

Skills
Development
Scotland

A Foundation Apprenticeship in Creative and Digital Media at SCQF level 6

GM69 46

This document provides you with information you will require to deliver a Foundation Apprenticeship in Creative and Digital Media.

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Background

Creative Skillset is the Creative Industries key skills partner and the UKCES licensed Sectors Skills Council (SSC) for the Creative Media Industries in the UK. We work with industry, for industry and about industry to improve productivity, creativity and employability across film, TV, VFX, animation, games, radio, advertising & marketing communications, publishing, print and fashion and textiles.

Positive changes in TV commissioning practises delivering more network hours of content originated and produced in Scotland; drama production in particular has increased significantly and factual continues to be a key strength.

Demand for content for computer games driven by wider access to mobile platforms – this is helping to redress the imbalance of the inherent weakness of targeting large “console games titles”. Development and adoption of more sophisticated digital technology to deliver innovation in Scotland’s publishing industry.

There is also significant evidence from the refresh of the Skills Investment Plans for Financial Services, Food & Drink and Tourism that the impact of e-commerce and online marketing and promotion of goods & services underline the demand for digital creative media skills are at a premium in these sectors, and across the wider Scottish economy.

New entrants to the sector increasingly *need the skills to operate* across different platform requirements, as well as being able to identify and seize the business opportunities for content creation and monetisation.

SDS, alongside Creative Skillset, is working with industry to increase the range of work based learning opportunities for pupils in the senior phase of secondary schools. One of the ways this is being achieved is through the development of Foundation Apprenticeships and SDS is leading this initiative.

Foundation Apprenticeships will allow pupils to gain vocational qualifications that combine sector specific skills alongside the knowledge that underpins these skills in a workplace setting while still at school.

The Foundation Apprenticeship in Creative and Digital Media aims to give pupils in S5 and S6 the opportunity to develop the skills and knowledge to work towards a National Profession Award at SCQF6 and so enter a career in the Creative Industries.

It will also help pupils to gain the units of the Modern Apprenticeship (MA) in Creative and Digital Media at SCQF level 7, leaving them with fewer units to complete when they start the MA programme.

The Creative and Digital Media sector in Scotland

DCMS estimates from June 2014 to January 2015 show that the UK Creative Industries contributed **£76.9 billion** to the UK economy.

The Creative Industries Skills Investment Plan provides compelling evidence that if the Scottish Creative Industries are to grow and be sustained they will require access to future young talent that is better equipped to take advantage of digital technologies in a digital economy.

A greater and more practical, work-based understanding of the production, business and self-management competences are required by the sector, to realise new narratives, products and services in an innovative, dynamic and engaging.

The Creative and Digital Media industry in Scotland recognises potential growth, particularly in Television, Publishing, Content for Computer Games, and Interactive Media. This growth is recognised as deriving from:

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According to Creative Skillset’s 2012 Census, the Creative Industries in Scotland employ 12,500 people. This represents 7% of the UK Creative Industries workforce, up from 4% in 2009.

The majority of people are employed in interactive media, representing 31% of creative media employment in Scotland. This is followed by 23% in TV, 18% in facilities for film and TV, 11% in radio and 8% in computer games. Smaller pockets of employment are also found in corporate production, film and animation. Most people in the industry work in production (19%), followed by business management (13%), art and design (13%), strategic management (12%) and technical development (10%).

Almost three in ten (28%) of those working in Scotland are freelancers, which has decreased from 35% in 2009. This compares to 24% in the creative media industries across the UK. The freelance workforce is particularly important to the independent TV production subsector, 68% of which are freelance. Freelance levels were also high in corporate production (53%), independent radio production (50%) and post production (41%).

This pattern of employment presents unique challenges to the sector in terms of supporting the further adoption of Modern Apprenticeships. Evidence garnered to date during the consultation, highlighted that employers were increasingly open to exploring future potential to take on apprentices.

Creative Skillset also acknowledges the recent updated sectoral research and intelligence within the Skills Investment Plan for Scotland’s Creative Industries sector (2015) publication and have integrated within this proposed on the approach taken in addressing the skills shortages documented.

http://www.skillsdevelopmentscotland.co.uk/media/35670/creative_sip_digital_v4.pdf

Why choose Creative and Digital Media?

Creative Digital Media (CDM) encompasses the range of creative roles where interactive media storytelling and commerce collide.

The utilisation of creative digital content to enable either a product of another service such as marketing, advertising or information gathering, offers a vast array of job roles ranging from pure creative to more technical and data-driven responsibilities.

More importantly, this growing sector needs people! One third of tech companies cite talent shortages as an inhibitor to expansion and there are significant opportunities for young creative

people whose interest in digital media extends beyond consuming content and into creating it and getting it out to audiences.

Working in Creative Digital Media

The creative or interactive digital media sector has emerged out of the convergence of a range of creative and technical practices. To succeed, you need to have an understanding of this convergence, and of multiple, ever evolving modes of communication.

It's no longer enough for companies and brands to send one way messages to their customers or audiences. Modern markets now interact with brands in a multi-way conversation with those brands and with each other.

Employers are looking for people who understand visual communications who understand how to build communities through webs and social media platforms and have design or technical skills, but are also multi-skilled and adaptable.

Some of the key job roles in this sector

A career in Creative and Digital Media is a challenging and rewarding career. Depending on what your interests and skills are, there are roles across the industries that might be right for you, such as:

Creative

If you can think and express yourself visually or enjoy art, there are plenty of careers in the Creative Industries for you. You could create whole new worlds as a Games Artist or influence the latest trends as a Fashion Designer. You could even help films seem more realistic as an Art Director.

Communicator

If you love to write or explain things to others through words, there are plenty of careers in the Creative Industries for you. You could come up with great advertising campaigns as a Copywriter or tell stories on TV as a Script Editor. You could even work with inspiring authors as a Commissioning Editor.

Maker

If you like making things, with tools or with your hands, there are plenty of careers in the Creative Industries for you. You could build sets on the next big blockbuster as a Carpenter or create suits and jackets as a Tailor. You could even make the props used on stage in theatre productions.

Entrepreneur

If you like the idea of starting and running businesses, there are plenty of careers in the Creative Industries for you. You could find new clients as a Business Development Manager or take a film from story to full production as a Development Executive. You could even get investment and start your own creative company.

Science

If you enjoy maths and science, there are plenty of careers in the Creative Industries for you. You could test new materials as a Textile Technologist or explore how people use websites as a Data Analyst. You could even be the Financial Controller looking after the finances of a big-budget film production.

Engineer

If you spend your time figuring out how things work and making them work better, there are plenty of careers in the Creative Industries for you. You could set up TV stations all over the world as a Broadcast Engineer or keep big clothing factories running as a Production Engineer. You could even fix cameras on film sets.

Technologist

If you love computers and technology, there are plenty of careers in the Creative Industries for you. You could find your work on everyone's smartphone as an App Developer or bring big animations to life as Render Wrangler. You could even bring whole new technology products to life as a Creative Technologist.

Organiser

If you enjoy organising people and processes, there are plenty of careers in the Creative Industries for you. You could work with big brands as an Account Director at a creative agency or schedule advertising on top radio stations as a Radio Traffic manager.

What is the Foundation Apprenticeship in Creative and Digital Media?

The Foundation Apprenticeship (FA) in Creative and Digital Media is for pupils in S5 and S6. In S5 pupils complete a National Progression Award (NPA) at SCQF level 6. This includes knowledge units that support pupils to develop an understanding of the technologies, processes and practices used within the Creative Industries.

In S6 they complete 4 units of the Diploma in Creative Digital Media at SCQF Level 7 - GJ3D 47 (2 mandatory units of GJ3D 47, with a further 2 units that have been identified by the employer group) all leading to the unit **Media: Project (F57P 12)** which will complement the workplace experience and will be used for the *industry challenge project*.

Employers working with Training Providers will be expected to set the Media Project due to the diverse coverage of the Creative and Digital Media

The NPA provides knowledge and an introduction to the skills that will help pupils to complete the work based units. The NPA has 30 SCQF credit points, the work based units have 22 SCQF credit points **TBC** and the industry challenge project has 12 SCQF credit points.

These three parts, along with associated work placement, form the Foundation Apprenticeship in Creative and Digital Media. Objectives for this Foundation Apprenticeship framework are to provide:

- a non-traditional route into the industries;
- an entry route for underrepresented groups;
- employers in adding value to their organisations by bringing in new expertise, techniques and technologies;

- the Creative Industries with a stream of motivated employees equipped with the digital, creative and business skills required for the future;
- new entrants with the transferable soft and technical skills to undertake more varied and converging job roles;
- flexible routes into a wide variety of job roles in the industries and into higher level training and education.

Partnerships

In a Foundation Apprenticeship it is important to provide the right balance between the taught elements of the programme (usually an NPA) and the experiential, work based elements. However in doing work based units the fusion of knowledge and skills acquisition to develop competence need to be present.

Young people need to build real workplace skills that include skills that are specialist to the chosen career alongside workplace attributes that are more generic. It's only by being in a real work environment that this can be successfully achieved.

Foundation Apprenticeships are delivered by partnerships of school, colleges/training provider and employer. Responsibility for the delivery, assessment and quality assurance of the award will be that of the college/ training provider. The college/ training provider will be the connection between the school and the employer.

The lead partner will usually be the college/ training provider. The lead partner is also expected to work with employers to ensure an adequate supply of work placement opportunities. In the case of social services and healthcare there will be key contacts that can usefully help to support a better understanding of the scope and availability of these. Assessment will comply with SQA's assessment strategy.

Delivery and assessment of the NPA in Creative and Digital Media will be in S5 and will be a blended approach between college/training provider and in placement. The Foundation Apprenticeship in S6 will be delivered and assessed in the workplace.

Employers

The employer working group (membership included a varied selection of employers and industry experts involved in the development), supported by Creative Skillset and SDS have managed to create A Foundation Apprenticeship that will give young people a complete understanding of the creative industries and equip them with the necessary skills they will need should they choose to pursue a career in the Creative Industries.

Employers **will** play a major role in the success of the programme. It is advised that lead partners liaise with and forge meaningful relationships with employers as soon as possible.

The input from an employer is critical not only for inclusion within setting the industry challenge project but in supporting the whole journey. Employers will have the expertise and equipment to ensure that learners will be taught the most up to date working practices and processes and most importantly offering the young person valuable experience in the work place.

Employers could contribute to the partnership in a range of ways:

- supporting recruitment with interviewing and selection;
- NPA delivery;
- coaching and mentoring;
- guest speaking;
- setting the industry challenge;

- involved in the assessment of practice.

Consideration will have to be taken on the time and costs for employer support and contribution to the programme as the vast majority of the Creative and Media industry in Scotland are small companies employing people in single figures.

The Foundation Apprenticeship Product Specification, published by SDS, sets out principles for delivering an industry related Foundation Apprenticeship. The partnership will provide to SDS a clear outline of how these principles will be met, of the arrangements they have made to ensure how necessary interdependencies are developed and maintained and of the roles and responsibilities of each of the partners.

Pastoral Care

It is important to remember that the pupils who are taking part in this programme are still at school and as such there is a duty of care. This includes providing appropriate health and safety training (**Ensure Your Own Actions Reduce Risks to Health and Safety. Unit Code - FA8G 04**) and measures to ensure the safety of the young people and by also appointing a workplace mentor who will be a point of contact for the young person when they are out of the school environment.

Pastoral care in the Foundation Apprenticeship programme also includes making sure the placement is the right fit for the pupil and ensuring you listen to any concerns the pupil may have and providing the levels of personal support they might need to succeed.

How should the Foundation Apprenticeship in Creative and Digital Media be delivered?

NPA in Creative and Digital Media: Technologies, Processes and Practices at SCQF 6

This NPA is designed to support the underpinning knowledge and understanding of the work based competency units. It contains 4 units. The units and content are the main attributes that new entrants will need to progress in the Creative Industries.

The units are delivered and assessed by the training provider while pupils are in S5. As a guide, a minimum of **7 hours per week** throughout S5 is spent on the Foundation Apprenticeship.

Part of this time will be with the training provider and part with Creative and Digital Media employers in placement. Pupils will also learn some of the practical skills that are needed to develop their skills base.

The Foundation Apprenticeship is a work based learning apprenticeship and therefore there will be industry experience in S5 and well as placement in S6. ***Involvement with industry and employers is to be encouraged from commencement of delivery.***

It is an essential part of the offer to allow pupils the opportunity to experience multiple sub-sectors of the Creative Industries and to develop the **curiosity** for young people entering this dynamic industry as soon as possible.

Having such exposure to as many sub-sectors as possible, pupils will have the opportunity to decide which area to specialise in year 2. The benefit of this is two fold, the pupil has the opportunity to contextualise the skills, knowledge and understanding within the NPA in an area that interests and excites them and the employer gets the opportunity to work and mentor someone with a real interest in that area.

It is advised that the first units in the NPA to be delivered to pupils are:

- Creative Industries: An Introduction – Scotland , Unit code **H6MV 75** (Employer supplementary guidance notes added);
- Storytelling for the Creative Industries, Unit code **HH7T 46**.

The units above are key base units to both introduce what the Creative Industries are, the break down of sub-sector coverage and the dynamic industry we have in Scotland to pupils and to gain important knowledge and understanding of a key skill that all Creative industries need, storytelling.

The remaining two units allow pupils the opportunity of gaining vital knowledge around understanding the creative process and understanding a creative brief.

Experimental evidence for the NPA units can be produced in year 1 but through the Media Project (Industry Challenge Project), final evidence of knowledge, skills and competencies can be generated also.

Work based units - (Included from the Diploma in Creative Digital Media at SCQF Level 7 - GJ3D 47)

The four chosen work based units are assessed in the workplace when pupils are in S6. Pupils will typically spend a minimum of 10 hours per week in a work placement throughout S6. Delivery and assessment procedures will adhere to:

- Creative Skillset Principles of assessment document. For use with SVQs and competency-based qualifications in the SCQF - January 2014;
- SQA's requirements for this qualification.

All supporting information on the four work based units included in the Foundation Apprenticeship can be found at- <http://www.sqa.org.uk/sqa/69545.html>

The work based units are assessed in real life situations in the workplace. Assessment is carried out by an SVQ Assessor. To support the generation of evidence for the work based units pupils are also expected to generate a portfolio of evidence (preferably on-line) and a reflective diary.

Media Project (F57P 12) - (Industry challenge project)

The Media Project unit is crucial in providing learners with the opportunity of showcasing their understanding of the creative process by producing a creative and digital item to a given final brief.

This unit will be used in conjunction with the associated units within the Foundation Apprenticeship in Creative and Digital Media, generating evidence for all units through one major project.

To facilitate this, the unit will complement the workplace experience and be used for the **industry challenge project** and can be contextualised into each subject area.

Employers (working with centres) will be expected to set the Media Project due to the diverse coverage of the Creative and Digital Media sectors (with a realistic budget so that the Foundation Apprentice can demonstrate they can deliver within a set cost constraint).

It is important that the industry challenge reflects everyday work experience for the pupils. At all stages the partnership between the school, training provider and employer is central to the success of the challenge and so the Foundation Apprenticeship.

Structure of the Foundation Apprenticeship in Creative and Digital Media

Joint Qualification Title: GM69 46 Foundation Apprenticeship in Creative and Digital Media			
Group Award Title	Unit Title	SCQF Level	SCQF Credit
GM16 46 NPA in Creative and Digital Media: Technologies ,Processes and Practices	H6MV 75 Creative Industries: An Introduction – Scotland	5	6
	HE0E 46 Creative Industries: Understanding a Creative Brief	6	12
	F5D1 12 Media: Understanding the creative process	6	6
	HH7T 46 Storytelling for the Creative Industries	6	6
GJ3D 47 Diploma in Creative Digital Media	H6NX 04 Work effectively with others in the Creative Industries	6	4
	F8AG 04 Ensure Your Own Actions Reduce Risks to Health and Safety	5	8
	H6PG 04 Communicating Using Digital Marketing/Sales Channels	6	5
	H6PH 04 Use Digital and Social Media in Marketing Campaigns	6 TBC	5 TBC
Industry Challenge Project	F57P 12 Media Project	6	12
SQA Group Certification	HE6E 04 Mandatory certification unit		0
TOTAL SCQF CREDIT POINTS			64

Pupils who wish to work in the Digital Games Industry or in Digital Design should also consider undertaking the following units: **FN8R11 Games Programming** and **H17X34 Programming Foundations**.

The Foundation Apprenticeship in Creative and Digital Media has a validation period from **March 2017**.

Certification

The Foundation Apprenticeship will be certificated by SQA. On successful completion of the components of the Foundation Apprenticeship, learners will receive a completion certificate for the Foundation Apprenticeship in Creative and Digital Media. They will also receive certification for each of the component parts (NPA and work based competency units from the Diploma and Industry challenge project).

Please note that the Mandatory Certification Unit Code must be registered for each candidate to enable SQA to certificate the Foundation Apprenticeship Group Award. In

addition, lead partners must ensure that candidates are entered for the named group awards as well as for the individual units.

Selection of pupils for the Foundation Apprenticeship in Creative and Digital Media

New entrants in the Creative Industries must have an understanding and appreciation of different technologies, alongside general knowledge and soft skills, including the capacity to work efficiently and in teams.

Employers are looking for work-ready individuals who are hard working, have the right attitude, strong communication and IT skills and a good understanding of what it takes to work their way up in the Creative Industries, which is a footprint in which freelancing is a common means of employment. Career success in these industries requires a strong passion for the subject area and ability to network and confidently market personal skills and achievements.

The fundamental entry condition for the framework is the employer's and training provider's confidence in the candidate's ability to thrive and achieve their potential within the Apprenticeship. Employers are encouraged to get involved in the recruitment and selection stages, to ensure they get to know the apprentices before their employment.

Candidates without prior qualifications may be able to demonstrate their prior skills and knowledge they have developed as a result of relevant employment or voluntary activities. However there is no specific qualifying period set as an entry condition.

Pupils need to be ready to work at SCQF level 6 (the same level as Higher). They need to have a good level of written and spoken English. Communication and team working in the workplace is a key competence.

Equality and Diversity

Diversity is important in any industry, not just because it is the right thing to do but because it makes **good business sense**; staff that are comfortable and valued at work are more productive. Diversity is especially crucial in the Creative Industries.

A diverse workforce also brings a diverse set of **ideas, knowledge** and **experiences** leading to increased creativity and problem solving skills.

To continue to grow, the creative industries need to appeal to a **diverse array of consumers and audiences** by creating the wide range of products and programmes they demand. This requires new skills and talent that only a diverse workforce can bring.

Diversity is no longer a tick box exercise or an afterthought in the Creative Industries and diversity is an integral part of all our products and projects.

To help support and encourage inclusion within the creative industries, it is expected that learners will have an awareness of the:

- Importance and need for diversity within the creative industries and the problems due to lack of diversity;
- Need for diversity, including representation of women, BMEs, disability etc.;
- Services that the Equality and Human Rights Commission and other related support agencies can offer.

We expect that those involved in the development, recruitment and delivery of Foundation Apprenticeships will be pro-active in ensuring that no-one should be denied opportunities

because of their race or ethnicity, their disability, their gender or sexual orientation, their age or religion and that any barriers (real or perceived) are addressed to support all pupils.

For further information on equality and diversity within the Creative Industries please go to: http://creativeskillset.org/about_us/diversity

Enhancement

The ability to think and write reflectively is a skill which will enhance pupils' abilities both across the curriculum and into the world of work. By undertaking the Foundation Apprenticeship in Creative and Digital Media, pupils not only develop skills and knowledge for the Creative Industries they also develop core skills valued by employers particularly those of communication, problem solving and working with others.

Recognition of prior learning

The recognition of prior learning (RPL) is the process for recognising learning that has its source in experience or in previous learning contexts. Using RPL to recognise informal learning involves learners reflecting on what they have learnt from their experience and how they can use this to support their current learning.

Candidates wanting to become Foundation Apprentices may be asked to demonstrate evidence of their skills and knowledge via a portfolio of past school/college work, a film, animation or piece of journalism created in their spare time, or via an interview. These types of evidence, especially in the form of e-portfolios, are highly valued by employers who will want to gain an understanding of the apprentice's talent and aptitude.

Learners may already have SCQF credit points for formal learning and it may be possible to transfer some of this credit to another qualification. This is called credit transfer.

Progression routes

Modern Apprenticeships

A Foundation Apprenticeship forms the skills, knowledge and competence which can be built on to progress to employment via a Modern Apprenticeship or further study.

Apprenticeships for the Creative Industries enable provision for career development. They are planned to articulate with Modern Apprenticeship frameworks for the industry to provide additional flexibility both in employment and in careers.

Apprenticeships in the Creative Industries are part of a suite of complementary frameworks developed in consultation with multiple sectors. These frameworks are designed to provide an accessible and progressive approach to the acquisition of appropriate skills and knowledge for new entrants and for existing workers in the industries.

Training providers offering the Foundation Apprenticeship in Creative and Digital Media framework should ensure high quality careers advice is available to apprentices to support their progression.

Creative Skillset

- **Modern Apprenticeship in Creative and Digital Media at SCQF level 7**
- Apprentices progressing from the Foundation Apprenticeship to this Modern Apprentices

will not be requested to retake the work based units taken from the Diploma in Creative Digital Media at SCQF Level 7 qualification - GJ3D 47.

Please note that this framework may also be relevant to employers outside of Creative Industries - possibly those who have team members responsible for using digital technology for creative purposes.

<https://www.skillsdevelopmentscotland.co.uk/what-we-do/our-products/modern-apprenticeships/modern-apprenticeship-frameworks/creative-skillset/creative-and-digital-media/>

If you are interested in the wider Creative Industries -

Creative and Cultural Skills

- **Modern Apprenticeship in Creative & Cultural at SCQF level 6**
<https://www.skillsdevelopmentscotland.co.uk/what-we-do/our-products/modern-apprenticeships/modern-apprenticeship-frameworks/creative-and-cultural-skills/creative/>

Tech Partnership

- **Modern Apprenticeship in Digital Applications at SCQF level 6**
<https://www.skillsdevelopmentscotland.co.uk/what-we-do/our-products/modern-apprenticeships/modern-apprenticeship-frameworks/the-tech-partnership/ict/>

Further Education progression opportunities include:

For those who wish to continue their development of skills and qualifications beyond SCQF level 6, Opportunities exist to progress to:

- SCQF level 7 / 8 competence qualifications;
- HNCs/HNDs in a variety of creative disciplines;
- BA Honours Degrees.

For further information on career progression within the Creative Industries please go to:

[http://creativeskillset.org/who we help/young creative talent](http://creativeskillset.org/who_we_help/young_creative_talent)
<https://www.thetechpartnership.com/>
<https://ccskills.org.uk/>

Self-employment after a Modern Apprenticeship

Freelancing is common with Creative Industries, so Foundation apprentices will need to consider this form of employment to progress their career. An integral part of training is the development of knowledge and skills to network and market personal skills and achievements.

Foundation Apprentices will learn about the various sectors and many will experience work with a number of employers (depending on local arrangements). In these very competitive industries, an individual cannot just have the right qualification, or just be really keen, or just have some experience behind them. They need **ALL** these things - and more. Every skill, piece of knowledge, training and personal attribute needs to be used, and demonstrated, to make them more employable than the next person.

Sector Skills Council endorsement

Creative Skillset is the Creative Industries key skills partner and the UKCES licensed Sectors Skills Council (SSC) for the Creative Media Industries in the UK. We work with industry, for industry and about industry to improve productivity, creativity and employability across film, TV, VFX, animation, games, radio, advertising & marketing communications, publishing, print and fashion and textiles.

We work with our industry partners to identify and meet skills needs, enabling targeted investment in skills development from education to executive level and providing a diverse, flexible workforce in these fast-moving industries.

The framework and content of this Foundation Apprenticeship has been agreed by a working group of cross sector Creative Industries employers in Scotland, supported by Creative Skillset Skills Development Scotland (SDS) and Scottish Qualifications Association (SQA).

Creative Skillset fully endorses the Foundation Apprenticeship in Creative and Digital Media in order to increase the supply of skilled young people into the Creative Industries Sector employment in Scotland through this development for Creatives that is additional to and that extends the progression opportunities that the existing Modern Apprenticeship in Creative and Digital Media at SCQF level 7 currently offers.

Further information

Further information on the Creative and Digital Media Industries, endorsed courses, networking and Modern Apprenticeships can be found at:

<https://app.hiive.co.uk/>

http://creativeskillset.org/creative_courses

<https://www.myworldofwork.co.uk/>