

The Diploma

Bringing learning to life



IN CREATIVE AND MEDIA

**“The Diploma
in Creative
and Media will
help develop
the creativity
of all students,
opening their
eyes to a world
of possibilities.”**

Clive Jones,
Chairman of GMTV
and Two Way TV



Put your creativity to maximum effect

Britain has a strong track record of creative output. Over the past decade, our creative industries have grown at twice the rate of the economy as a whole. And it's continuing to grow, as demand for creative content and creative talent increases.

Ideas are the heart of creativity. It's the ideas that drive all the different industries, like advertising, film, interactive media, music and the performing arts.

Britain's writers, artists, choreographers, directors, composers and comedians light up countless lives. If you want to be part of this exciting world you need to have not only the ideas and the talent, but also the skills and knowledge to turn ideas into reality.

ABSORB ESSENTIAL SKILLS AND EXPERIENCE

The Diploma in Creative and Media allows you to learn valuable skills in different situations. You'll learn about the key themes in creativity and how to think and work creatively. This includes seeing a project through from start to finish, identifying an audience and their needs and learning about the business side of the creative and media industries.

With a Diploma you can progress into further and higher education, training or future employment within or outside the creative and media industries.

What will I learn?

All levels of the Diploma in Creative and Media include the following areas:

Creativity in context: The things that can influence the creative process, such as society, culture, the environment or the work of other people.

Thinking and working creatively: Ways of exploring, experimenting with and developing ideas, skills and techniques.

Principles, processes and practice: The skills, techniques and processes to turn your ideas into reality.

Creative businesses and enterprise: An understanding of real situations and the skills that you need to succeed in the industry.

HOW IS THE DIPLOMA MADE UP?

Principal learning (subject learning you have to do)

The above four areas will introduce you to the main things you need to know about the sector and the creative process.

These disciplines include 2D and 3D visual art, graphic design, product design, fashion, textiles, drama, advertising, dance, music, film and many more.

You will apply this in a number of practical activities and small projects, which will usually combine two or more disciplines, depending on what you are interested in.

You might, for example, want to record a music track, and produce the artwork and video to promote it. This could combine music, dance, film, 2D art and graphic design. At the same time, you will be learning how to develop your ideas and market them commercially.

ACTIVITIES YOU MIGHT DO IN YOUR PRINCIPAL LEARNING

These are just some examples of the kind of learning you'll be doing.

FOUNDATION DIPLOMA	HIGHER DIPLOMA	ADVANCED DIPLOMA
<p>You will work on a number of projects which introduce you to creative ideas and ways of working.</p> <p>You could, for example, make a short film. Working as a team, you will decide which of you will write the script, direct, appear on screen, design the costumes and edit the film.</p> <p>Or you could develop your performance and communication skills by taking part in a music competition and composing and performing your own song. Then complete this by writing a magazine article about the competition and your experience.</p>	<p>You will work on a number of projects which allow you to explore creative ideas and ways of working.</p> <p>You could, for example, work in a team to create a site-specific performance. This could include dance, music and drama, as well as film and textiles. You would research the history of the site and how to incorporate this into your performance, and study how other performers plan their work and combine different disciplines.</p> <p>Or you might respond to a real brief from a local company to design a promotional website for their products. This might include photographing their products, designing the web pages, writing the content, then presenting your ideas to the company.</p>	<p>You will work on a number of projects which allow you to develop your ideas and creative skills.</p> <p>You could, for example, design a computer game and pitch your ideas to a computer games company. You would learn how to write the storyline and draw storyboards, and how to present your ideas in writing and in person. You could also develop the music and animation for your game.</p> <p>Or you could work with a local theatre and learn about how they develop a new production. This will include how they finance and publicise it, working on the rehearsal process, costumes, set design, lighting and sound set-ups.</p>



ADDITIONAL AND SPECIALIST LEARNING (CHOICES YOU CAN MAKE)

At each level, you can develop your particular creative and media interests further by taking specialist courses relating to your particular interests and career ambitions. You could, for example, learn about dark-room printing if you are interested in photography or sound technology if you like music.

Or you might choose a GCSE or A level in subjects like English or history, which would help you get onto a university course.

You can also broaden your course by taking an additional subject that reflects your other interests and career ambitions – like a language, or a science or humanities subject.

FUNCTIONAL SKILLS IN ENGLISH, MATHS AND ICT

Like all Diploma students, you'll develop a good standard of English, maths and ICT. These subjects are essential to succeed in any business or learning environment.

PERSONAL, LEARNING AND THINKING SKILLS

All Diploma students will develop personal, learning and thinking skills, such as team-working, creative thinking and self-management. These are vital skills in both life and work, and will be useful to you in the future, no matter which path you take. They are an integral part of the creative process and support the four areas of creativity.

WORK EXPERIENCE

Your Diploma will give you the opportunity to do at least 10 days' work experience. This is a great way to use the skills you have learnt in the classroom, and experience what work is like from the inside.

STUDENT PROJECTS

During your Diploma, you'll complete a main student project to demonstrate the skills and knowledge that you have learnt. This could be a written piece of work, like a report or an investigation, or it could be a practical piece of work, like an installation, a website or a play.

What a Diploma will lead to

A Diploma in Creative and Media will give you the skills you need for university, training or work, and is a first step towards a future career in the sector.

It could lead you to a university degree in any number of subjects including animation, textiles, dance, film, or equally languages, philosophy, politics or architecture.



Alternatively, it could help you head towards a career as a creative or media professional, by leading to vocational training, such as Apprenticeships or NVQs. This could help you to become anything from a dancer to a sound technician.

However, the Diploma in Creative and Media doesn't mean you have to opt for a career in this sector. Because a Diploma teaches a mix of subjects, it will give you the skills that will be welcomed by colleges, universities and employers, no matter what you choose to do.

Case study

THE YEAR IS 2010. THIS COULD BE THE EXPERIENCE OF ONE DIPLOMA STUDENT.

**MEET BETTS,
A DIPLOMA IN CREATIVE AND MEDIA STUDENT**

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Betts, 16, from Morecambe is studying for an Advanced Diploma in Creative and Media.

‘At school, I do my best work in art and practical projects. Eventually I want to have my own range of jewellery and accessories. With the Diploma I’ve been able to visit the workshop of a local jeweller, Amanda, to see how she makes and sells jewellery, from designing a piece to selling it on her website.

I have also been working on making jewellery and creating a website to display it. Amanda gives us advice online and is coming to look at our project when it’s finished. It’s really great to have a real artist give her opinion on our work and to show us how she runs her business.’

WHAT I WILL LEARN...

There are six mandatory units that I have to study as part of the course. I’ll learn how to use my creativity in a business way and sell my ideas. The digital technology part will be really useful for designing.

For the specialist learning part of my qualification I’m taking an A level in history of art. This really helps me understand the creativity in context theme, because I learn all about what other artists have done and how my work relates to theirs.

I’M LOOKING FORWARD TO...

I’ll get the chance to design and market a small line of handmade accessories for my extended project. This will mean shadowing graphic designers and photographers to learn what they do and how they do it.

THE FUTURE...

Following on from my Diploma I want to do a BA Honours degree in Art and Design. I’m hoping to go to an institute that has the best facilities for crafts. By doing the Diploma I’ll have a qualification to help me get there and a good portfolio to show for it.

This case study is an illustration of how and why a student might decide to do a Diploma. It does not refer to a real individual.

“The Diploma is a very welcome introduction designed to achieve the priorities we share of raising the aspirations of young people, and building on both their academic and vocational talents.”

**Leni Oglesby,
Senior Deputy Vice Chancellor,
University of Teesside**





Want to find out more?

To find out more about the Diploma in Creative and Media, speak to your teacher or careers adviser. You can also find more information about Diplomas on these websites:

www.direct.gov.uk/diplomas
www.connexions-direct.com
www.skillset.org/diplomacm

DOWNLOADING THIS LEAFLET

If you'd like to download this leaflet, go to http://yp.direct.gov.uk/diplomas/explore_more/media_centre

FINDING A COURSE IN YOUR AREA

If you'd like to find out where you can study for this Diploma in your area, go to http://yp.direct.gov.uk/diplomas/where_to_study

or have a look at the prospectus showing all courses in your area: follow the link on www.dcsf.gov.uk/14-19/

You can download this leaflet or order copies online at www.teachernet.gov.uk/publications Search using reference DCSF-00488-2008.

You can also order more copies by calling 0845 60 222 60; textphone 0845 60 555 60. Please quote reference 00488-2008LEF-EN.

For further information, see www.teachernet.gov.uk/diplomas

For more information about the new 14–19 curriculum, visit www.dcsf.gov.uk/14-19

Information about the structure of Diplomas and resources to support their delivery by schools and colleges are available from the Qualifications and Curriculum Authority at www.qca.org.uk/diploma

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