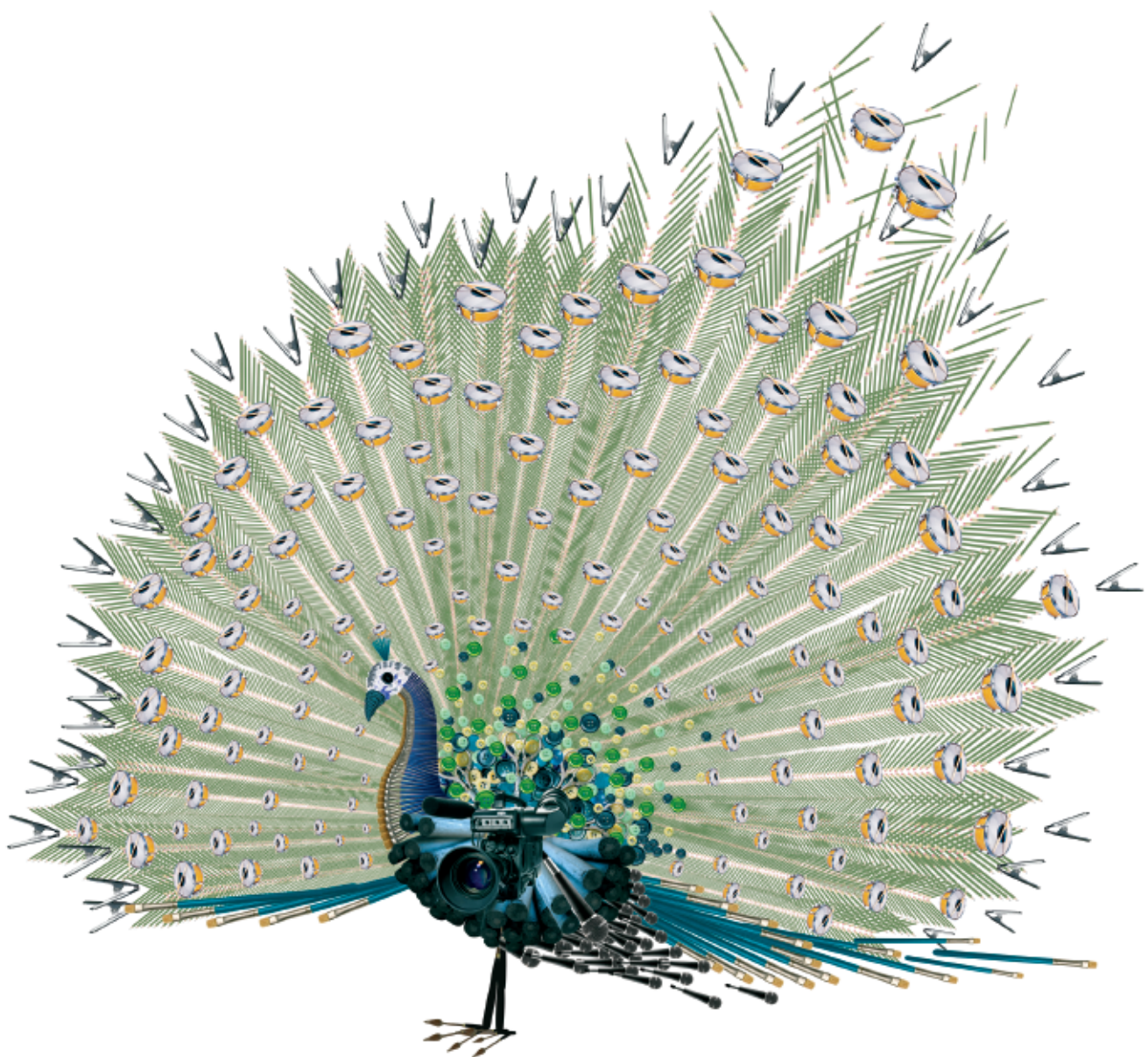


**CREATIVE AND MEDIA**  
**Unit 6: Creative teamwork**  
**Unit 7: Promotion and review**



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## Creative and Media

### Level 2 Unit 6: Creative teamwork

### Level 2 Unit 7: Promotion and review

#### Sample scheme of work

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This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs and/or balance of specialist disciplines used to deliver the Creative and Media diploma within the consortia. This scheme of work can also be adjusted by adding theory workshops to support learners who have/need additional learning time.

It will be necessary for each consortium to address the appropriate health and safety, and legal and ethical issues related to the choice of specialist disciplines used in the delivery of each unit.

These two units are assessed through centre set and marked assignments.

<b>Total GLH</b>	120
<b>Aim</b>	The purpose of these two units is for learners to work as a team to plan and organise an event or festival.
<b>Notes</b>	Units 6 and 7 are linked. Unit 6 will be treated as being a necessary part of the preparation required for Unit 7.

Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
<b>1</b> Working as a team, produce ideas for contribution to an event (Unit 6)	Show video clips of festivals and events. Discuss the process of organising an event and consider the key issues that need to be addressed when organising an event.	AC1a	IE1, 3 RL5	E3 ICT1	4	
<b>2</b> Collecting information on even organisation (Unit 6)	Ask representatives from a local community group that organises music festivals to present their experiences of event organisation. Learners need to take notes for a group discussion later.	AC1a	IE1, 3 RL5 EP1–3 TW1	E3 ICT3	4	Ensure learners keep a project book or sketchbook from the outset in order to keep a record of discussions and visits.
<b>3</b> Collecting information on teamworking skills (Unit 6)	Arrange for a director from a local media design company to present examples of their work and discuss the ways in which this part of the industry develops teams and relies on teamwork.	AC1a	IE3	E3 ICT1	4	There is an opportunity to add this session into Unit 1 if this hasn't already been assessed and moderated.
<b>4</b> Developing a production schedule as a team (Unit 6) Developing an action plan (Unit 7)	Working in small groups, learners need to develop a production and planning record sheet in order to assist their organisation and teamworking capacity. Assist this process where necessary. The individual groups will then come together to compare, discuss and synthesise their ideas. The final planning sheet will need to be used by learners as part of the evidence for Unit 6.	Unit 6: AC2a Unit 7: AC1a	CT1, 2, 4, 5 RL2, 3 SM2, 3 EP1–6 TW1, 2	E3 M1–3 ICT1, 3	6	
<b>5</b> Producing a creative outcome for an event (Units 6 and 7)	Present the context for the creative outcome. The regional museum and gallery have agreed to provide some indoor and outdoor areas of space for learners to use in order to support a programme of events organised around an exhibition for the start of the summer term. They have agreed to offer the diploma learners an opportunity to make a contribution to the supporting events. Learners will	Unit 6: AC1a, b Unit 7: AC1a, b	CT1, 2 RL2 SM2 IE3, 4	E 3 ICT1, 3	8	

Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
	<p>need to organise their contribution for the opening of the exhibition.</p> <p>Following discussion about areas of contribution, division into working groups and the nature of the exhibition and working spaces, ask a curator to make a presentation regarding the content of the exhibition, their requirements and the limitations from the gallery's point of view.</p> <p>Give learners the following brief and ask them to undertake an individual analysis of the main issues and concerns.</p> <p><i>The brief:</i></p> <p>The regional gallery and museum is launching an exhibition for the summer months entitled 'Seascape'. The exhibition contains a variety of exhibits around this theme. There are works of art from the eighteenth century to the present day. There are exhibits in the museum, both natural and manufactured, connected with the sea and seafaring.</p> <p>You have been invited to add a contribution to the opening of the exhibition. You must develop a creative outcome that complements the overall exhibition and you must produce an outcome which combines at least two disciplines. You may wish to link your ideas to the work that is arranged to be in the exhibition or you may wish to add something completely new. Whatever you choose as your final idea, you must remember that you must work as a team and that your contribution must be acceptable to the gallery.</p>		<p>TW1-3</p> <p>EP1-6</p>			

Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
<b>5</b> Producing a creative outcome for an event (Units 6 and 7) (continued)	The gallery is providing a range of spaces for the day and evening. You must assess the needs of the gallery and the opportunities open to you by consulting with the exhibition staff, who will make a presentation to you all next week. Your contribution must be in place for the opening.					
<b>6</b> Building the team and developing ideas as a team for the creative outcome	In their groups, learners will now begin the process of responding to the brief and developing their ideas for the creative outcome.  Learners need to keep individual records of their personal progress, the agreed roles within the team and maintain a record appropriate to their particular role.	Unit 6: AC1a, b  Unit 7: AC1a, b	IE1–4 CT1–6 RL2, 3, 5 SM2–4 EP1, 3, 4 TW1–6	E 3 ICT1, 3	16	This process needs to be supported by continual tracking and a regime of tutorials.  Encourage learners to arrange meetings at regular intervals in order to record key decisions and support collaboration.
<b>7</b> Presenting the initial ideas for the creative outcome to the client and an audience, and reviewing its effectiveness (Units 6 and 7)	Learners should now prepare a presentation of their initial ideas. Once again they need to carefully consider an appropriate, creative and effective form of presentation using two disciplines before making the decision.  As a rehearsal, learners will deliver their findings to the class, and receive, record and evaluate the feedback.	Unit 6: AC1c, AC2b  Unit 7: AC1a, AC2a, b	IE1–4 CT1–6 RL2, 3 5 SM2–4 EP1, 3, 4 TW1–6	E1–3 M1–3 ICT1–3	25	

Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
<b>8</b> Reviewing work and amending ideas	After the rehearsal, each group is assigned a period of 20 minutes to pitch their idea to a representative from the gallery. The feedback from this meeting is used to modify and refine the final idea.	Unit 6: AC2c, AC3a, b	CT1, 2, 3, 5, 6 RL2–5 SM2 EP1 TW1, 6	E1–3 M1–3 ICT1–3	10	
<b>9</b> Incorporating refinements	Learners will now work on the redevelopment of the final outcome, incorporating the refinements suggested by the client.	Unit 7: AC3a–c		E1–3 M1–3 ICT1–3	10	
<b>10</b> Finalising a production schedule and plan of action	A production schedule and plan of action for the opening event will need to be produced.	Unit 7: AC2a, b	SM2	E3 M1 ICT1, 2	4	Encourage learners to liaise with the client at appropriate intervals. The final production plan will need to be approved by staff acting on behalf of the client.
<b>11</b> Agreeing a method of collecting feedback	Learners need to agree an appropriate method of collecting and recording audience feedback.	Unit 7: AC3d	RL3, 4 TW1, 2	E3 M1, 3 ICT1–3	2	Learners should be able to review prior experience in this area in order to select appropriate methods of review and feedback.
<b>12</b> Final preparations and putting plans into action	Ensure learners have a period of preparation leading up to the opening event. The production plan will then be put into operation and the final event will take place.	Unit 7: AC3a–d	SM2–6 TW1–6	E1, 3 M1 ICT1, 3	25	

Topic	Activities, assignments, assessments, resources	LO and AC	PLTS	FS	GLH	Other comments
13 Reflection and review	This session is an opportunity for learners to collate feedback and review/evaluate the event from the audience's perspective and in relation to their own contribution. They should record their findings in written, video or audio form.	AC3d	RL4-6	E3 M2 ICT3	2	