

The Young Enterprise QuickStart Music Programme and the Edexcel Principal Learning for Creative and Media

The Young Enterprise QuickStart Music Programme provides an ideal opportunity to contextualise the Edexcel Principal Learning for Creative and Media in an extended work related activity that will substantially reinforce the Creative Businesses and Enterprise core theme of this Diploma.

By threading additional assignments into the QuickStart Music Programme, evidence for assessment of a number of units can be created. This document, produced by Edexcel, indicates how this could be done. Please note, however, that this is indicative only - there will be many ways of combining the QuickStart Music Programme with the Edexcel Principal Learning for Creative and Media.

Teachers must ensure that any assignments they construct and set will produce the necessary evidence to enable them to assess students against the relevant marking grids (assessment criteria have not been specified here for the sake of brevity).

For more information about the Edexcel Diploma in Creative and Media visit www.edexcel.org.uk.

For more information about the Young Enterprise QuickStart Music Programme visit www.young-enterprise.org.uk/qsmusic.

Level 1

With careful planning the QuickStart Music Programme could be used as a basic structure for a complete Level 1 programme of Principal Learning, with the exception of Unit 1: Introduction to Creative and Media Skills. Whilst it may be possible to do this in such a way that learners are able to exercise their option to not cover one of units 2 - 4, in reality this may prove too complex as all learners will be following a schedule determined by the underlying structure provided by the QuickStart Music Programme. However, there is no reason why learners should not do all three of the optional units, as this will give them a choice as to which two they will submit for their award.

It should be noted that in order to cover properly the first learning outcome of units 3 and 4 (Performance Arts and Media Production), it will be necessary for learners to investigate more than the performance of music and the production of audio recordings.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 1 - Getting started	Unit 3: Performance Arts	LO1: Know about performance arts	exploring music performance in the context of performance arts generally as part of their introduction to the music industry.
Session 1 - Administration	Unit 2: Visual Arts	LO1: Know about a visual arts form which combines two or more visual arts disciplines LO2: Be able to plan the production of a visual arts product which combines two or more visual arts disciplines LO3: Be able to create a visual arts product which combines two or more visual arts disciplines	exploring existing examples of visual arts products that combine two or more disciplines in preparation for developing ideas for a logo for their music company. In developing these ideas they must combine at least two of the 2D visual arts disciplines (2D Visual Arts, Graphic Design, and Photo-imaging, for example). They could then complete the planning and design process and produce their logos. Note In order to satisfy the assessment requirements they will need to work individually. They could then, at a later stage, vote to choose the best logo for actual use by the company.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 2 - Intellectual property and copyright	Unit 2: Visual Arts	LO1: Know about a visual arts form which combines two or more visual arts disciplines	incorporating their investigation of how individuals and companies earn money from their creations into their exploration of the purposes of products and the audiences they were created for.
	Unit 3: Performance Arts	LO1: Know about performance arts	
	Unit 4: Media Production	LO1: Know about media production	
Session 3 - Planning your pitch and finances	Unit 3: Performance Arts	LO2: Be able to take part in preparations for a live performance	planning what music is going to be produced, by whom, and who is going to record it. Notes 1. As Unit 4 requires the coverage of two or more media disciplines learners must develop ideas which, for example, use the recording as a basis for a music video, or link it to a website created to market the music. 2. At this stage it could be arranged for learners to opt for one of these two units; those choosing Performance Arts would develop the music (with the ultimate aim of the live performance) whilst those choosing Media Production would organise its recording for a CD or other purpose. 3. Work on Unit 6 could start here with initial ideas about how the Big Event might be shaped.
	Unit 4: Media Production	LO2: Be able to plan the creation of a media product which combines two or more media disciplines	
	Unit 5: Presentation	LO1: Be able to plan the presentation of own creative and media work in an appropriate form	
Session 4 - The marketing mix	Unit 5: Presentation	LO1: Be able to plan the presentation of own creative and media work in an appropriate form	making decisions about how much they will charge for the Big Event.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 5 - Making the pitch	Unit 2: Visual Arts	[No specific outcome]	pitching their individually designed logos to the rest of the group, this exercise being used to help decide which of the logos the company will adopt.
Session 6 - Reality bites	Unit 5: Presentation	LO1: Be able to plan the presentation of own creative and media work in an appropriate form LO2: Know how to publicise the presentation	continuing to plan for the Big Event and starting to develop ideas for its promotion.
	Unit 4: Media Production	LO3: Be able to create a media product which combines two or more media disciplines	completing the recording of the music in preparation for the next stage of Unit 4, in which a product combining at least two media disciplines is created.
	Unit 2: Visual Arts	LO2: Be able to plan the production of a visual arts product which combines two or more visual arts disciplines	working individually to plan, design and create CD covers for the recorded music, again with the constraint that they must use at least two disciplines. Note By producing two visual arts products learners will have a choice of materials which can be submitted for assessment of this unit.
Session 7 - The practical stuff	Unit 2: Visual Arts	LO3: Be able to create a visual arts product which combines two or more visual arts disciplines	completing the CD cover for Unit 2: Visual Arts.
	Unit 4: Media Production	LO3: Be able to create a media product which combines two or more media disciplines	completing work as necessary for Unit 4: Media Production in order to fulfil the requirement to cover two or more disciplines.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 8 - Final rehearsal/preparation	Unit 3: Performance Arts	LO2: Be able to take part in preparations for a live performance	completing rehearsals for the Big Event.
	Unit 5: Presentation	LO2: Know how to publicise the presentation	putting the promotional schedule into action.
Session 9 - The Big Event/product launch	Unit 3: Performance Arts	LO3: Be able to take part in a live performance	running the Big Event.
	Unit 5: Presentation	LO3: Be able to present own creative and media work	
Session 10 - Summary and review	Unit 2: Visual Arts	LO4: Know how to monitor own visual arts work	constantly monitoring and reviewing their activities throughout their music recording, the creation of their visual arts products and their performance work. Note At this point they should also gather audience responses to the Big Event in preparation for the external unit - Unit 6: Skills Report - as they will have presented the work done for Unit 3: Performance Arts in Unit 5: Presentation, and hence will be reporting on that work for Unit 6.
	Unit 3: Performance Arts	LO4: Know how to monitor performance work	
	Unit 4: Media Production	LO4: Know how to monitor own media production work	

Level 2

It is assumed that Higher Diploma students following the QuickStart Music Programme will cover *Unit 4: Record* by either producing and recording their own music or recording someone else's and hence will combine the disciplines Music and Audio and Radio in that unit. For *Unit 3: Artefact* they will each produce a logo (combining, for example, Graphic Design and Advertising) and a CD cover (2D Visual Arts and Advertising). They will cover *Unit 6: Festival* through planning, promoting and running the QuickStart Music Big Event at which they will perform their music (Music and Advertising). Please note that this example assumes that the group will both record their music and perform it in the Big Event, whereas the QuickStart Music Programme assumes that they will do one or the other. The recording could, of course, be of the live performances, but this may well be considered an unnecessary complication for Level 2 learners.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 1 - Getting started	Unit 4: Record	LO1: Understand how a specified medium can be used to create a record	exploring a range of examples of music recordings from different periods in time and investigating recent developments in the process as part of their introduction to the music industry.
Session 1 - Administration	Unit 3: Artefact	LO1: Understand the process of creating artefacts LO2: Be able to plan the creation of an artefact LO3: Be able to create an artefact	planning, designing and producing a logo for their company. They would start this assignment by exploring existing examples of logos, looking at the materials and processes used, the impact of developing technologies on logo design and production, and their purposes (LO1). Note In order to satisfy the assessment requirements learners will need to work individually. They could then, at a later stage, vote to choose the best logo for actual use by the company.
Session 2 - Intellectual property and copyright	Unit 3: Artefact Unit 4: Record	LO2: Be able to plan the creation of an artefact LO2: Be able to plan the creation of a record in a chosen medium	checking whether anything that is planned for either the artefact or the record involves the use of copyright material. Note Alternatively, this activity could take place later when learners are doing Sessions 6 and 7.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
	Unit 3: Artefact	LO1: Understand the process of creating artefacts LO2: Be able to plan the creation of an artefact	planning and designing CD covers for the music (LO2), starting this assignment by exploring existing examples of CD and record covers, the materials and processes used, the impact of developing technologies on design and production, and their purposes (LO1). Notes 1. Again learners will work individually to create a cover and compete with one another in order for a final choice to be made. 2. By producing two visual arts products learners will have a choice of materials which can be submitted for assessment of this unit.
Session 7 - The practical stuff	Unit 4: Record Unit 3: Artefact	LO3: Be able to take part in or complete the creation of a record in a chosen medium LO3: Be able to create an artefact	completing recording and CD cover production. Note This assumes that students record the music separately, and do not record the live performances, thereby making the record a separate product.
Session 8 - Final rehearsal/preparation	Unit 6: Festival	LO2: be able to contribute to the planning of a festival	completing rehearsals for the Big Event.
		LO3: be able to contribute to the promotion of a festival	putting the promotional schedule into action.
Session 9 - The Big Event/product launch	Unit 6: Festival	LO4: Be able to contribute to the running of a festival	running the Big Event.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 10 - Summary and review	Unit 3: Artefact Unit 4: Record	LO4: Be able to monitor own creative activity LO4: Be able to monitor the creation of the record	constantly monitoring and reviewing their activities throughout the production of their record and artefacts. Note At this point they should also gather audience and client responses to that work in preparation for the external unit (Unit 7: Project Report) in case they choose to report on the work they did for either Unit 3 or Unit 4.

Level 3

This example covers only two units at Level 3 - Unit 1: Capture and Unit 2: Show - though obviously the work students do for the QuickStart Music Programme will feed into Unit 5: Evaluation.

For Unit 1 each learner must be able to produce evidence of planning and completing a recording. Some learners might wish to aim for something more ambitious than a single recording, using that as the basis for something more extensive or experimental.

In Unit 1 students may work in a single discipline if they wish. For Unit 2 they need to combine a minimum of two disciplines. How they do this will more than likely be determined by the form of the show (the Big Event). This could involve dance, video or photographic back projections, painted 2D or constructed 3D sets etc.

Another constraint relating to Unit 2 must be noted. The work shown must be created specifically for this unit - it may not be created in another unit and carried over into this one. This means that separate musical material must be produced for the recording undertaken in capture and the live performance that will constitute the Big Event.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 1 - Getting started	Unit 1: Capture	LO1: Understand past and current practice of capture in a chosen medium or media	exploring a range of examples of music recordings from different periods in time and investigating recent developments in the process as part of their introduction to the music industry.
Session 1 - Forming the company	Unit 2: Show	LO1: Understand the principles of showing creative and media work	developing their understanding of reasons for showing work and ways of doing so.
Session 2 - Intellectual property and copyright	Unit 2: Show	LO1: Understand the principles of showing creative and media work	thinking about whether they need to take steps to protect their own work, and thinking about this issue in relation to the principles of showing work.
Session 3 - Planning your pitch and finances	Unit 1: Capture Unit 2: Show	LO2: Be able to plan capture in a chosen medium or media LO2: Be able to contribute to work intended for a particular show	thinking about the music that is going to be produced and who is going to produce it, both for Unit 1 - the recorded music - and Unit 2 - the music for the live performance.

QuickStart Music Programme	Edexcel unit	Learning outcome (LO)	Learners could achieve this learning outcome by
Session 4 - The marketing mix	Unit 2: Show	LO3: Understand how to market and publicise a show	working on the promotion and marketing of the Big Event, including branding, logos etc.
Session 5 - Making the pitch	Unit 1: Capture	LO3: Be able to explore and experiment with different techniques of capture in a chosen medium or media	doing some experimental work to produce ideas to pitch to the company.
Session 6 - Reality bites Session 7 - The practical stuff	Unit 1: Capture Unit 2: Show	LO4: Be able to complete capture in a chosen medium or media LO2: Be able to contribute to work intended for a particular show	completing recording of the music for Unit 1 and working on the music to be performed in Unit 2.
Session 8 - Final rehearsal/preparation	Unit 2: Show	LO2: Be able to contribute to work intended for a particular show	completing rehearsals for the Big Event.
		LO3: Understand how to market and publicise a show	putting the promotional schedule into action.
Session 9 - The Big Event/product launch	Unit 2: Show	LO4: Be able to set up and run a show	running the Big Event.
Session 10 - Summary and review	Unit 2: Show	LO5: Understand how to gather and evaluate audience responses to the show	gathering and evaluating audience responses to their work.
	Unit 1: Capture	LO5: Understand how to monitor capture work and working processes in order to inform own practice	constantly monitoring and reviewing their activities throughout the programme. Note Work for LO5 for both Unit 1: Capture and Unit 2: Show will feed into the external Unit 5: Evaluation.