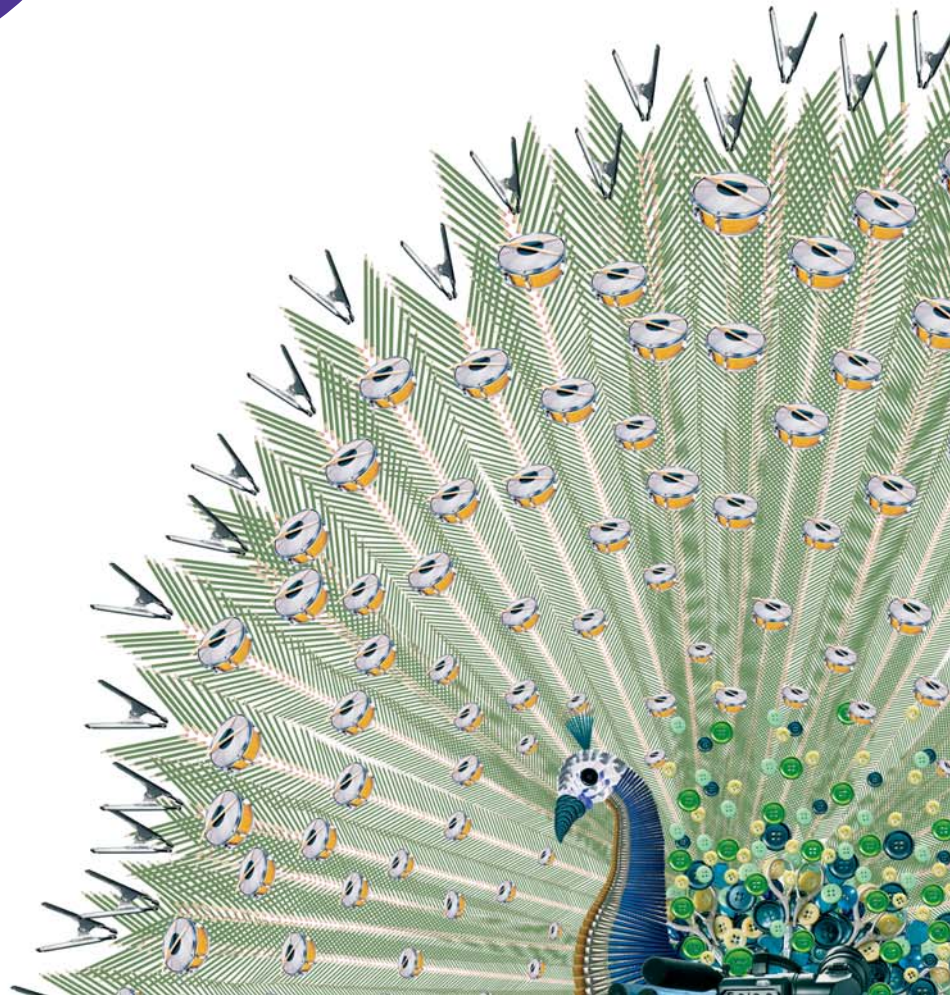


**Creative and  
Media Diploma  
Guide**



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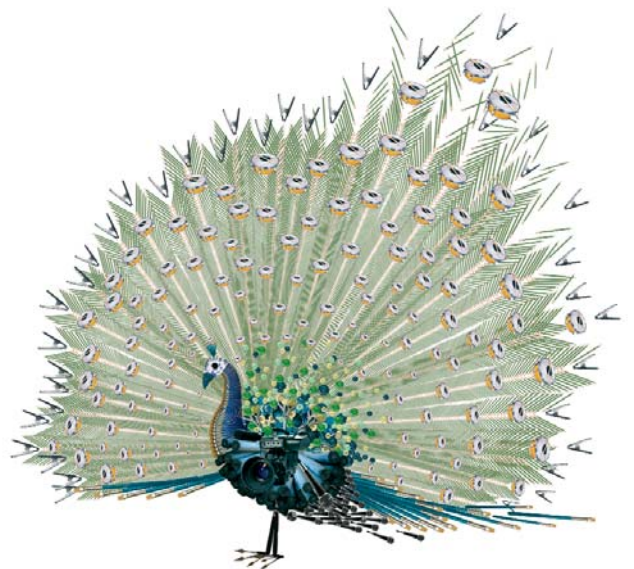
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## Introduction

The AQA-City & Guilds Creative and Media Diploma offers learners excitement and broad learning opportunities for optimum achievement. The structure of this Diploma empowers teachers and learners, with freedom to develop a programme based around their individual talents. It is designed to challenge learners to develop into creative thinkers and places an emphasis on practical, applied learning.

### Why choose AQA-City & Guilds Creative and Media Principal Learning?

- minimum of two free personal moderator visits per year, involving direct support and advice
- Additional and Specialist Learning designed especially for the Diploma to complement the Principal Learning element
- Levels 1 and 2 allow co-teaching to create an inclusive qualification with opportunities for an optimum level of learner achievement
- learners can enter the programme and make a decision on levels after they have commenced
- flexible Principal Learning specifications allow teachers complete freedom to develop an innovative, collaborative and creative learning environment, with support from subject experts
- industry focussed framework developed in close consultation with Skillset to ensure content is relevant to the current industry, and prepares learners for entry into the workplace
- free teaching materials, resources and training on course planning and moderation to support you with Diploma delivery
- fully embedded Personal, Learning and Thinking Skills (PLTS) within the assessment criteria for you to easily assess when the learners develop these six skills
- clearly signposted Functional Skills to help you assist learners to develop these key employability skills
- opportunities for applied learning, giving you ideas for employer engagement and providing learners with opportunities to gain experience in a work environment
- larger provision for internal assessment to allow for integration into practical assignments, reducing the examination burden



## Diploma Structure

Diploma Level	Principal Learning	Generic Learning			Additional and Specialist Learning
	Main Subject (eg C&M)	Project	Functional Skills	Work Experience	May include: - GCSEs, AS/A Levels - Vocational Quals
<b>Foundation Diploma</b> (600 GLH)	Practical Assessments + 1 Exam <b>(240 GLH)</b>	Foundation Project <b>(60 GLH)</b>	L1 - English / Maths / ICT <b>(120 GLH)</b>	Minimum 10 days	Qualifications chosen by the learner <b>(120 GLH)</b>
<b>Higher Diploma</b> (800 GLH)	Practical Assessments + 1 Exam <b>(420 GLH)</b>	Higher Project <b>(60 GLH)</b>	L2 -English/ Maths/ICT <b>(80 GLH)</b>	Minimum 10 days	Qualifications chosen by the learner <b>(180 GLH)</b>
<b>Advanced Diploma</b> (1080 GLH)	Practical Assessments + 2-3 Exam <b>(540 GLH)</b>	Extended Project <b>(120 GLH)</b>	L2 - English/ Maths/ICT	Minimum 10 days	Qualifications chosen by the learner <b>(360 GLH)</b>
<b>Progression Diploma</b> (720 GLH)	Practical Assessments + 2-3 Exam <b>(540 GLH)</b>	Extended Project <b>(120 GLH)</b>	L2 - English/ Maths/ICT	Minimum 10 days	Not included

## Principal Learning

All Principal Learning units are compulsory for Diploma learners. Principal Learning includes at least 50% applied learning which consists of knowledge, understanding, skills and attitudes to support progress through a work-related context. Opportunities to develop and apply generic skills are also integrated into Principal Learning.

### Level 1

#### Level 1 Principal Learning covers the following:

Unit	GLH	Assessment Method
1 Discovering creativity	60	Internal
2 Investigating ideas	60	Internal
3 Experimenting with the tools of creativity	60	Internal
4 Responding creatively	60	Internal and External

For example, in unit 1 the learner will:

- understand, through research, the creative products and facilities in a specific sector of the local Creative and Media industry
- be able to record the research findings, combining two or more disciplines
- be able to present the research findings to an audience and receive feedback

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## Level 2

### Level 2 Principal Learning covers the following:

Unit	GLH	Assessment Method
1 Exploring creativity	60	Internal
2 Creating inspiration	60	Internal
3 Creating possibilities	60	Internal
4 Discovering creative potential	60	Internal
5 Developing a creative response	60	External
6 Creative teamwork	60	Internal
7 Promotion and review	60	Internal

For example, in unit 1 the learner will:

- be able to undertake appropriate research into a specific area of the Creative and Media sector, its nature and its organisations, and within an organisation, its types of job roles and its creative outputs
- present their findings using two disciplines to a defined audience
- review their research and presentation, and identify improvements

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## Level 3

### Level 3 Principal Learning covers the following:

Unit	GLH	Assessment Method
1 Communicating creatively	90	Internal
2 Exploring professional creativity	90	External
3 Realising creativity	90	External
4 Creating opportunity	90	Internal
5 Working with a client	90	Internal
6 Realisation and review	90	Internal

For example, in unit 1 the learner will:

- understand how to develop and assess ideas and create a proposal in response to a brief
- be able to produce and present ideas, in a proposal for a creative outcome that links two disciplines
- review and evaluate their work, the process and their proposal in light of client and audience feedback



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## Generic Learning

Generic Learning provides skills relevant to learning, training and working in all lines of learning across all sectors. It includes Functional Skills and Personal, Learning and Thinking Skills (PLTS) which are embedded in and assessed through the Principal Learning component.

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## Functional Skills

We offer Functional Skills qualifications built around developing practical skills in English, Mathematics and Information and Communication Technology (ICT). Functional Skills has been identified as being vital for building confidence and gaining the most out of work, education and everyday life.

Both AQA and City & Guilds are offering Functional Skills independently and are both suitable for Diplomas.

For further information visit:  
[www.aqa.co.uk/qual/gcse/functional\\_skills.php](http://www.aqa.co.uk/qual/gcse/functional_skills.php)  
[www.cityandguilds.com/19824.html](http://www.cityandguilds.com/19824.html)  
[www.qcda.gov.uk/6062.aspx](http://www.qcda.gov.uk/6062.aspx)

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## Personal, Learning and Thinking Skills

As a learner progresses, they will acquire work-relevant skills through activities they undertake. Personal, Learning and Thinking Skills are embedded in the Principal Learning and help learners to develop their potential as:

- Team workers
- Independent enquirers
- Creative thinkers
- Self managers
- Effective participators
- Reflective learners

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## Work Experience

This component is usually linked to the Diploma subject that is being studied but does not always have to be the case. This element is usually taken over 10 days to help learners gain in insight into practical skills, values and attitudes needed in the workplace.



## Additional and Specialist Learning

Additional and Specialist Learning (ASL) provides learners with greater breadth (Additional Learning) and depth (Specialist Learning) of study and enables them to tailor their personal programmes to their own interests and ambitions.

ASL can be taken at the chosen Diploma level through learners selecting a single qualification or a combination of qualifications to meet the required Guided Learning Hours. Learners will select from qualifications at the same level as the Diploma that they are taking, or one higher eg the Foundation Diploma can have ASL at Level 1 or 2. ASL forms part of the Diploma and fits into the overall structure as follows:

	Guided Learning Hours (GLH) Foundation	Guided Learning Hours (GLH) Higher	Guided Learning Hours (GLH) Advanced
Principal Learning	240	420	540
Generic Learning	240	200	180
Additional and Specialist Learning	120	180	360
10 days work experience			
<b>Total</b>	<b>600</b>	<b>800</b>	<b>1080</b>

For ASL there is a minimum amount of GLH that a learner will need to gain for each level. GLH can be more than the requirement at each level by up to 50%. For example:

Foundation level GLH can be anywhere between 120 - 180.	Higher level GLH can be anywhere between 180 - 270.	Advanced level GLH can be anywhere between 360 - 540.
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The National Database of Accredited Qualifications (NDAQ) has a Diploma catalogue that lists all the ASL qualifications for each line of learning.

Visit [www.accreditedqualifications.org.uk](http://www.accreditedqualifications.org.uk)

QCDA Diploma Validator is a useful tool to help curriculum planners check that every Diploma is following a valid programme of study.

Visit <http://diplomavalidator.qcda.gov.uk>



## Level 1

Below are 5 examples of potential routes a learner might take and what qualification/s they could choose as part of their Additional and Specialist Learning

Option 1	Option 2	Option 3	Option 4	Option 5
Studio/Landscape Photography pathway	Applied Media pathway	Learning Support pathway plus Short GCSE (any Short GCSE could be used - eg shown)	Language pathway (any GCSE lang could be used, eg shown)	Media Studies pathway



### Qualification

<b>City &amp; Guilds</b> Level 2 Certificate in Studio/Landscape Photography (A) <b>120 GLH</b>	<b>AQA</b> GCSE in Applied Media (single Award - pilot) (S) <b>120 GLH</b>	<b>City &amp; Guilds</b> Level 2 Certificate in Supporting People with Learning Disabilities (A) <b>80 GLH</b> and <b>AQA</b> GCSE (short course) in Art and Design (S) <b>60 GLH</b>	<b>AQA</b> GCSE in Spanish (A) <b>120 GLH</b>	<b>AQA</b> GCSE in Media Studies (S) <b>120 GLH</b>
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### GLH requirement for Diploma Level 1

120	120	120	120	120
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(A)- Additional  
(S) - Specialist



## Level 2

Below are 7 examples of potential routes a learner might take and what qualification/s they could choose as part of their Additional and Specialist Learning.

Option 1	Option 2	Option 3	Option 4	Option 5	Option 6	Option 7
Business pathway	Learning Support pathway (any two Short GCSEs could be used - eg shown)	Applied Media pathway	Studio / Landscape Photography plus GCSE (Short) pathway	AS Level pathway (any listed could be used, eg shown)	GCSE pathway (combining GCSE short course and GCSE - eg shown)	Audio sector pathway



### Qualification

<b>City &amp; Guilds</b> Level 2 in Business Administration (A) <b>90 GLH</b> and <b>City &amp; Guilds</b> Level 2 in Customer Service (A) <b>90 GLH</b>	<b>City &amp; Guilds</b> Level 2 Certificate in Supporting People with Learning Disabilities (A) <b>80 GLH</b> and <b>AQA</b> GCSE (short course) in Art and Design (S) <b>60 GLH</b> and <b>AQA</b> GCSE (short course) in Citizenship Studies(A) <b>60 GLH</b>	<b>AQA</b> GCSE in Applied Media (double Award - pilot) (S) <b>180 GLH</b>	<b>City &amp; Guilds</b> Level 2 Certificate in Studio / Landscape Photography (A) <b>120 GLH</b> and <b>AQA</b> GCSE (short course) in Art and Design (S) <b>60 GLH</b>	<b>AQA</b> Level 3 Advanced Subsidiary GCE in English Language and English Literature (A) <b>180 GLH</b>	<b>AQA</b> GCSE (Short Course) French (A) <b>60 GLH</b> and <b>AQA</b> GCSE in Performing Arts: Dance (S) <b>120 GLH</b>	<b>City &amp; Guilds</b> Level 2 Certificate in Audio Visual Industries Induction (S) <b>60 GLH</b> and <b>City &amp; Guilds</b> Level 2 Certificate in Music Sound and Composition (A) <b>60 GLH</b> and <b>City &amp; Guilds</b> Level 2 Certificate in Multi Track Recording and Mixing (A) <b>80 GLH</b>
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### GLH requirement for Diploma Level 2

180	180	180	180	180	180	180
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(A) - Additional (S) - Specialist

## Level 3

Below are 5 examples of potential routes a learner might take and what qualification/s they could choose as part of their Additional and Specialist Learning.

Option 1	Option 2	Option 3	Option 4	Option 5
Media Techniques pathway	Sound Engineering pathway	A Level pathway (any of those listed eg shown)	AS Level pathway (any two of those listed eg shown)	Photography business pathway



### Qualification

<b>City &amp; Guilds</b> Level 3 Diploma in Media Techniques (S) <b>360 GLH</b>	<b>City &amp; Guilds</b> Level 3 Diploma in Sound Engineering (A) <b>360 GLH</b>	<b>AQA</b> A Level in Drama and Theatre Studies (S) <b>360 GLH</b>	<b>AQA</b> AS Level in Communication Studies (S) <b>180 GLH</b>  and  <b>AQA</b> AS Level in German (A) <b>180 GLH</b>	<b>City &amp; Guilds</b> Level 3 Certificate in Printing Photo Images (A) <b>60 GLH</b>  and  <b>City &amp; Guilds</b> Level 3 Certificate in Customer Service (A) <b>120 GLH</b>  and  <b>AQA</b> AS Level in Business Studies (A) <b>180 GLH</b>
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### GLH requirement for Diploma Level 3

360	360	360	360	360
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(A)- Additional  
(S) - Specialist



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## Project

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A Project chosen by each individual learner is taught at each level, requiring them to show their ability to plan, deliver and present a piece of work. It offers learners an opportunity to produce an extended piece of work, either in an area that they are studying, or in which they have a particular interest.

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## Teaching Resource Pack

Benefit from our free of charge Diploma Teaching Resource Pack. These resources will support you on your journey through teaching, planning and delivery. You can get:

### Teaching Materials

- Easy to follow **Principal Learning Specifications** written by practicing teachers and lecturers which include fully embedded Personal, Learning and Thinking Skills within the assessments and clearly signposted Functional Skills
- **Sample External Assessment Materials** for externally assessed units
- **Sample Internal Assessment Materials** examples at all levels
- **Schemes of Work** giving you examples for teaching delivery that can be used at any level
- **Resource lists** with references and links to a wide range of helpful teaching resources
- **Level 2 Student Handbook** an innovative way for your students to track their achievements and plan their progress while studying the Principal Learning component
- **Additional Guidance** for successful delivery of PL, including assessment delivery and presentation, PLTS and working with employers

### Online

- Visit [www.diplomainfo.org.uk](http://www.diplomainfo.org.uk) our dedicated Diploma website
- **Enhanced Results Analysis (ERA)** an online tool giving you at-a-glance analysis of exam results by candidate and giving cohort to cohort comparisons for your own and peer centres
- **Links to other Diploma components** including Functional Skills, Project, Additional and Specialist Learning
- Additional and Specialist Learning and **career pathway information**
- **Diploma Talk Online Forums** provide tutors with a **24/7 online discussion facility** to interact with fellow **tutors** or **subject experts**
- Full suite of new QCF bite sized qualifications for **Specialist Learning (ASL)**
- Past **question papers** and **mark schemes** available at a small cost (free through e-AQA)

### Dedicated personal support and events

- Minimum two free **moderator visits** per consortium in your first year
- Direct access to **Subject Support Staff** for advice and guidance
- **Regional Teacher Support Events** led by Subject Experts, Examiners or Moderators
- **Bespoke practitioner workshops** held at a centre within your consortium to address the delivery requirements specific to your needs
- **Inspirational 'Taster Days'** held at a centre within your consortium to support student uptake and parent engagement run by Speakeasy4schools
- **'Flying Start'** teaching delivery days and / or visiting young award winning **Ambassadors from the industry** run by Speakeasy4schools

# Require further information?

AQA-City & Guilds will do our best to help answer any questions that you may have about the Diplomas. We have dedicated **Diploma Support team** who are here to support you. If you would like to speak to a member of the team or secure a visit please email: **[diplomadvisors@cityandguilds.com](mailto:diplomadvisors@cityandguilds.com)**

Visit:  
**[www.diplomainfo.org.uk](http://www.diplomainfo.org.uk)**

Telephone:  
**08700 242466**