



## The Creative and Media Diploma and QuickStart Music

### Work Related Learning and the Creative and Media Diploma

QuickStart Music was developed in conjunction with representatives from the music industry, including British Music Rights and colleagues from CCSkills and SkillSet who led the development of the diploma. The programme gives students a truly experiential work related experience through the Young Enterprise "learning by doing" principle. In addition to industry involvement in the development of the programme, business volunteers provide inspiration and guidance throughout the delivery supporting the Creative and Media Diploma's approach to work related learning:

*"Work related learning, in the Creative and Media Diploma, should be at the centre of experiential learning and the application of knowledge and skills. Activities to support this should include employer involvement in the design and evaluation of learning activities and the moderation and possible direct assessment of learning outcomes."* – Creative and Media Diploma Statement of Content

### Principal learning supported by QuickStart Music

69 out of the 72 Principal Learning objectives are supported by QuickStart Music (see overleaf for the breakdown) especially the fourth theme of Creative Businesses and Enterprise. Running QuickStart Music during or in preparation for Creative and Media Diploma delivery will engage and motivate students while providing them with a real life experience to apply their knowledge and skills.

### Disciplines that can be supported by QuickStart Music

In addition to music there are other disciplines which students engage with during the course of the QuickStart Music programme:

- |  |   |   |  |
|--|---|---|--|
| <input checked="" type="checkbox"/> 2D Visual Art  | <input type="checkbox"/> Fashion                | <input type="checkbox"/> Dance                      | <input type="checkbox"/> Interactive Media           |
| <input checked="" type="checkbox"/> 3D Visual Art  | <input type="checkbox"/> Textiles               | <input checked="" type="checkbox"/> Music           | <input type="checkbox"/> Animation                   |
| <input checked="" type="checkbox"/> Craft          | <input type="checkbox"/> Footwear               | <input type="checkbox"/> Film                       | <input type="checkbox"/> Computer Games              |
| <input checked="" type="checkbox"/> Graphic Design | <input checked="" type="checkbox"/> Advertising | <input type="checkbox"/> Television                 | <input checked="" type="checkbox"/> Photo Imaging    |
| <input checked="" type="checkbox"/> Product Design | <input type="checkbox"/> Drama                  | <input checked="" type="checkbox"/> Audio and Radio | <input checked="" type="checkbox"/> Creative Writing |

### Project/Extended Project

QuickStart Music should also be suitable for writing up as the project unit of the Creative and Media diploma or any other diploma qualification.

### PLTS

QuickStart music supports the following areas of PLTS:

- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| <input checked="" type="checkbox"/> Independent enquiry | <input checked="" type="checkbox"/> Reflective learning | <input checked="" type="checkbox"/> Self-management | <input checked="" type="checkbox"/> Effective participation | <input checked="" type="checkbox"/> Creative thinking | <input checked="" type="checkbox"/> Team working |
|---|---|---|---|---|--|

### Functional Skills

QuickStart Music supports functional skills through giving students a work related context in which they can apply English, Maths and ICT



### Principal Learning: Theme 1 - Creativity in Context

Level 1	Level 2	Level 3
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Know that creative and media production and practice takes place in a range of social, Historical and global contexts</li> <li><input checked="" type="checkbox"/> Know that creative and media products can impact on people's lives and can generate different responses</li> <li><input checked="" type="checkbox"/> Know the work of a range of practitioners</li> <li><input type="checkbox"/> Know how creative principles and practices have developed over time</li> <li><input checked="" type="checkbox"/> Know that new technologies are used in the production and distribution of creative and media products</li> <li><input checked="" type="checkbox"/> Know the issues relating to diversity, equality and representation in relation to content and the production of content</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Understand how creative and media production and practices take place in a range of social, cultural and global contexts</li> <li><input checked="" type="checkbox"/> Be able to adopt a critical perspective in response to creative and media products and practices</li> <li><input checked="" type="checkbox"/> Be able to comment on the work of a broad range of recognised practitioners</li> <li><input type="checkbox"/> Be able to recognise the historical development of principles and practices and the influence on contemporary practice</li> <li><input checked="" type="checkbox"/> Understand the impact of new technologies on production, distribution and reception of creative and media products</li> <li><input checked="" type="checkbox"/> Understand the issues related to diversity and representation in the context of creative and media production and practice</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to articulate a critical perspective in response to a diverse range of creative and media products</li> <li><input checked="" type="checkbox"/> Understand the cultural, economic, political and social forces that influence the production, distribution and consumption of products</li> <li><input checked="" type="checkbox"/> Be able to critically appraise the work and practices of a diverse range of practitioners</li> <li><input type="checkbox"/> Understand how the historical development of principles and practices can influence contemporary practice</li> <li><input checked="" type="checkbox"/> Be able to use a range of new technologies in the production and distribution of creative and media products</li> <li><input checked="" type="checkbox"/> Understand the impact of diversity and representation in relation to content and the production of content</li> </ul>

### Principal Learning: Theme 2 – Thinking and Working Creatively

Level 1	Level 2	Level 3
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to explore and experiment with ideas</li> <li><input checked="" type="checkbox"/> Be able to communicate ideas</li> <li><input checked="" type="checkbox"/> Know the characteristics of a range of creative and media forms</li> <li><input checked="" type="checkbox"/> Know that planning and production must be a flexible process</li> <li><input checked="" type="checkbox"/> Know the importance of research in realising creative ideas</li> <li><input checked="" type="checkbox"/> Be able to review own ideas and the ideas of others</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to experiment with ideas to suit a range of purposes</li> <li><input checked="" type="checkbox"/> Be able to communicate effectively via a range of means</li> <li><input checked="" type="checkbox"/> Understand the qualities of a range of creative and media forms and their meaning</li> <li><input checked="" type="checkbox"/> Understand the need for flexibility and the ability to adapt the production process</li> <li><input checked="" type="checkbox"/> Understand why research is important in the development of creative Ideas</li> <li><input checked="" type="checkbox"/> Be able to challenge own ideas and the ideas of others</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to be inventive and flexible in adopting new ideas and in exploring alternative solutions</li> <li><input checked="" type="checkbox"/> Be able to communicate effectively via a diverse range of means and for a range of purposes</li> <li><input checked="" type="checkbox"/> Be able to critically appraise a range of media forms</li> <li><input checked="" type="checkbox"/> Understand how to negotiate and solve problems in the production process</li> <li><input checked="" type="checkbox"/> Be able to conduct primary and secondary research to support the realisation of creative ideas</li> <li><input checked="" type="checkbox"/> Understand why it is important to question and challenge own and other's assumptions</li> </ul>



### Principal Learning: Theme 3 – Principles, Processes and Practice

Level 1	Level 2	Level 3
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Know the stages in the production process</li> <li><input checked="" type="checkbox"/> Know the established practices and processes in creating products</li> <li><input checked="" type="checkbox"/> Be able to use a range of equipment and materials, including new technologies</li> <li><input checked="" type="checkbox"/> Know the issues relating to health and safety</li> <li><input checked="" type="checkbox"/> Be able to produce creative and media forms</li> <li><input checked="" type="checkbox"/> Know the role of the user / audience / consumer in creative and media products and in how they are made</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Know the stages in the production process and how they relate to each other</li> <li><input checked="" type="checkbox"/> Know the creative principles and conventions that underpin production processes</li> <li><input checked="" type="checkbox"/> Be able to use and experiment with a range of materials, platforms and technologies, including new technologies</li> <li><input checked="" type="checkbox"/> Understand health and safety issues and legal and ethical constraints in the context of professional working practices</li> <li><input checked="" type="checkbox"/> Be able to produce a range of creative and media forms</li> <li><input checked="" type="checkbox"/> Understand the importance and impact of the user / audience / consumer in the production process</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Understand the stages in the production process, how they relate to each other and where they apply across other disciplines</li> <li><input checked="" type="checkbox"/> Understand the function and effect of established generic conventions and principles</li> <li><input checked="" type="checkbox"/> Be able to use and manipulate materials, techniques and technologies, including new technologies, to meet an intended purpose</li> <li><input checked="" type="checkbox"/> Understand and adhere to health and safety and other considerations and constraints, including legal, ethical and environmental</li> <li><input checked="" type="checkbox"/> Be able to produce a diverse range of creative and media forms that meet a set brief</li> <li><input checked="" type="checkbox"/> Understand why a consideration of the user / audience /consumer is important in the creation of creative and media products</li> <li><input checked="" type="checkbox"/> Understand the impact of digital and emerging technologies on industry, production practices, products and audiences</li> </ul>

### Principal Learning: Theme 4 – Creative Businesses and Enterprise

Level 1	Level 2	Level 3
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to work creatively within available resources</li> <li><input checked="" type="checkbox"/> Know industry structures, the job roles available and progression routes into employment</li> <li><input checked="" type="checkbox"/> Be able to identify the transferable skills that support employability</li> <li><input checked="" type="checkbox"/> Know where to find and how to engage in opportunities for self development</li> <li><input checked="" type="checkbox"/> Know the skills and activities required to engage in enterprise and entrepreneurial activities</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to work creatively within available resources and develop skills in managing resources</li> <li><input checked="" type="checkbox"/> Understand the structure of the industry, job roles, progression opportunities and the practices, protocols and realities of working in the industry</li> <li><input checked="" type="checkbox"/> Understand that a broad range of transferable skills are important to support employability</li> <li><input checked="" type="checkbox"/> Be able to promote own work and to engage in self-promotion</li> <li><input checked="" type="checkbox"/> Understand the value of enterprising and entrepreneurial behaviour and the personal qualities that support it</li> <li><input checked="" type="checkbox"/> Know what intellectual property rights are and how to protect them</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Be able to manage a project, working within time and budgetary constraints</li> <li><input checked="" type="checkbox"/> Be able to demonstrate professional working practices and industry protocols</li> <li><input checked="" type="checkbox"/> Demonstrate transferable skills by responding to a brief / commission, including negotiating with clients</li> <li><input checked="" type="checkbox"/> Understand why marketing and promotion, including self promotion, are important in the creative and media industries</li> <li><input checked="" type="checkbox"/> Be able to engage in enterprising and entrepreneurial activities to support innovation and self development</li> <li><input checked="" type="checkbox"/> Understand the importance of intellectual property rights and why they must be protected</li> </ul>