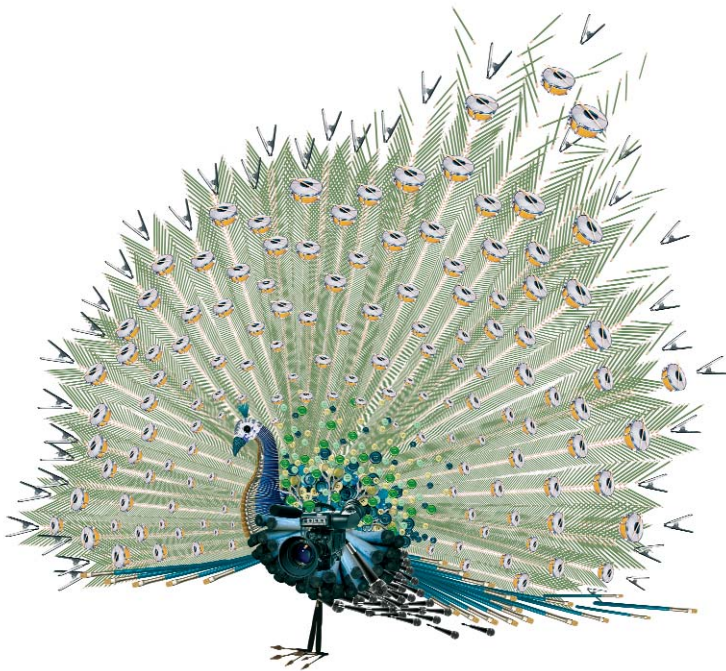


Case Study



“Diploma learners are a rich source of creative thinking; they now have to think outside of the box.”

Ian Saunders, Line of Learning Lead,
Diploma in Creative and Media at Surrey
Heath Consortium (SHAPE)

Diploma in Creative and Media

Creating opportunities

Additional planning and preparation for delivery is at the heart of Diploma success. There is plenty of information and resources available for teaching practitioners, but it is knowing where to find it.

Ian Saunders, Line of Learning Lead for the Diploma in Creative and Media at Surrey Heath consortium (SHAPE) recalls his experiences, and some of the obstacles he faced during preparation for the delivery of the Diploma.

Taking the first step

Throughout the initial planning stages, Ian discussed support and guidance options with the AQA-City & Guilds Diploma Support Team - *a valuable source of knowledge* to help kick start a complex process. He reviewed the Principal Learning specifications, attended events, met with his moderator (free of charge) and accessed support materials from the AQA-City & Guilds online Teaching Resource Zone. The consortium was then ready to deliver a flexible and tailored learning environment for every learner.



For further information about Diplomas contact the Diploma Support Team on:
08700 242466
diplomadvisors@cityandguilds.com

Developing strategic relationships

Surrey Heath is a small and unique consortium. They have appointed a dedicated person to work on employer engagement and create strategic level links within the creative and media industries. Learners are able to complete effective work placements instead of 'fill the gap' experiences.

The results have proved beneficial; opportunities have been made available to learners to produce a promotional video for a local DJ company and a radio advertisement for a local business.

These are the distinguishable benefits of the Diploma: *learners have been given the opportunity to enhance their skills* in an environment where professional agencies would normally be sourced to develop such projects, helping businesses save money and invest in emerging talent. This also embraces one of the principal aspects of the Diploma, applied learning.

Establishing the platform for success

Ian has been at the heart of the Diploma within the Surrey Heath consortium and prior to the first year of teaching, he launched a collaborative arts festival filmed by the partnering FE College. All centres within the consortium took part. It proved a success and was used as an advertising platform for creative arts courses including the new Diploma.

Introducing diversity into the curriculum

The Diploma offers a range of exciting and challenging learning opportunities, which will require learners to adapt to new skills and processes particularly with the introduction of Personal, Learning and Thinking Skills. These are integrated within the Principal Learning specifications and are a unique and distinctive skill set which differ from the traditional learning routes.

To help ensure a successful transition into the Diploma and other qualifications, Ian was involved in the early stages of introducing an 'opening minds project' in year seven. It aims to build the student's confidence through developing certain skills effectively, meaning they are able to successfully step up to the next phase of their Curriculum and some of the aspects which are built into the Diploma.

"AQA-City & Guild's specifications offer the flexibility to allow consortia to deliver effective learning programmes."

Ian Saunders, Surrey Heath Consortium

