

OCR Diploma in Creative and Media Mapped Against Young Enterprise QuickStart Music

This document, produced by OCR, highlights the areas of the OCR Diploma in Creative and Media which can be supported by the Young Enterprise QuickStart Music Programme.

About the OCR Diplomas in Creative and Media

OCR's Creative and Media Diplomas offer learners an exciting way to gain access to a broad range of creative sectors. Developed by a team of teachers and practitioners drawn from a wide spectrum, they provide learners with the opportunity to gain personal, creative, technical and enterprise skills.

The Creative and Media Diplomas are available at Level 1 (Foundation Diploma), Level 2 (Higher Diploma) and Level 3 (Advanced Diploma or Progression Diploma). They are applied and practical courses that focus on realistic work situations; they are suitable for learners wishing to go on to further learning or employment.

The creative process is central to all units with OCR's Creative and Media Diplomas, focusing on experiential learning, reflection and application to work-related situations and activities. They have been designed to encourage a flexible and holistic approach to learning and assessment.

About Young Enterprise QuickStart Music

The Young Enterprise QuickStart Music Programme offers groups of up to 50 students aged 13 to 15 the experience of setting up and running their own real music industry. Working in teams, students form music companies which represent the broad range of activities within the industry including music publishing, artist management, promotions and running a record label. The companies then work together to pitch ideas for, and ultimately run, a live event or create a music product to sell and distribute.

Through a combination of theory and practical experience, the 10-week creative enterprise programme enables young entrepreneurs to learn in school how to operate their own music businesses, tapping into young people's music-making out of school. Advisors from the world of business and the music industry are on hand to give students the benefit of their experience in all aspects of the industry. The young entrepreneurs are also able to access and promote the talent of young creators, both in school and from across the country, via the NUMU online schools music network, a dedicated safe site where young musicians can showcase their music.

More information on the programme and a free web-based video resource library about the music industry (containing interviews with music industry leaders) is available at: www.young-enterprise.org.uk/qsmusic

The Young Enterprise QuickStart Music Programme - Session 1

INTRODUCTION

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---|--|---|--|
| <p>OCR Creative & Media Diploma</p> <p><i>In this document, the QuickStart Music programme has been mapped to the learning outcomes and content of specific units as part of the OCR Creative and Media Diploma at Levels 1, 2 and 3.</i></p> | <p>U1 Intro creative & media world</p> <p>U2 Intro production skills</p> <p>U3 Intro performance skills</p> <p>U4/5 Creative & media skills in a local community context</p> | <p>U1 Exploring the creative and media world</p> <p>U2 Promoting products, performances and ideas</p> <p>U3 Individual realisation – who I am and who am I?</p> <p>U4 Responding to a brief</p> <p>U5 Exploring group performance skills</p> <p>U6 Exploring digital technologies</p> <p>U7 Using creative and media skills in the context of a wider community</p> | <p>U1 using creative and media skills in a global context</p> <p>U2 Digital technology in the commercial world</p> <p>U3 Analysing the influence of genre</p> <p>U4 Issues – a personal response</p> <p>U5 Self promotion – selling your ideas</p> <p>U6 Creativity in a business enterprise</p> |
| Introduction to QuickStart Music | <p>U1: Good</p> <p>U2: Fair</p> <p>U3: Good</p> <p>U4/5: Good</p> | <p>U1: Good</p> <p>U2: Good</p> <p>U3: n/a</p> <p>U4: Fair</p> <p>U5: Excellent</p> <p>U6: n/a</p> <p>U7: Good</p> | <p>U1: Good</p> <p>U2: n/a</p> <p>U3: n/a</p> <p>U4: n/a</p> <p>U5: Excellent</p> <p>U6: Excellent</p> |

GETTING STARTED

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---------------------------------------|--|--|---|
| The Record Maker's Challenge Activity | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: n/a U4: Fair U5: Good U6: n/a U7: Good | U1: Good U2: n/a U3: n/a U4: n/a U5: Excellent U6: Excellent |

HUMAN RESOURCES

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---|------------------------|---------------------------------|--------------------------------|
| Introduction to Human Resources | U1: Fair U2: Fair | U1: Fair U2: Good | U1: Fair U2: n/a |
| Job role card activity | U3: Fair U4/5: Fair | U3: n/a U4: Fair | U3: n/a U4: n/a |
| Students split into companies to create job roles | | U5: Good U6: n/a U7: Good | U5: Excellent U6: Excellent |

ADMINISTRATION

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--------------------------------------|-----------------|-----------------|-----------------|
| Introduction to Administration | U1: Fair | U1: Fair | U1: Good |
| How to run a board meeting role play | U2: Fair | U2: Good | U2: n/a |
| First company board meetings | U3: Fair | U3: n/a | U3: n/a |
| | U4/5: Fair | U4: Fair | U4: n/a |
| | | U5: Good | U5: Excellent |
| | | U6: n/a | U6: Excellent |
| | | U7: Good | |

FORMING THE COMPANY

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---------------------------------|-----------------|-----------------|-----------------|
| Introduction to royalties | U1: Fair | U1: Good | U1: Good |
| Royalties chain activity | U2: Fair | U2: Good | U2: Good |
| | U3: Fair | U3: Good | U3: Good |
| | U4/5: Fair | U4: Good | U4: Good |
| | | U5: Good | U5: Excellent |
| | | U6: Good | U6: Excellent |
| | | U7: Good | |
| Introduction to corporate image | U1: Fair | U1: Fair | U1: Fair |
| Corporate Image Quiz. | U2: Fair | U2: Good | U2: Fair |
| | U3: Fair | U3: Fair | U3: n/a |
| | U4/5: Fair | U4: Fair | U4: n/a |
| Board meeting | | U5: Fair | U5: Excellent |
| | | U6: Fair | U6: Excellent |
| | | U7: Fair | |

Continued... FORMING THE COMPANY

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---|---|---|--|
| <p>Introduction to setting up a company</p> <p>Students register their companies</p> | n/a | n/a | <p>U1: n/a</p> <p>U2: n/a</p> <p>U3: n/a</p> <p>U4: n/a</p> <p>U5: Good</p> <p>U6: Excellent</p> |
| <p>Introduction to contracts</p> <p>Companies sign contracts with each other. Each QuickStart Music company signs a contract with the Record Label.</p> | <p>U1: Fair</p> <p>U2: Fair</p> <p>U3: Fair</p> <p>U4/5: Fair</p> | <p>U1: Good</p> <p>U2: Good</p> <p>U3: n/a</p> <p>U4: Fair</p> <p>U5: Good</p> <p>U6: n/a</p> <p>U7: Good</p> | <p>U1: Good</p> <p>U2: n/a</p> <p>U3: n/a</p> <p>U4: n/a</p> <p>U5: Excellent</p> <p>U6: Excellent</p> |

The Young Enterprise QuickStart Music Programme - Session 2

INTELLECTUAL PROPERTY & COPYRIGHT

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---|--|--|--|
| Introduction to IP and copyright How can IP and copyright be protected? IP on a CD activity | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Good U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Good U4: Good U5: Excellent U6: Excellent |
| Introduction to Market Research Market Research questionnaires | U1: Good U2: Fair U3: Fair U4/5: Good | U1: Good U2: Good U3: n/a U4: Fair U5: Good U6: Fair U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |
| Each company plans how they will carry out their market research Each company plans and writes their market research questionnaire | U1: Good U2: Good U3: Good U4/5: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 3

PLANNING YOUR PITCH & RAISING FINANCES

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|--|--|--|
| Introduction to finances in the Music Industry | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Fair U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |
| Marketing matcher activity | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Fair U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |
| Market Research board meeting | U1: Good U2: Good U3: Good U4/5: Good | U1: Good U2: Good U3: n/a U4: Good U5: Good U6: Fair U7: Good | U1: Good U2: Fair U3: Fair U4: Fair U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 4

THE MARKETING MIX

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|--|--|--|
| Processing and interpreting market research results | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Fair U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |
| Introduction to creating a pitch How to prepare a budget | U1: n/a U2: n/a U3: n/a U4/5: Good | U1:n/a U2: Good U3: Fair U4: n/a U5: n/a U6: n/a U7: n/a | U1: Good U2: Fair U3: n/a U4: n/a U5: Excellent U6: Excellent |
| Artist Management/ Music Publishing/ Promotions companies begin to prepare their pitch Record Label plans share selling and finance records | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Fair U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Fair U4: Fair U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 5

MAKING THE PITCH

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|---|--|--|
| Final preparation for pitches | U1: n/a U2: n/a U3: n/a U4/5: Good | U1:n/a U2: Good U3: Fair U4: n/a U5: n/a U6: n/a U7: n/a | U1: Good U2: Fair U3: n/a U4: n/a U5: Excellent U6: Excellent |
| Promotions company pitch their ideas to the Record Label, Artist Management and Music Publishing companies | U1: n/a U2: n/a U3: n/a U4/5: Good | U1:n/a U2: Good U3: Fair U4: n/a U5: n/a U6: n/a U7: n/a | U1: Good U2: Fair U3: n/a U4: n/a U5: Excellent U6: Excellent |
| Feedback from Record Label, Artist Management and Music Publishing companies Final selection of which pitch the Music Industry will go with | U1: n/a U2: n/a U3: n/a U4/5: Good | U1:n/a U2: Good U3: Fair U4: n/a U5: n/a U6: n/a U7: n/a | U1: Good U2: Fair U3: n/a U4: n/a U5: Excellent U6: Excellent |

Continued... MAKING THE PITCH

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|------------------------|--|--|
| Record Label, Artist Management and Music Publishing companies carry on with their tasks | U1: Fair U2: Fair | U1: Good U2: Good | U1: Good U2: Good |
| Promotions companies merge to form a production company and allocate new job roles | U3: Fair U4/5: Fair | U3: Fair U4: Good U5: Good U6: Good U7: Good | U3: Fair U4: Fair U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 6

REALITY BITES

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---|---|--|---|
| <p>Each company comes up with initial ideas for their action plans</p> <p>Each company feedback to the main group</p> | <p>U1: Fair</p> <p>U2: Good</p> <p>U3: Good</p> <p>U4/5: Good</p> | <p>U1: Fair</p> <p>U2: Excellent</p> <p>U3: Fair</p> <p>U4: Good</p> <p>U5: Good</p> <p>U6: Fair</p> <p>U7: Good</p> | <p>U1: Good</p> <p>U2: Fair</p> <p>U3: Fair</p> <p>U4: n/a</p> <p>U5: Excellent</p> <p>U6: Excellent</p> |
| <p>Each company creates their final action plan for the music product or live event</p> | <p>U1: Fair</p> <p>U2: Fair</p> <p>U3: Fair</p> <p>U4/5: Fair</p> | <p>U1: Good</p> <p>U2: Good</p> <p>U3: Fair</p> <p>U4: Good</p> <p>U5: Good</p> <p>U6: Good</p> <p>U7: Good</p> | <p>U1: Good</p> <p>U2: Good</p> <p>U3: Fair</p> <p>U4: Fair</p> <p>U5: Excellent</p> <p>U6: Excellent</p> |

The Young Enterprise QuickStart Music Programme - Session 7

THE PRACTICAL STUFF

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|--|---|---|
| Each company updates the rest of the group on their plan and highlights any issues | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Fair U2: Good U3: n/a U4: Good U5: Good U6: Fair U7: Good | U1: Good U2: Fair U3: Fair U4: n/a U5: Excellent U6: Excellent |
| Get It Done! – Everyone works on their actions | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Fair U2: Good U3: n/a U4: Good U5: Good U6: Fair U7: Good | U1: Good U2: Fair U3: Fair U4: n/a U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 8

FINAL REHEARSAL/ PREPARATION

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|------------------------------|---|--|--|
| Final rehearsal/ preparation | U1: Good U2: Excellent U3: Excellent U4/5: Excellent | U1: Good U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent U7: Excellent | U1: Excellent U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 9

THE LIVE EVENT/ PRODUCT LAUNCH

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|---------------------------|---|--|--|
| Live event/product launch | U1: Good U2: Excellent U3: Excellent U4/5: Excellent | U1: Good U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent U7: Excellent | U1: Excellent U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent |

The Young Enterprise QuickStart Music Programme - Session 10

SUMMARY AND REVIEW

| Content | Level 1 mapping | Level 2 mapping | Level 3 mapping |
|--|---|--|--|
| Summary and briefing on reviewing the programme | U1: Good U2: Excellent U3: Excellent U4/5: Excellent | U1: Good U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent U7: Excellent | U1: Excellent U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent |
| Record Label prepare the financial accounts and plan to repay shareholders Artist Management, Music Publishing and Production companies review and produce their part of the company report | U1: Fair U2: Fair U3: Fair U4/5: Fair | U1: Good U2: Good U3: Good U4: Good U5: Good U6: Good U7: Good | U1: Good U2: Good U3: Good U4: Good U5: Excellent U6: Excellent |
| Final evaluation of the programme Issue certificates | U1: Good U2: Excellent U3: Excellent U4/5: Excellent | U1: Good U2: Excellent U3: Excellent U4: Excellent U5: Excellent U6: Excellent U7: Excellent | U1: Excellent U2: Excellent U3: Good U4: Good U5: Excellent U6: Excellent |