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Pearson

Higher Nationals in

Creative Media Production

SCHEME OF WORK

UNIT: 1 Individual Project (Pearson-set)

For use with the Higher National Certificate and
Higher National Diploma in Creative Media Production
First teaching from September 2018

Issue 1



Edexcel, BTEC and LCCI qualifications

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Please note that Schemes of Work are for guidance and support only.

They can be customised and amended according to localised needs and requirements.

All schemes of work can be adapted to suit specific establishment time frames in line with GLH delivery.

Higher National Certificate/Diploma in Creative Media Production

SCHEME OF WORK

Programme Title:	Higher Nationals in Creative Media Production	Level:	4
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Unit Title:	Individual Project (Pearson-set)	Tutor:	
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Unit Number:	1	Academic Year:	
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Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3	Assessment 4
LO1 Explain the specialisms within creative media production, based on research into historic and contemporary precedents	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO2 Develop individual creative solutions in response to a given brief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO3 Present a resolved proposition to an identified audience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO4 Evaluate a resolved proposition in response to audience feedback and personal reflection	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcome(s)	Session Activities
Session 1	LO1	<p>Topic: Introduction and overview of the unit</p> <p>Sub-topic(s): Primary and secondary research</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Group discussion identifying independent approaches to the theme set by Pearson • Tutor presentation on approaches to individual project • Group work – brainstorm theme set by Pearson, students working in groups of two then feedback approaches and ideas to group • Group discussion on approaches to individual project, which identifies approaches to primary and secondary research.
Session 2	LO1	<p>Topic: Thematic research (visual and contextual references)</p> <p>Sub-topic(s): Research ethics and working practices</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation/discussion relating to theme, outlining approaches to historical and contemporary research (galleries and exhibitions) • Students to create thematic collages/mood boards exploring theme-related imagery • Tutor presentation/class discussion (research ethics and working practices), opportunity to involve student resource lead • Student demonstration on how to access and search relevant journals • Students provided with Harvard referencing and research ethics, exemplar material.
Session 3	LO1	<p>Topic: Opportunities within creative practice</p> <p>Sub-topic(s): Studio or practice visit</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation/discussion (visual, auditory and performance), competition opportunities or live briefs related to working theme • Group discussion about approaches to using online and social media within research • Students to undertake research into historical practitioner influences in response to theme • Students to undertake research into contemporary practitioner influences in response to theme • Students to undertake a self-evaluation of visit and interpret how findings/experience can inform individual project.

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Sessions	Learning Outcome(s)	Session Activities
Session 4	LO2	<p>Topic: Project management</p> <p>Sub-topic(s): The elements and principles of creative media production</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation on project and time management plans. Tutor will use examples to demonstrate good working practices within the creative industries. • Tutor and class discussion examining the elements and principles of creative media production. Students (working in pairs) will feed back to the group identified examples of historical and contemporary research. • Students generate a series of thumbnail studies/initial ideas outlining approaches to theme.
Session 5	LO2	<p>Topic: Materials, techniques and processes</p> <p>Sub-topic(s): Suitability of materials, techniques and processes</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Group discussion on initial design ideas. Students present ideas to the group. • Tutor presentation on materials, techniques and processes. Tutor will use examples to demonstrate possible opportunities in approaching theme. • Class discussion on suitability of materials, techniques and processes.
Session 6	LO2	<p>Topic: Health, safety and safe working practices</p> <p>Sub-topic(s): Design reports and project evaluations</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation on health, safety and safe working practices within studio and workshop environments. Tutor will use examples of health, safety and safe working practices with the group; show examples of design reports and project evaluations.
Session 7	LO2	<p>Topic: Individual project</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-based practice with tutor support and guidance as required • Students to develop individual project and time management plans • Students to document health, safety and safe working practices within their individual project.

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Sessions	Learning Outcome(s)	Session Activities
Session 8	LO2	Topic: Individual project Sample activities: <ul style="list-style-type: none">• Student-based practice with tutor support and guidance as required• Students to document health, safety and safe working practices within their individual project• Students to create design reports and project evaluations as project progresses.
Session 9	LO2	Topic: Individual project Sample activities: <ul style="list-style-type: none">• Student-based practice with tutor support and guidance as required• Students to document health, safety and safe working practices within their individual project• Students to create design reports and project evaluations as project progresses.
Session 10	LO2	Topic: Individual project Sample activities: <ul style="list-style-type: none">• Student-based practice with tutor support and guidance as required• Students to document health, safety and safe working practices within their individual project• Students to create design reports and project evaluations as project progresses.
Session 11	LO2	Topic: Individual project Sample activities: <ul style="list-style-type: none">• Student-based practice with tutor support and guidance as required• Students to document health, safety and safe working practices within their individual project• Students to create design reports and project evaluations as project progresses.

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Sessions	Learning Outcome(s)	Session Activities
Session 12	LO2 & LO3	<p>Topic: Individual project</p> <p>Sub-topic(s): Examples of presentation formats</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-based practice with tutor support and guidance as required • Students to document health, safety and safe working practices within their individual project • Students to create design reports and project evaluations as project progresses • Tutor presentation on presentation formats, showing examples of how to present and exhibit work.
Session 13	LO3	<p>Topic: Presentation software</p> <p>Sub-topic(s): Understanding audiences</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation on industry-standard presentation software • Students to explore a range of presentation software and indicate preferred choice and approach for individual project • Tutor/group discussion on understanding audiences and appropriate content to include in presentation.
Session 14	LO3	<p>Topic: Hierarchy of text-based and visual information</p> <p>Sub-topic(s): Presentation timing, structure and delivery</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation on the importance of the hierarchy of text-based and visual information within individual student presentations • Students to explore appropriate presentation software, timing, transitions, structure and delivery of content • Students to create individual project presentations (selection and editing of content).
Session 15	LO3	<p>Topic: Presentation skills</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Group discussion outlining the importance of presentation skills and how to convey ideas, concepts and outcomes within the creative industries • Tutor-led discussion about presentation content and structure and the importance of body language (non-verbal communication) • Individual student practice presentations to group and tutor, tutor and group feed back to presenter on visual and verbal communication skills.

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Sessions	Learning Outcome(s)	Session Activities
Session 16	LO3	<p>Topic: Student presentations</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Individual student presentations to an invited audience, including project supervisors, student group and employers if possible
Session 17	LO4	<p>Topic: Produce a project report</p> <p>Sub-topic(s): Academic standard forms of referencing and citation</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor-led activity carried out on academic standard forms of referencing and citation within individual student project reports. Students will individually create a project report, reflecting all aspects of the design stages undertaken. Students will individually evaluate identified contemporary cultural, social and political trends relating to the project theme. Students will individually demonstrate perceptive reflection through written analysis and annotation using appropriate subject-specific language about decisions undertaken with the individual project.
Session 18	LO4	<p>Topic: Produce a project report</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Students will individually create a project report, reflecting all aspects of the design stages undertaken. Students will individually evaluate identified contemporary cultural, social and political trends relating to the project theme. Students will individually demonstrate perceptive reflection through written analysis and annotation using appropriate subject-specific language about decisions undertaken with the individual project.
Session 19	LO4	<p>Topic: Produce a project report</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Students will individually create a project report, reflecting all aspects of the design stages undertaken. Students will individually evaluate identified contemporary cultural, social and political trends relating to the project theme. Students will individually demonstrate perceptive reflection through written analysis and annotation using appropriate subject-specific language about decisions undertaken with the individual project.
Session 20	LO1-LO4	<p>Topic: Completion and submission of unit</p>

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Higher Nationals in

Creative Media Production

SCHEME OF WORK

UNIT: 2 Creative Media Industry

For use with the Higher National Certificate and
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First teaching from September 2018

Issue 1



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Higher National Certificate/Diploma in Creative Media Production

SCHEME OF WORK

Programme Title:	Higher Nationals in Creative Media Production	Level:	4
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Unit Title:	Creative Media Industry	Tutor:	
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Unit Number:	2	Academic Year:	
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Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3	Assessment 4
LO1 Discuss the relationship between creative media production and the creative industries, based on historic and contemporary precedents	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO2 Explain the different forms of company and employment within the creative industries	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO3 Evaluate the roles within a specific area of creative media production	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO4 Analyse factors that may affect the future development of a specific area of creative media production	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcome(s)	Session Activities
Session 1	LO1	<p>Topic: Project briefing Sub-topic(s): Establish creative problem, contextualise media problem, explore historic and contemporary developments, identify specific constraints relating to media study</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor presentation of unit, overall topics and introduction • Group exploration of examples and precedents, with discussion • Student-led discussion of unit learning outcomes and assessment criteria
Session 2	LO1	<p>Topic: Media industries in context Sub-topic(s): Creative industries, subject areas, history and economics</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture on media industries and economics • Seminar with case study reviews relating to specific subject areas
Session 3	LO1	<p>Topic: Media production in context Sub-topic(s): Subject areas, developments, practice</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-led presentation on the practice of a particular media producer within industry • Seminar mapping media production workflow and relationships to the media industry
Session 4	LO1	<p>Topic: Research techniques Sub-topic(s): Qualitative and quantitative data, primary and secondary research, validity and reliability, triangulation, reputable sources</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Practical task testing the validity and reliability of data • Practical task designing tools for collecting primary research data • Seminar on research study skills.
Session 5	LO1-LO4	<p>Topic: Assignment workshop Sub-topic(s): Project design and management</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Seminar on project topic selection and organisation skills for project management • One-to-one feedback on project plans • Tutor and peer feedback.

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Sessions	Learning Outcome(s)	Session Activities
Session 6	LO2	<p>Topic: Regulation and legislation Sub-topic(s): Media regulators, business regulators, company and employment law</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-led group presentations on employment law for different sectors, covering media regulators, business regulators, company and employment law • Visiting lecturer from industry discusses how they work within regulation and legislation and how it impacts on their practice
Session 7	LO2	<p>Topic: Company types Sub-topic(s): Partnerships, public, private and unlimited companies and sole traders</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture discussing the different company types • Seminar looking at the make-up of the media sector in relation to company types
Session 8	LO2	<p>Topic: Employment Sub-topic(s): Employment and self-employment</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Visiting lecturer that is employed discusses employment experience and working as an employee in a company. • Visiting lecturer that is self-employed in the media sector talks to the students about being self-employed. • Q&A session held.
Session 9	LO2	<p>Topic: Tax (1) Sub-topic(s): Company tax, breaks and incentives</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture on corporate and employment taxes • Workshop calculating costs of taxes for given companies • Lecture on incentives, subsidies and grants that are offered to support specific industries.
Session 10	LO2	<p>Topic: Tax (2) Sub-topic(s): Individual tax, deductions</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Practical task creating a tax return for a hypothetical self-employed media practitioner • Seminar discussing best practice for managing tax and relevant insurances

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Sessions	Learning Outcome(s)	Session Activities
Session 11	LO1-LO4	<p>Topic: Assignment workshop</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Students to present work-in-progress related to assignment • Tutor and peer feedback
Session 12	LO3	<p>Topic: Media roles (1) Film, TV, radio, journalism</p> <p>Sub-topic(s): Production, creative, management, technical and support roles including relationship and hierarchies</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture on roles in film, TV, radio and journalism industries • Student-led presentation of a case study of a specific organisation
Session 13	LO3	<p>Topic: Media roles (2) Games, web, app</p> <p>Sub-topic(s): Production, creative, management, technical and support roles including relationship and hierarchies</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-led presentation of a case study of a specific organisation • Visiting lecturer to discuss their role in the industry • Q&A on working relationships in those sectors.
Session 14	LO3	<p>Topic: Media roles (3) VFX and motion graphics</p> <p>Sub-topic(s): Production, creative, management, technical and support roles including relationship and hierarchies</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Seminar exploring the roles within the VFX and motion graphics sector • Practical workshop designing working plans and structures for different creative media sectors based on personal preference
Session 15	LO4	<p>Topic: Economy</p> <p>Sub-topic(s): Global, national, regional economies and connection to broader economies</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture reviewing the relationship between the wider economy and impact on the creative media industries • Seminar identifying connections between broader economies and the creative media industry including health, transport, military, food and agriculture and technology

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Sessions	Learning Outcome(s)	Session Activities
Session 16	LO4	<p>Topic: Politics Sub-topic(s): Government, legislation and tax changes</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Case study reviews of how governmental change has impacted on media production including regulation, censorship and political media debates of monopolies and ownership • One-to-one discussions of personal projects with feedback
Session 17	LO4	<p>Topic: Technology Sub-topic(s): Distribution changes, format development and technological evolution</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Student-led presentation introducing a new technology to the group and discussing its impacts on other media production based on independent research, with each student allocated a different technology to discuss with the class • One-to-one discussions of personal projects with feedback
Session 18	LO4	<p>Topic: Society Sub-topic(s): Changes in demographics, social influencers, increased communication, hybrid cultures</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Lecture on major social changes and how these impact on the media industry • Seminar on the democratisation of media production and social participation as production
Session 19	LO4	<p>Topic: Assignment presentations</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Students to present to peers and guests • Peer, tutor and guest feedback
Session 20	LO1-LO4	<p>Topic: Submission and review</p> <p>Sample activities:</p> <ul style="list-style-type: none"> • Students to submit final work for assessment • Tutor presentation – overview of unit content, assignments • Student-led discussion of unit content and how the unit contributes to future development.