM18 | Prepare for and Conduct Interviews in Creative Media | 6 tbc | 4 tbc |
| H6PD 04 tbc | CDM19 | Comply with codes of conduct and standards when working in radio and audio | 6 tbc | 6 tbc |
| H6PP 04tbc | CDM20  (was CDM27) | Comply with codes of conduct, regulations and standards when working in journalism | Tbc | Tbc |
| H6PT 04 tbc | CDM 21  (was CDM20) | Undertake Technical Adjustments of Images | 6 tbc | 7 tbc |
| H6PG 04 tbc | CDM22 | Communicate Using Marketing/Sales  Channels | 6 | 5 |
| H6PJ 04 tbc | CDM23  (WAS CDM 24) | Record Audio Video Material | 6 tbc | 5 tbc |
| H6PK 04 tbc | CDM 24  (WAS CDM25) | Edit Audio Video Material | 7 tbc | 6 tbc |

**Unit content – do these units seem to cover everything that would be needed for content production and support roles in Film, TV, Radio and Audio and Journalism?**

**Yes No Other comment**

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| **Unit 1 purpose and aims**  This unit assesses the ability to develop, structure and present information and ideas in ways which are persuasive, relevant and viable. Learners’ ideas and information can be in the form of pitches, written reports, oral presentations, or tenders (this list is not exhaustive). |

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| **Unit 2 purpose and aims**  This unit assesses the ability to work professionally and effectively with others in the learner’s own and partner organisations, and to work towards common business functions, goals and visions. |

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| **Unit 3 purpose and aims**  This unit assesses the ability to identify professional development opportunities, and be a reflective practitioner. Learners will develop and maintain professional networks and understand the different jobs and employment statuses in the Creative Media sector. |

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| **Unit 4 purpose and aims:**  This unit assesses the ability to process, organise, store and retrieve media assets and information for use within productions. The assets and information may be needed for the current project/production or archived from past projects/productions. |

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| **Unit 5 purpose and aims:** The aim of this Unit is to provide learners with the knowledge/understanding/skills to understand their compliance with legislation in the media industries. |

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| **Unit 6 purpose and aims:** This unit assesses the ability to manage and market yourself within the creative industries. Learners need to promote their own achievements, market their own services and keep their reputation and knowledge updated. They will also need to manage their own performance and systems, negotiate contracts and ensure that the terms and conditions are fair and just. |

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| **Unit 7 purpose and aims:** The aim of this Unit is to provide learners with the knowledge/understanding/skills to  understand their health and safety responsibilities in the workplace. |

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| **Unit 8 purpose and aims:** This unit assesses the learner’s ability to write text-based material for use across a range of media platforms. Learners will be able to understand the platform or medium, its conventions and the purpose of the text, and they will apply this to vary language, content and style to suit the platform or delivery medium and the target audience. Learners must also be able to work to deadlines while ensuring compliance with relevant laws, regulations and organisational guidelines. |

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| **Unit 9 purpose and aims:**  This unit assesses the ability to support pre-production activities at the production base. Learners will be able to understand priorities and know how to deal with contingencies. They will be able to make various arrangements, communicate with relevant personnel and suppliers, and liaise with the appropriate authorities. |

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| **Unit 10 purpose and Aims:**  This unit assesses the ability to identify relevant information and people in order to fulfil the research brief. Learners will be able to find suitable people to assist in the process, keeping contact lists up to date. They will collate and assess information from various sources and take legal, compliance and copyright considerations into account. They will be expected to present research findings clearly to decision makers. |

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| **Unit 11 purpose and aims:**  This unit assesses the ability to identify relevant equipment, and understand how to handle, store, transport and care for it. Learners will test, transport and set up camera equipment in preparation for a shoot. |

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| **Unit 12 purpose and aims:**  This unit assesses the ability to copy raw material or scan film material ready for a variety of editing processes such as offline editing. Learners will understand the standards and principles of ingesting material and will be able to prepare the material and use relevant equipment and software. The material resulting should be available for the next stage of the workflow, in the right format and resolution, in the right location, logged and stored securely. |

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| **Unit 13 purpose and aims:**  This unit assesses the ability to record audio on location and in the studio. Learners will test and check equipment and recording audio from a variety of sources. They will be able to monitor and identify problems with the recording and formulating solutions in relation to any technical problems or changing specifications. This requires a basic understanding of acoustics in order to recognise and record broadcast quality sound. |

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| **Unit 14 purpose and aims:**  This unit assesses the ability to carry out digital audio editing. Learners need an understanding of how to structure the end product, selecting the most appropriate edit points and achieving edits which are technically and artistically satisfactory. This includes mixing audio and completing relevant documentation. |

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| **Unit 15 purpose and aims:**  This unit assesses the ability to undertake research for radio. Learners will demonstrate a clear understanding of the purpose of research and how it will be used. This includes using a wide range of sources to collect information, analysing information and an understanding of copyright issues and legal and ethical constraints. |

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| **Unit 16 purpose and aims:**  This unit assesses the ability to operate a radio studio effectively. Learners will be able to use individual pieces of equipment and co-ordinate their use under pressure. This requires an understanding of the basic principles of studio operation and the ability to adapt to a different configurations, formats and combinations of equipment. |

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| **Unit 17 purpose and aims:**  This unit assesses the ability to present a radio or audio programme. Learners will understand the various roles of presenters in radio and audio. They will also understand and develop relationships with target audiences; this requires an awareness of the power, influence and responsibilities of presenters. |

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| **Unit 18 purpose and aims:**  This unit assesses the ability to conduct interviews across the Creative Media Industries. Learners need to understand key contextual information and be able to research, plan and prepare for interviews, reflecting the needs of their organisation. Learners must also be able to adopt different interviewing styles, as required and appropriate to the context. |

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| **Unit 19 purpose and aims:**  This unit assesses the skills, knowledge and understanding relating to compliance with the codes of conduct and the framework of statutory and self-regulation that governs radio and audio content creation. Learners will understand the codes of conduct, policies and procedures relevant to working in the radio and audio industry. |
| **Unit 20 purpose and aims:**  This unit assesses the skills, knowledge and understanding relating to the framework of statutory and self-regulation that governs the practice of journalism in the UK. Learners will understand the codes of conduct, policies and procedures relevant to working in journalism and variances across different industries. |
| **Unit 21 purpose and aims:**  This unit assesses the ability to undertake technical adjustment of images. Learners will be able to develop an editing approach and produce image files to meet the client’s requirements. It requires understanding of relevant legal and regulatory issues. |
| **Unit 22 purpose and aims:**  This unit assesses the ability to use media for marketing and communications. Learners need to understand target audiences and best methods of reaching them, and how to use relevant software and systems, in line with the organisational objectives and how to store data in accordance with legislation. |

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| **Unit 23 purpose and aims:**  The unit assesses the ability to record effective audio and visual material, and to select and use the correct equipment and recording techniques, whether in a studio or on location. Learners will be able to identify and deal with equipment failures and breakdown, and to ensure that equipment is always secure and available for use. |

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| **Unit 24 purpose and aims:**  This unit assesses the ability to use editing and sequencing skills to create an attractive, easily assimilated and unambiguous narrative and news story. Learners will demonstrate competence when using different editing systems and editing techniques. They will be able to simplify complex material, recognise technical errors and the need for changes, and know how to carry them out. |