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Llywodraeth Cymru
Welsh Government

0802 Welsh Apprenticeship Pathway

in

Creative Media

The content of this Pathway has been agreed by ScreenSkills. This is the only Apprenticeship Pathway in the Culture Design and Media sector approved for use in Wales that is eligible for Welsh Government funding.

More Information can be obtained from:

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Gwefan • website: www.llyw.cymru
www.gov.wales

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LEARNING PROGRAMME CONTENT

The Learning Programme provision shall comprise of three mandatory elements:

- Qualifications,
- Essential Skills
- On/off the job training

The total minimum credit value required for the Level 3 route in Screen and Creative Media is 81 credits.

The total minimum credit value required for the Level 4 route in Screen and Creative Media is 83 credits.

ENTRY REQUIREMENTS

New entrants in the Creative Media Industries must have an understanding and appreciation of different technologies, alongside general knowledge and 'soft' skills, including the capacity to work efficiently and in teams. Employers are looking for work-ready individuals who are hardworking, have the right attitude, strong communication and IT skills and a good understanding of what it takes to work their way up in the Creative Media Industries, which is a sector in which freelancing is a common means of employment. Career success in the Creative Media Industries requires a strong passion for the subject area and an ability to network and confidently market personal skills and achievements.

Other than the employer's and training provider's confidence in the candidate's ability to thrive and achieve their potential within the Apprenticeship, there are no set entry conditions, but qualifications which may provide a useful grounding for the Apprenticeship include:

- Qualifications in the Welsh Baccalaureate;
- Essential Skills Wales;
- Principal Learning (Creative and Media), offered by OCR or WJEC; Provision within the Quality Assured Lifelong Learning Pillar of the CFQW; GCSEs, A Levels or National Diplomas in media-related subjects;
- Direct progression and credit transfer opportunities from particular vocational qualifications, such as the Level 2 or 3 Certificate in Preparing to Work in Creative Media and other qualifications offered by many awarding organisations including Aim Awards and Pearson.
- Qualifications at entry level, level 1 and level 2 are encouraged routes for progression, especially those which incorporate creative and digital skills development;
- Foundation Apprenticeships, particularly in creative or digital skills development subjects.

For the level 4 route in Screen and Creative Media in addition to the examples listed above, the following may also apply:

- Completed a Level 3 Apprenticeship in Creative and Digital Media or IT Professional or Social and Digital Marketing;
- Achieved Awards, Certificates or Diplomas at Level 3 in Media related subjects.

APPRENTICESHIP PATHWAY LEARNING PROGRAMME(S)

Level 3 Screen and Creative Media

Qualifications

Participants must achieve the following *combined* qualification below.

Level 3 Diploma Media Creation, Production & Craft Support					
Awarding Body	Qualification No.	Credit Value	Total Qualification Time	Competence / Knowledge / Combined	Qualification Assessment Language(s)
AIM Awards	601/8449/8	63	258	Combined	Not on QiW

Please see [Annex 1](#) for the relationship between the competence and knowledge units within the combined qualification.

Essential Skills Wales (ESW)

Essential Skills Wales qualifications assessment languages are English-Welsh

Level 3 Screen and Creative Media	Level	Minimum Credit Value
Communication	2	6
Application of Number	2	6

On/Off the Job Training

Pathway	Minimum On the Job Training Hours	Minimum Off the Job Training Hours
Level 3 Screen and Creative Media	375	433

On/Off the Job Qualification details (Minimum Credit & Hours)

Total ON AND OFF THE JOB training hours for the 12-month programme is 808
63 credits minimum/ 268 Minimum hours - Knowledge element of the Combined qualification

On/Off the Job Essential Skills details (Minimum Credit & Hours) (if required)

<ul style="list-style-type: none"> 6 credits / 45 GLH Level 2 Essential Skills Wales Communication 6 credits / 45 GLH Level 2 Essential Skills Wales Application of Number
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Level 4 Screen and Creative Media

Qualifications

Participants must achieve one of the following *competence and knowledge* or one of the *combined* qualifications below.

Level 4 Diploma in Interactive Media					
Awarding Body	Qualification No.	Credit Value	Total Qualification Time	Competence / Knowledge / Combined	Qualification Assessment Language(s)
Aim Awards	600/9862/4	65	403-603	Combined	Not on QiW

Please see [Annex 2](#) for the relationship between the competence and knowledge units within the combined qualification.

Essential Skills Wales (ESW)

Essential Skills Wales qualifications assessment languages are English-Welsh

Level 4 Screen and Creative Media	Level	Minimum Credit Value
Communication	2	6
Application of Number	2	6

On/Off the Job Training

Pathway	Minimum On the Job Training Hours	Minimum Off the Job Training Hours
Level 4 Screen and Creative Media	175	408

On/Off the Job Qualification details (Minimum Credit & Hours)

Total ON AND OFF THE JOB training hours for the 12-month programme is 583
65 credits minimum/ Minimum 160 hours - Competence element of the Combined qualification (B1).

On/Off the Job Essential Skills details (Minimum Credit & Hours)

- 6 credits / 45 GLH Level 2 Essential Skills Wales Communication
- 6 credits / 45 GLH Level 2 Essential Skills Wales Application of Number

OTHER ADDITIONAL REQUIREMENTS

This pathway does not have any other additional requirements

PROGRESSION

The fundamental entry condition is the employer's and training provider's confidence in the candidate's ability to thrive and achieve their potential within the Apprenticeship. Freelancing is common with Creative Media Industries, so apprentices will need to consider this form of employment to progress their career

Level 3: Screen and Creative Media

Progression routes into:

- Non-accredited prior learning related to the Creative Media Industries

Progression from:

- Employment as a Production assistant to Researcher; Production Secretary to Production Coordinator; Junior Content Producer to Content Producer.
- Further/Higher Education - level 4 courses or higher diploma or degrees

Level 4: Screen and Creative Media

Progression routes into:

- Level 3 Diploma
- Level 3 Apprenticeship in Media related frameworks

Progression from:

- Employment as a Senior Developer, Senior Designer, Digital Producer, Senior Coder, Digital Copywriter and Digital Project Manager.
- Further/Higher Education - Further professional development or higher diploma or degrees

EMPLOYMENT RESPONSIBILITIES AND RIGHTS (ERR)

Employment Responsibilities and Rights (ERR) is no longer compulsory. But it is recommended that all apprentices (especially the 16 -18-year group) receive a company induction programme.

RESPONSIBILITIES

It is the responsibility of the Training Provider and Employer to ensure that the requirements of this pathway is delivered in accordance with the Welsh Government Apprenticeships

Guidance.

Further information may be obtained from:

Welsh Government
DfES-ApprenticeshipUnit@gov.wales

Annex 1

Level 3 Diploma in Media Creation, Production & Craft Support

An integrated qualification at Level 3 which combines competence and technical knowledge elements in which each element is separately assessed and in which each element carries at least 10 credits on the QCF.

Relationship between competence and knowledge qualifications

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen.

A minimum of 10 credits of knowledge and a minimum of 14 credits of competence will be achieved from undertaking the mandatory units to meet SASW credit requirements.

Knowledge and Competence will be assessed separately within the qualification. Examples of knowledge assessment could be in the form of classroom technical activity, specific technical workshop sessions and on-line platform study. Competence assessment could be in the form of a portfolio of products under development, 1-1 on-site delivery and planned assessment visits in the workplace.

Candidates are required to achieve a minimum of **63 credits (258 GLH)** from the units listed below for the Media Creation, Production, Craft and Support pathway:

Mandatory units - 24 credits (112 GLH)

- Present ideas and information to others in the creative industries 6 credits (2 knowledge, 4 competence);
- Work effectively with others in the creative industries 4 credits (2 knowledge, 2 competence);
- Develop own professional practice in the creative industries 6 credits (2 knowledge, 4 competence);
- Manage and market yourself as a freelancer in the creative industries 6 credits (3 knowledge, 3 competence);
- Ensure your own actions reduce risks to health and safety 2 credits (1 knowledge, 1 competence).

Optional units - a minimum 39 credits (146 GLH) to be taken from the units listed below:

- Principles of contributing to innovation and change;
- Contribute ideas for productions;
- Identify sources of information and present findings;
- Analyse and break down scripts during pre-production.
- Work with Digital Media in the creative industries;
- Working to a brief in the Creative Media Industries;

- Identifying and negotiating copyright issues;
- Contribute to office-based pre-production;
- Write copy for multiple platforms;
- Obtain assets for use in interactive media products;
- Obtain archive material;
- Obtaining archive material for a production;
- Prepare assets for use in interactive media products;
- Undertake technical adjustment of images;
- Prepare image output;
- Create 2D animations for interactive media products;
- Record audio visual material;
- Edit process and mix audio;
- Record audio on location and in the studio;
- Ingest material for post production;
- Undertake research for radio content;
- Operate a radio studio;
- Present a radio programme;
- Prepare for and conduct interviews in the creative industries;
- Communicating using digital marketing/sales channels;
- Use digital and social media in marketing campaigns;
- Producing creative marketing communications – advertising concepts and solutions for clients;
- Meeting requirements for using animals on productions;
- Meeting legal requirements for children working on productions;
- Organising arrangements for cast and crew travelling on productions;
- Complying with Regulations and Codes of Practice in the Production Industry
- Monitor Pre-Shoot Rehearsals, Production Meetings and Recces
- Prepare Camera Equipment for Each Day's Shoot
- Provide Assistance to the Camera Crew During a Multi-Camera Shoot
- Lay Basic Track for Camera Dollies
- Rig and Manage Cables for Television and Video Production
- Special FX for TV and Film
- Preparing Surfaces for Painting and Decorating
- Apply Coatings by Airless Spray Method in the Workplace
- Producing Broken Colour Effects in the Workplace
- Pack Striking and Re-Dressing
- Obtain Props to Meet Production Requirements
- Store Props for Productions
- Organise the Transport of Props to and From Locations
- Produce and Assemble Non-Technical Props and Dressing
- Train Artists in the Use of Props
- Care for Props
- Prepare Sets for Each Day's Shoot
- Planning Costume Requirements for a Production
- Create and Present a Design Plan in Fashion, Theatrical, Special Effects and Media
- Make-Up Industry
- Work with Designers to Fulfil the Costume Requirements for Production
- Research and Recreate Period Costume Designs
- Assist Performers with Costumes and Dressing
- Carry Out Maintenance to Costumes and Equipment
- Sourcing a Range of Costumes, Materials and Equipment
- Organise and Maintain Costumes Returned
- Hair Styling and Dressing for Performers

- Prepare to Change the Performer's Appearance
- Apply Make-Up to Change Performers' Appearance
- Assist with the Continuity of Performers' Appearance
- Maintain Continuity of Performers' Appearance
- Character Make-up for Film and TV
- Make-Up Using Prosthetics
- Professional Reflection and Development
- Media Content Creation: Principles and Practice
- Radio Production
- Broadcast Production: Planning and Co-ordination
- Production and Post Production
- Broadcast Production: Editing and Post Production
- Shooting, Capturing and Storing Content
- The qualification units are based on National Occupational Standards in:
- Production for Film and TV;
- Radio and Audio Content Creation;
- Interactive Media and computer games;
- Editing;
- Marketing and Sales;
- Physical Special Effects.

Further units will be developed in the future, to reflect the needs of the industry.

N.B. Where job roles have been specified for this Apprenticeship, it should be borne in mind that in increasingly converged industries, apprentices will very likely be trained in a varied range of skills that cover tasks from a number of traditional job roles. This is reflected in the flexibility of both the Combined qualification and the Competence and Knowledge Elements of the framework.

Please note that this Apprenticeship is also relevant to employers outside of 'Creative Media' possibly those who have team members responsible for using digital technology for creative purposes. When apprentices have achieved the required number and combination of credits, they will receive their Diploma, and claim for their Apprenticeship completion certificate from the Certifying Authority, ScreenSkills.

Annex 2

Level 4 Diploma in Interactive Media

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen.

A minimum of 10 credits of knowledge and a minimum of 6 credits of competence will be achieved from undertaking the mandatory units; the remaining knowledge and competence credits required, as specified in SASW requirements, will be achieved through the optional units.

Knowledge and Competence will be assessed separately within the qualification. Examples of knowledge assessment could be in the form of classroom technical activity, specific technical workshop sessions and on-line platform study. Competence assessment could be in the form of a portfolio of products under development, 1-1 on-site delivery and planned assessment visits in the workplace.

Candidates are required to achieve a minimum of **65 credits (403 GLH)** from the units listed below:

Mandatory units - 16 credits (105GLH):

- Awareness of employment in the creative media sector L/600/9037 (Knowledge 4 credits, Competence 2 credits);
- Awareness of health & safety in the creative media sector D/600/8510 (Knowledge 1 credit, Competence 1 credits);
- Work in interactive media K/504/6294 (Knowledge 5 credits, Competence 3 credits).

Optional Group A - 46 credits to be taken, minimum of 25 at Level 4 (280GLH):

- Design interactive media products J/504/5962 (Knowledge 9 credits, Competence 6); Design interfaces for interactive media products L/504/5963 (Knowledge 4 credits, Competence 5 credits);
- Plan content for interactive media products D/504/5983 (Knowledge 4 credits, Competence 4 credits);
- Write and edit copy for interactive media products Y/504/5965 (Knowledge 3 credits, Competence 3 credits);
- Obtain assets for use in interactive media products F/600/8287 (Knowledge 3 credits, Competence 2 credits);
- Prepare assets for use in interactive media products K/600/8297 (Knowledge 6 credits, Competence 3 credits);
- Create animated assets for interactive media products M/504/5986 (Knowledge 5 credits, Competence 4 credits);

- Create sound effects for interactive media products M/504/5972 (Knowledge 6 credits, 30 Competence 3 credits);
- Use authoring tools to create interactive media products T/504/6296 (Knowledge 6 credits, Competence 6 credits);
- Prepare and use mark up in interactive media products A/504/5988 (Knowledge 5 credits, Competence 5 credits);
- Optimise web pages for search engines D/504/6244 (Knowledge 3 credits, Competence 3 credits);
- Use style sheets in interactive media products K/504/5999 (Knowledge 3 credits, Competence 3 credits);
- Use scripting languages in interactive media products T/504/6301 (Knowledge 5 credits, Competence 7 credits);
- Use programming languages in interactive media products H/504/6021 (Knowledge 5 credits, Competence 7 credits);
- Conduct user testing of interactive media products A/504/6302 (Knowledge 3 credits, Competence 3 credits);
- Manage the use of data in interactive media F/504/6026 (Knowledge 2 credits, Competence 4 credits);
- Manage on-line engagement R/504/6094 (Knowledge 3 credits, Competence 4 credits); Create narrative scripts for interactive media products M/504/6300 (Knowledge 4 credits, Competence 4 credits);
- Communicating using digital marketing/sales channels T/502/8624 (Competence 4 credits);
- Planning platform or channel use F/504/3093 (Knowledge 1 credit, Competence 3 credits);
- Designing and developing a website L/601/3315 (Competence 15 credits); Designing and developing object - orientated computer programs T/601/3308 (Competence 15 credits);
- Using digital channels, platforms and social networks to deliver marketing communications -advertising A/504/3089 (Knowledge 3 credits, Competence 4 credits).

Optional Group B - minimum of 3 credits to be taken (18GLH):

- Develop and extend critical and creative thinking skills D/601/6464 (Competence 3 credits);
- Strategic Marketing Planning Skills within the Design and Creative Industries J/501/8387 (Knowledge 2 credits, Competence 4 credits);
- Design Development, Creativity and Business Development R/501/8389 (Knowledge 2 credits, Competence 4 credits);
- Leadership and People Management in the Design and Creative Industries J/501/8390 (Knowledge 4 credits, competence 2 credits);
- Intellectual Property Management in the Design and Creative Industries L/501/8391 (Knowledge 3 credits, Competence 4 credits);
- Design Project Management for Creative Practitioners R/501/8392 (Knowledge 2 credits, Competence 4 credits);
- Doing Business Globally Y/501/8393 (Knowledge 4 credits, Competence 3 credits). 31

Within the optional units, Interactive Media Product orientated units are based on National Occupational Standards for Interactive Media and Computer Games 2012, the Digital/IT User units are based on National Occupational Standards IT User 2009, the unit Develop and Extend Critical and Creative Thinking Skills is based on National Occupational Standards Design 2009, and the Communicating using digital marketing/sales channels is based on the National Occupational Standards 2010. Where optional qualification units for the Creative

Industries are contextualised and have been based on a combination of other National Occupational Standards, ScreenSkills has contacted the relevant Sector Skills Councils/Bodies to inform them of the use of the units within the framework.