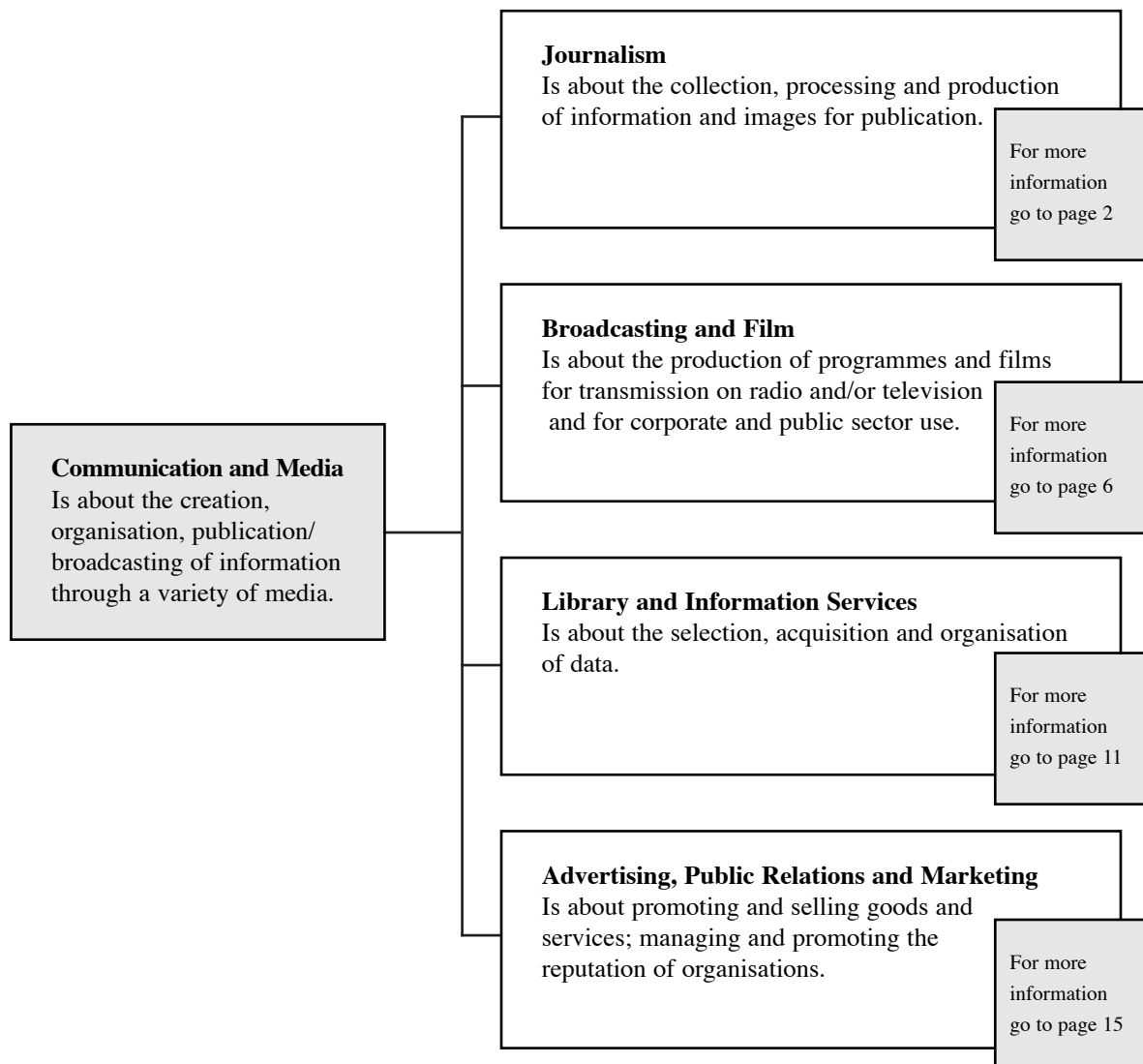


Communication and Media

1. career options

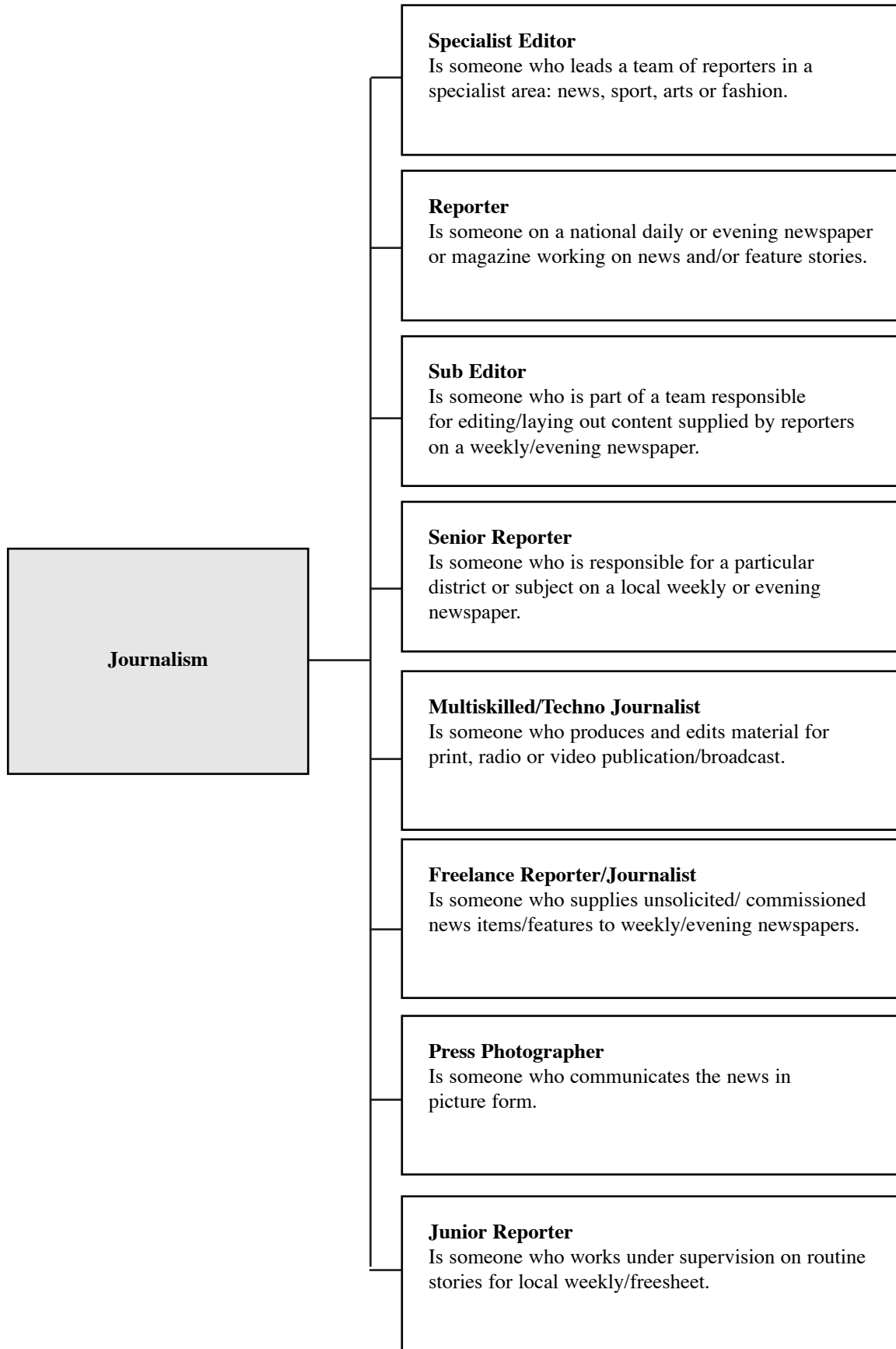


Other career areas related to Communication and Media include:

1. Art and Design
2. Arts and Social Sciences
3. Business, Administration and Management
6. Computing and IT
10. Engineering and Manufacturing Technology
11. Hairdressing and Beauty Services
16. Performing Arts

Journalism

2. jobs and careers



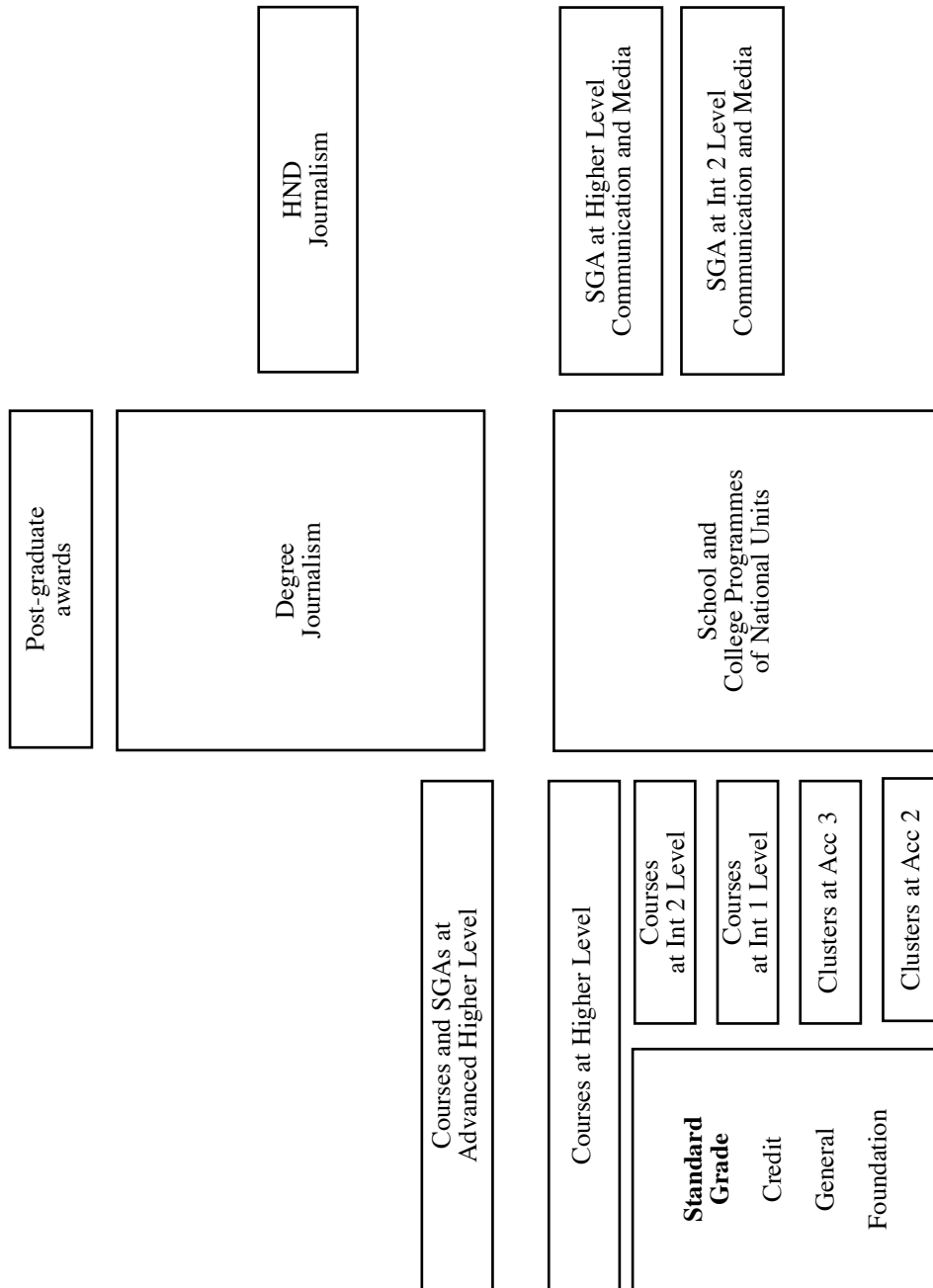
Journalism

3: qualifications and jobs

School, Further and Higher Education Qualification awards

Workbased Award

Type of job	Workbased Award
Editor/Senior Reporter Multi-Skilled/ Techno Journalist	SVQ 4 Newspaper Journalism: Press Photography
Junior Reporter Freelance Reporter	SVQ3 Newspaper Journalism: Graphics Journalism



This diagram outlines the main qualifications in the Journalism area. A full list of all SQA qualifications is on the following pages. People can progress vertically from one qualification to another, eg from a Course at Int 1 to a Course at Int 2. In addition people can progress diagonally from one level of Standard Grade to a higher level of Course or Scottish Group Award (SGA), eg from Standard Grade at General level to Courses or SGAs at Int 2 level.

General Degrees are appropriate when followed by a relevant post-graduate programme.

In this diagram, SVQs and PDAs in the Vocational sector are placed according to current practice and usage in illustrating the relationships and pathways between qualifications, jobs and careers.

Journalism

4. qualifications

HND

Communication
Communication with Public Relations
Digital Media for Publishing and Print
Journalism
Journalism: Broadcast and Print
Photography
Practical Journalism
Publication Production, Editing and Design
Publishing Studies

HNC

Communication
Electronic Publishing for Print Media
In-House Publishing
Photography
Photojournalism
Practical Journalism
Print Media Origination Systems
Professional Writing Skills
Publishing and Journalism Skills

SGA

Higher

Communication and Media

Int 2

Communication and Media

GSVQ III

Communication and Media

NC Cluster

Communication and Media level 2 and 3

SVQ 4

Broadcast Journalism
Newspaper Journalism: Press Photography
Newspaper Journalism: Production Journalism
Newspaper Journalism: Writing

SVQ 3

Newspaper Journalism: Graphics Journalism

Journalism

5. notes on entry to jobs and careers

Entry routes

- ◆ **School leavers** — both FE and HE are recognised routes provided the course is accredited by the National Council for the Training of Journalists (NCTJ). Applicants considering journalism as a career should contact the NCTJ for a list of recognised courses. Distance Learning Packs are also available.

The weekly UK Press Gazette is essential reading.

- ◆ **Direct entry into employment** — this used to be the traditional route into provincial journalism, but increasingly employers recruit trainees who have some form of recognised training. Some opportunities still exist but applicants should approach local newspapers directly as posts are not always advertised. Trainees receive in-house training often with a block release element.

Names and addresses of editors are published in Pimms UK Media Directory or Willings Press Guide which should be available at local public reference libraries.

- ◆ **Adult entry** — few opportunities exist for mature entrants without some form of recognised training.

SVQ access

At present SVQs in Journalism are available at levels 3 and 4 — they are all workplace assessed.

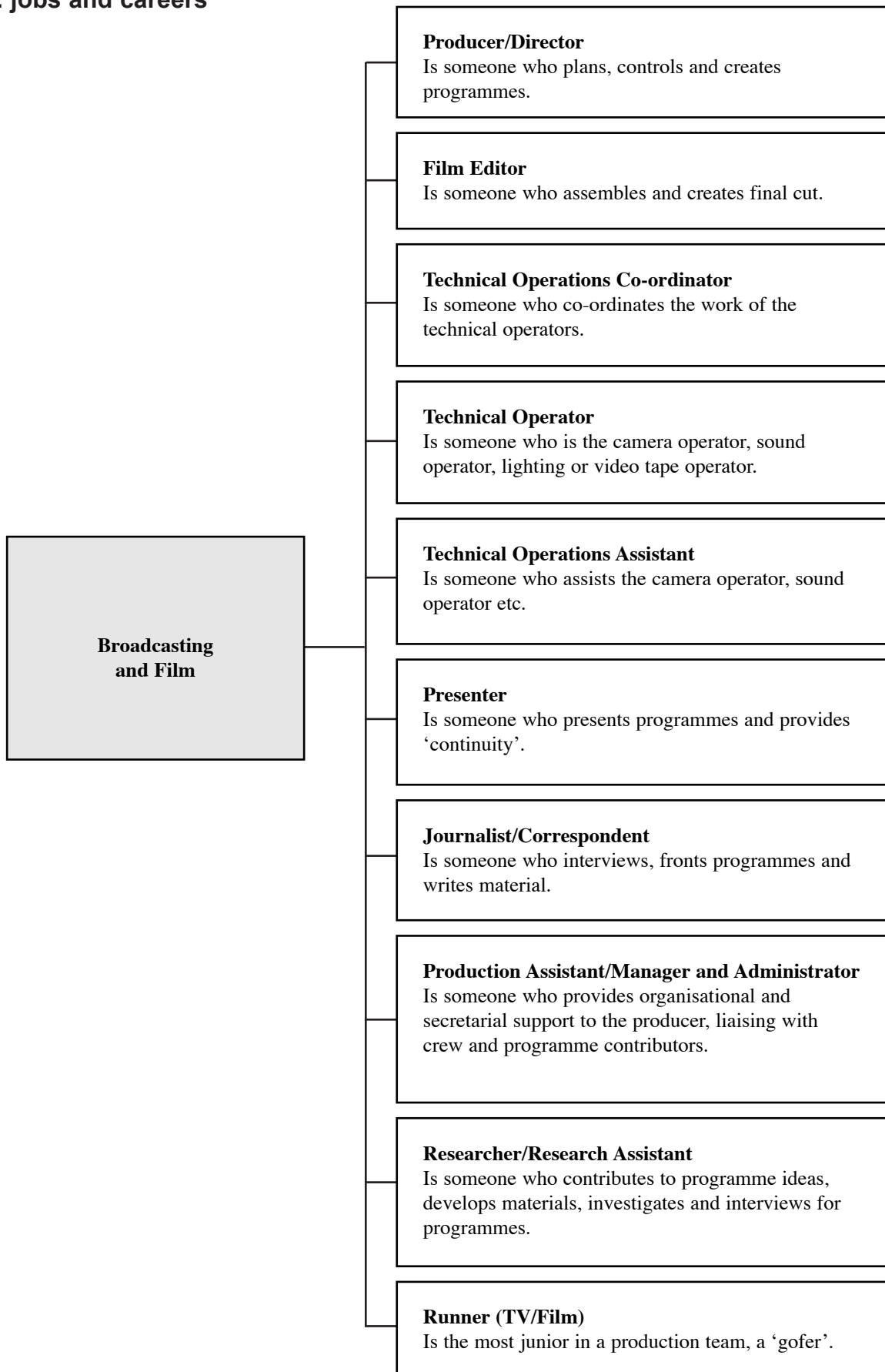
Entry requirements

- ◆ Entry to an SGA ranges from no formal qualifications to four Standard Grades including English.
- ◆ HNCs/HNDs usually require an appropriate SGA or one to three Highers including English, plus appropriate Standard Grades.
- ◆ Degree courses usually require three or four Highers including English and Standard Grades (Maths and a Modern Language are useful for some courses); or appropriate HNC/HND.

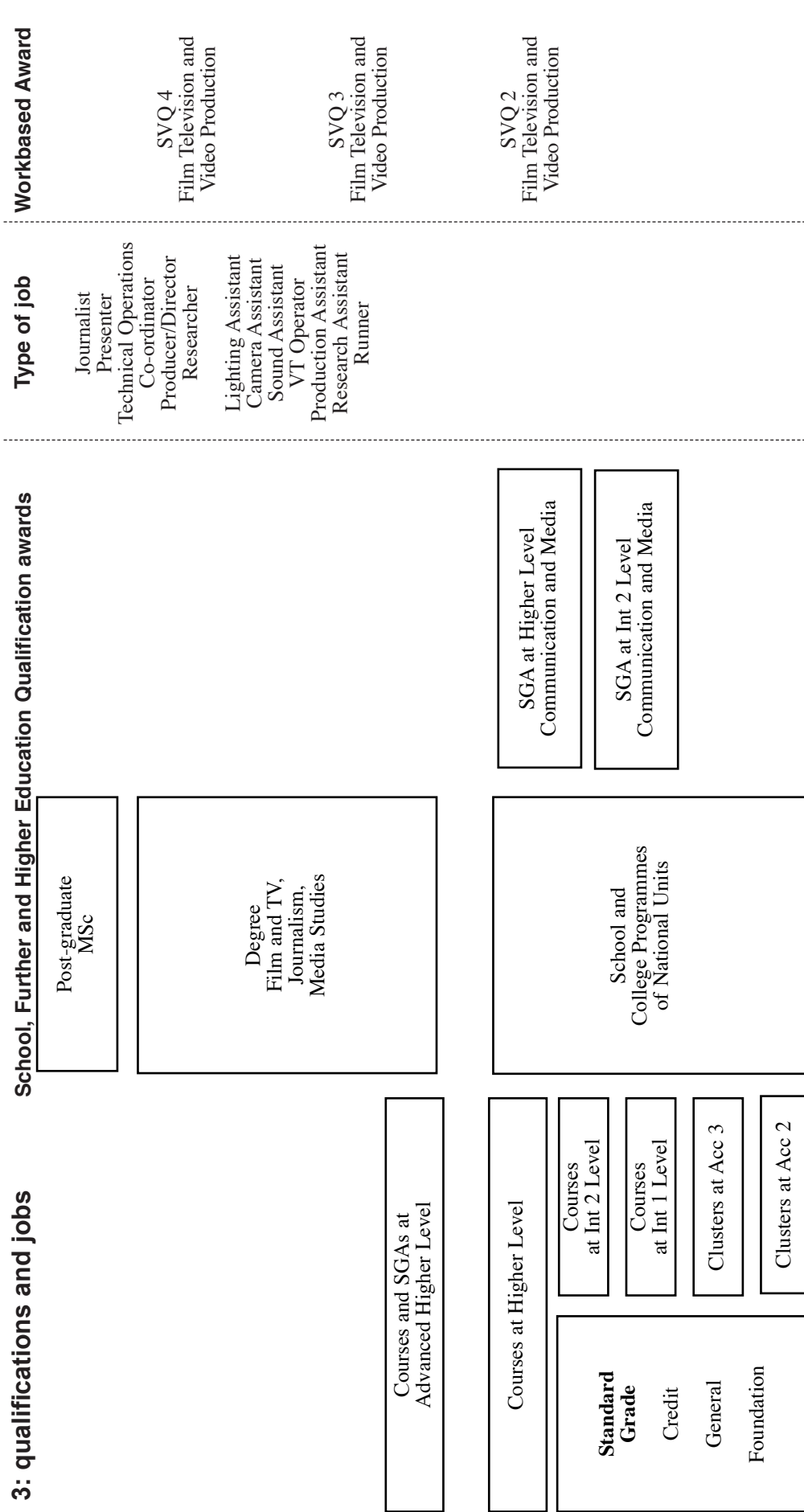
Note — entry requirements vary between instructions. Check prospectuses before applying.

Broadcasting and Film

2. jobs and careers



Broadcasting and Film



This diagram outlines the main qualifications in the Broadcasting and Film area. A full list of all SQA qualifications is on the following pages. People can progress vertically from one qualification to another, eg from a Course at Int 1 to a Course at Int 2. In addition people can progress diagonally from one level of Standard Grade to a higher level of Course or Scottish Group Award (SGA), eg from Standard Grade at General level to Courses or SGAs at Int 2 level.

In this diagram, SVQs and PDAs in the Vocational sector are placed according to current practice and usage in illustrating the relationships and pathways between qualifications, jobs and careers.

Broadcasting and Film

4. qualifications

HND

Animation Production
Audio Visual Technology
Communication
Communication with Media
Gaelic and Communication
Journalism
Multimedia Design and Production
New Media Technology
Practical Journalism
Sound, Video and Television Techniques
Television and Radio Production
Television Operations and Production
Video Production

HNC

Animation Production
Applied Digital Media
Audio Visual Technology
Broadcasting Analysis and Production
Communication
Communication with Media
Digital Media
Filmcraft and Animation
Gaelic and Communication
Media Analysis and Production
Media Production
Media Production and Analysis
Media Research
Media Skills in the Community
Media Technology
Multimedia Design and Production
Multimedia Presentation
Photojournalism
Radio Broadcasting
Television Operations and Production

PDA

Adv Diploma

Film and Television Music

Diploma

Television and Multimedia

Adv Certificate

Media Production

SGA

Higher

Communication and Media

Int 2

Communication and Media

GSVQ III

Communication and Media

NC Clusters

Communication and Media levels 2 and 3

SVQ 4

Animation Realisation
Art Direction
Broadcast Journalism
Broadcast, Film and Video Production
Camera Direction
Costume Design and Realisation
Editing
Film, Television and Video Production
Lighting Direction
Lighting Provision and Operation (Electrical)
Make-up Hair Design and Realisation
Research
Sound Direction

SVQ 3

Animation Assistance
Broadcast Film and Video Production Research
Broadcast, Film and Video Make-up/Hair
Camera Operation and Assistance
Costume Supervision and Maintenance
Editing
Film, Television and Video Production
Lighting Operation
Sound Operation
Studio Operations: Vision Control
Studio Operations: Vision Mixing

SVQ 2

Camera Assistance
Electronic Post Production Support
Film Editing Support
Film, Television and Video Production
Sound Assistance
Studio Operations: Video Tape Operation

Broadcasting and Film

5. notes on entry to jobs and careers

The broadcasting industry is extremely dynamic and any applicant should take note of current developments:

- ◆ Cross media ownership now means local newspapers, radio stations and television stations are often owned by the same company. This is already blurring the distinction between print and broadcast journalism.
- ◆ Developments in new technology like Electronic News Gathering mean reporters are expected to be multi-skilled, ie to be journalists and cameramen and sound engineers.
- ◆ The growth of satellite and cable broadcasting, the expansion of Independent Local Radio, the launch of Channel 5 and the advent of digital broadcasting all create new opportunities for employment.
- ◆ In order to keep down costs companies are increasingly looking outside to independent production companies to provide complete programmes rather than produce them in house. It is therefore useful to consider applying to smaller independent firms in the first instance.
- ◆ Most jobs, except those at the lowest level, are available on a freelance rather than employed basis.

Entry routes

- ◆ **School leavers** — with such a diversity of possible careers the best advice is to complete a course of training recognised by professional bodies such as the National Council for the Training of Broadcast Journalists then approach individual stations together with a portfolio of work. These industries make a sharp distinction between what they see as **media studies courses**, largely theoretical and **media courses** with a very high practical element.

Useful information is provided by: Skillset, the broadcasting, film and video industries, National Training Organisation which supplies a free careers advice pack on work in these professions, the annual **Guardian Media Guide** and for Scotland only, **Film Bang**, a who's who of Scotland's Film and Video industry. The weekly magazine **Broadcast** is essential reading.

- ◆ **Direct entry into employment** — previous work experience, or a recognised training course are preferred. Opportunities for school leavers without specialist training, are extremely limited.
- ◆ **Adult entry** — most enter with previous relevant experience perhaps from a different field of broadcasting/media.

SVQ access

All the SVQs in broadcasting are currently work based.

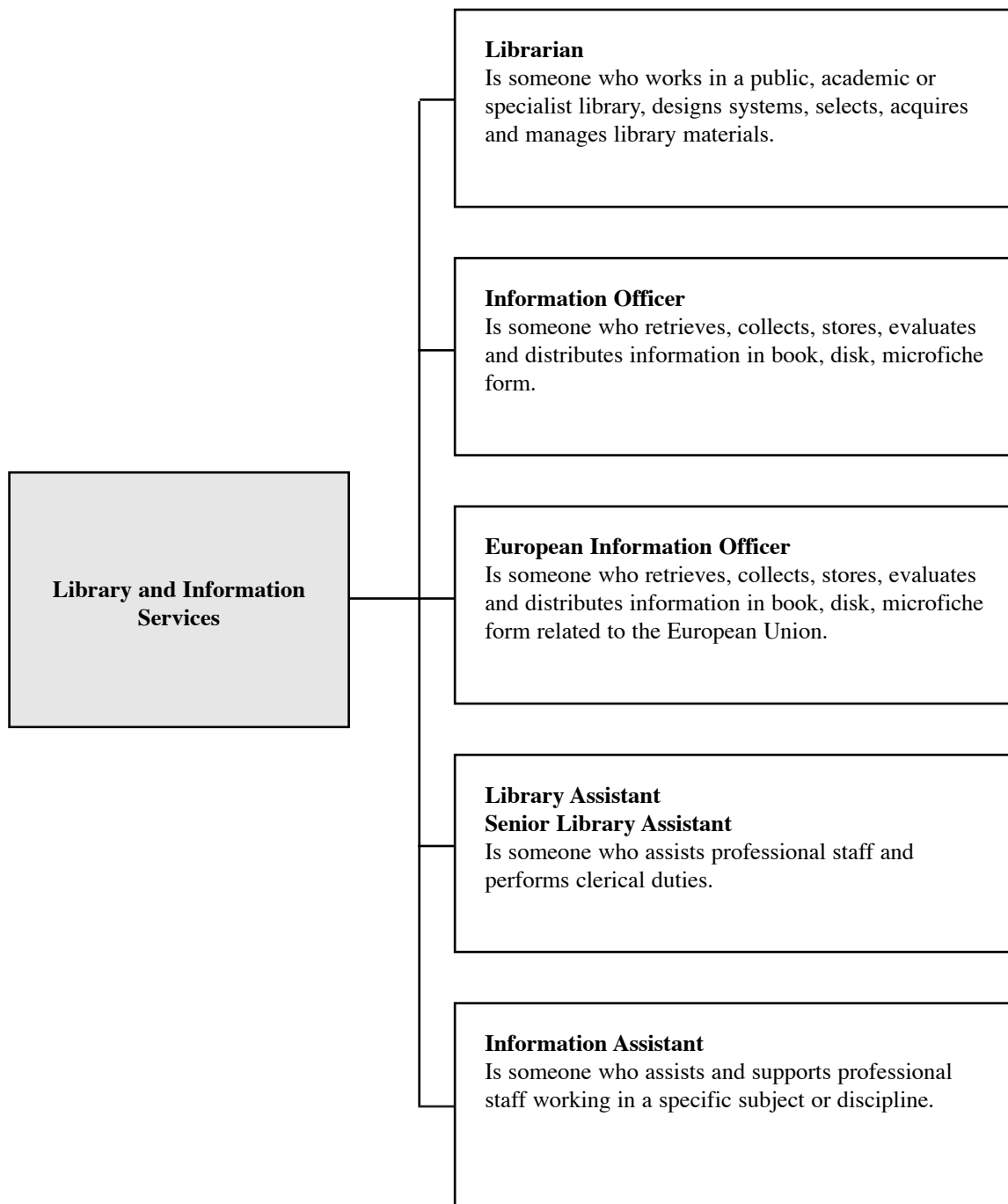
Entry requirements

- ◆ Entry to an SGA ranges from no formal qualifications to four Standard Grades including English,.
- ◆ HNCs/HNDs usually require an appropriate SGA or one or two Highers including English, and appropriate Standard Grades.
- ◆ Degree courses usually require three or four Highers including English (Maths or a Science required for some courses; Art or Portfolio useful, and a Modern Language is required for some courses), or appropriate HNC/HND.

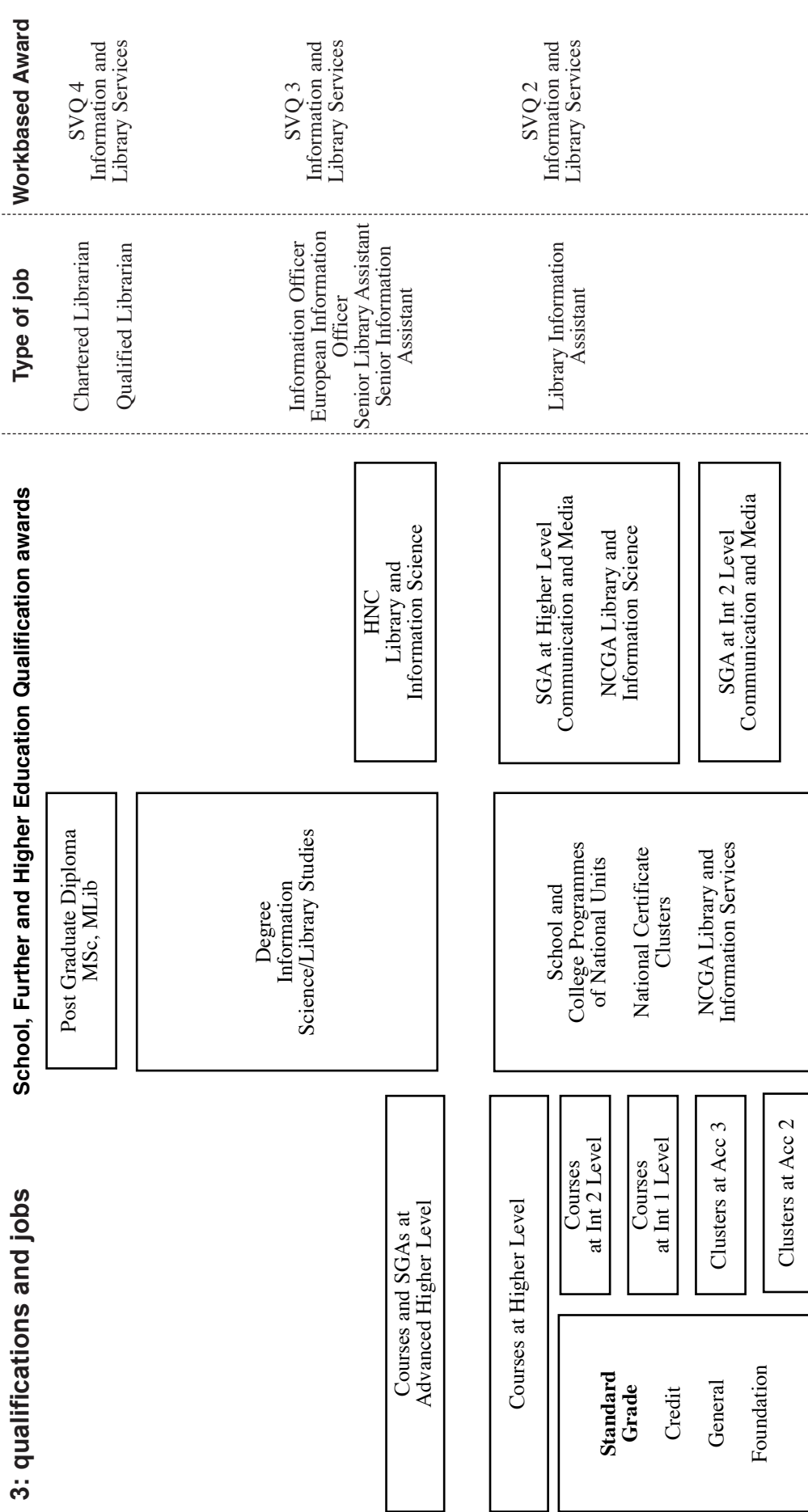
Note — entry requirements vary between institutions. Check prospectuses before applying.

Library and Information Services

2. jobs and careers



Library and Information Services



This diagram outlines the main qualifications in the Library and Information Services area. A full list of all SQA qualifications is on the following pages. People can progress vertically from one qualification to another, eg from a Course at Int 1 to a Course at Int 2. In addition people can progress diagonally from one level of Standard Grade to a higher level of Course or Scottish Group Award (SGA), eg from Standard Grade at General level to Courses or SGAs at Int 2 level.

In this diagram, SVQs and PDAs in the Vocational sector are placed according to current practice and usage in illustrating the relationships and pathways between qualifications, jobs and careers.

Library and Information Services

4. qualifications

HND

Library and Information Science

HNC

Library and Information Science

SGA

Higher

Communication and Media

Int 2

Communication and Media

GSVQ III

Communication and Media

National Course

Higher

Media Studies

Int 2

Media Studies

Int 1

Media Studies

Acc 3

Media Studies

Acc 2

Media Studies

NC Group Award

Library and Information Science

NC Cluster

Communication and Media levels 2 and 3

SVQ 4

Archive Management

Information and Library Services

Records Management

SVQ 3

Archive Services

Information and Library Services

Records Services

SVQ 2

Archive Services

Information and Library Services

Records Services

Library and Information Services

5. notes on entry to jobs and careers

The Library Association maintains a register of chartered (professional) librarians. In order to gain this status candidates must complete a course of study recognised by the Library Association at graduate or post graduate level and have completed at least a year of supervised practical training. Distance learning packages are also available.

Entry routes

- ◆ **School leavers** — entry requirements for library assistants/information assistants vary. Entrants have often completed courses at NC/HNC level. These courses are not currently recognised by the Library Association for admission to the register and promotion prospects are poor without formal qualifications.

Unqualified librarians with many years experience and responsibilities are sometimes considered by the Library Association for chartered status.

- ◆ **Direct entry into employment** — opportunities are limited for school leavers to become trainee library assistants/information assistants.
- ◆ **Adult entry** — must still obtain professional qualifications for library and information work. Entry requirements may be waived depending on previous experience. Prospects for mature entrants depend on age, previous experience, knowledge and skills.

SVQ access

SVQs are available at levels 2 to 4 and all are work based.

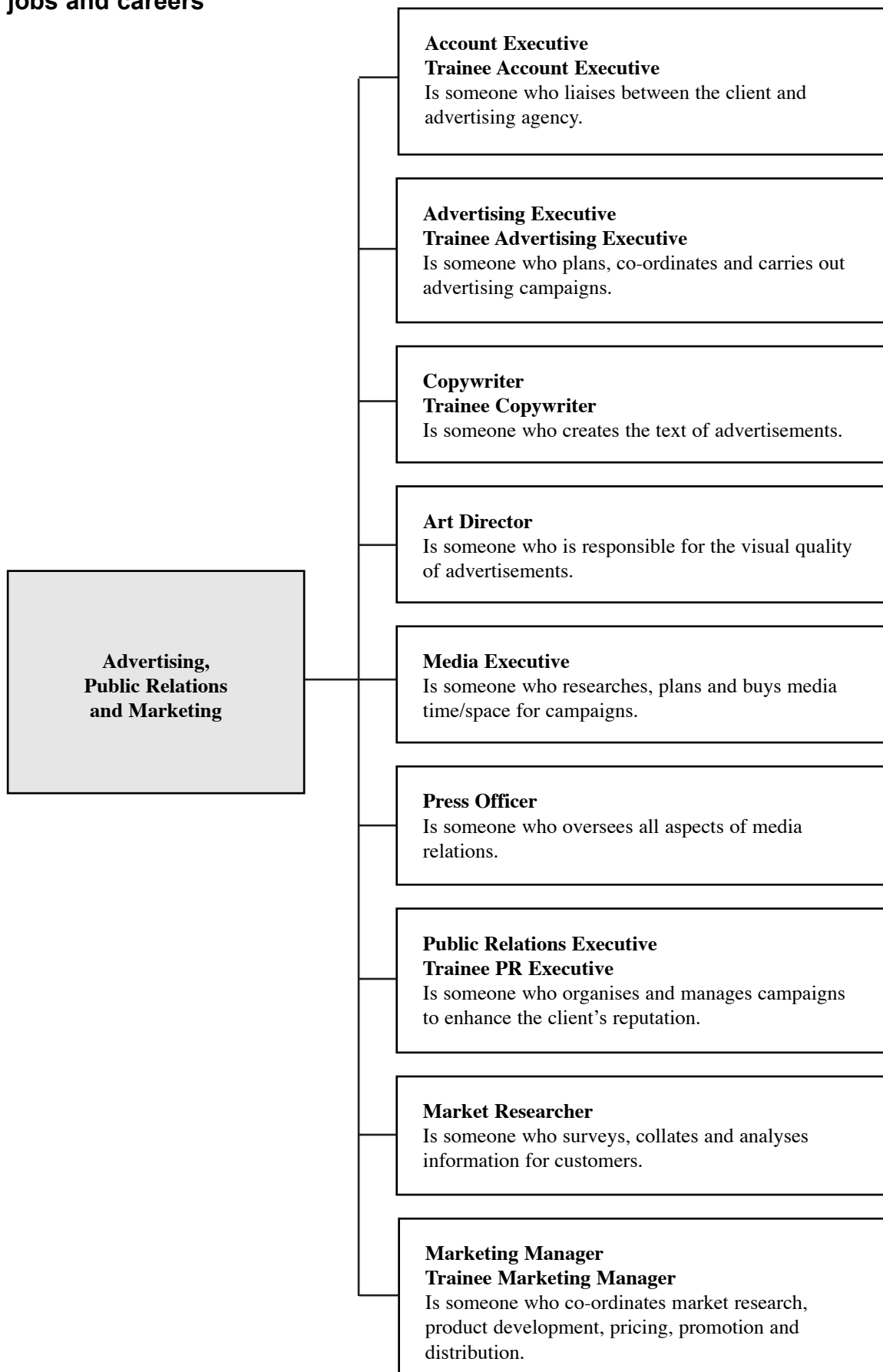
Entry requirements

- ◆ Entry to an SGA ranges from no formal qualifications to four Standard Grades including English.
- ◆ HNCs/HNDs usually require an appropriate SGA or one or two Highers including English, and Standard Grades.
- ◆ Degree courses usually require three Highers including English and Standard Grades; or appropriate HNC/HND.

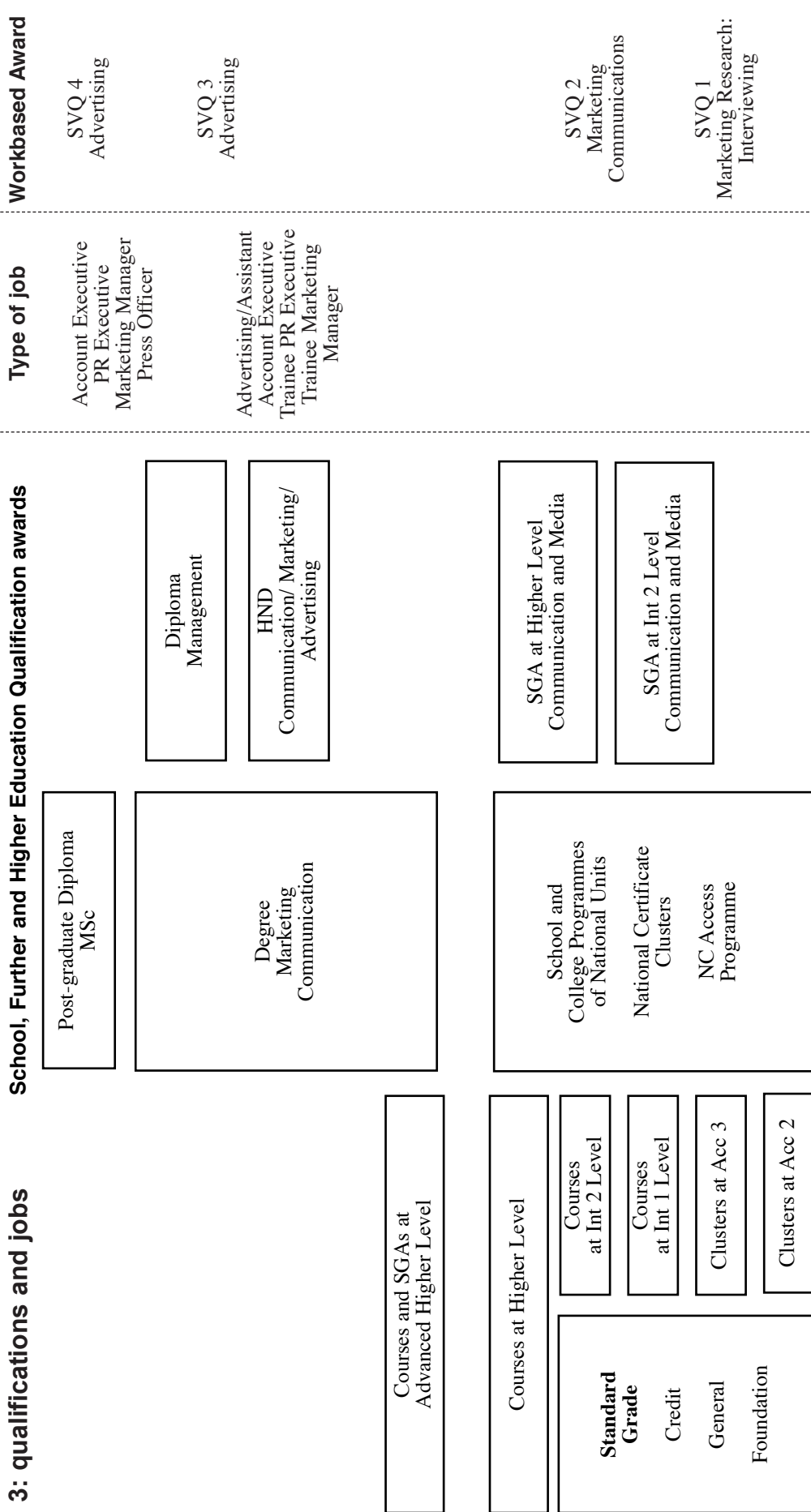
Note — entry requirements vary between institutions. Check prospectuses before applying.

Advertising, Public Relations and Marketing

2. jobs and careers



Advertising, Public Relations and Marketing



This diagram outlines the main qualifications in the Advertising, Public Relations and Marketing area. A full list of all SQA qualifications is on the following pages. People can progress vertically from one qualification to another, eg from a Course at Int 1 to a Course at Int 2. In addition people can progress diagonally from one level of Standard Grade to a higher level of Course or Scottish Group Award (SGA), eg from Standard Grade at General level to Courses or SGAs at Int 2 level.

In this diagram, SVQs and PDAs in the Vocational sector are placed according to current practice and usage in illustrating the relationships and pathways between qualifications, jobs and careers.

Advertising, Public Relations and Marketing

4. qualifications

HNDs

Advertising
Advertising and Public Relations
Communication
Communication in Europe
Marketing
Marketing Design
Promotions and Events Management

HNCs

Communication
Communication and Organisation for the Voluntary Sector
Communication for Business
Communication in Europe
Communication with Public Relations
Languages and Communication

PDA

Adv Diploma

Quality Auditing, Self Education and Review in Further Education

Diploma

Management

Certificate

Communication Skills for Public Relations

SGA

Higher

Communication and Media

Int 2

Communication and Media

GSVQ III

Communication and Media

NC Cluster

Communication and Media levels 2 and 3

SVQ 4

Advertising
Direct Marketing
Marketing Product and Services
Marketing Research
Public Relations

SVQ 3

Advertising
Direct Marketing
Marketing Products and Services
Marketing Research
Public Relations

SVQ 2

Marketing Communications

SVQ 1

Marketing Research: Interviewing

Advertising, Public Relations and Marketing

5. notes on entry to jobs and careers

Entry routes

- ◆ **School leavers** — entrants usually hold a degree/HND in the relevant discipline and then study for the professional qualification on a part-time basis. The principal organisations offering recognised professional qualifications are: the Chartered Institute of Marketing, the Institute of Sales and Marketing Management, the Communication, Advertising and Marketing Education Foundation Limited and the Market Research Society. The bodies provide examinations at Certificate and Diploma Level. Some HNCs/HNDs give partial exemption from professional examinations. The CIM examinations are recognised by the EU.

The institute of Public Relations publishes an annual handbook listing all members.

The following weekly magazines are essential reading: Campaign, Marketing and PR Week.

- ◆ **Direct entry into employment** — entry is possible for school leavers with commitment and enthusiasm, although they must have a relevant qualification. Competition is fierce.
- ◆ **Adult entry** — mature applicants find entry difficult unless they have previous relevant experience, such as in marketing or communication work. Market research interviewers are recruited at any age over 18. Some agencies may prefer older applicants with experience of dealing with the public.

SVQ access

SVQs are available in Marketing, Advertising and Public Relations at levels 3 and 4. All are workplace assessed.

Entry requirements

- ◆ Entry to an SGA ranges from no formal qualifications to four Standard Grades including English.
- ◆ HNCs/HNDs usually require an appropriate SGA or one or two Highers including English, and Standard Grades (Maths required for some courses; a Modern language is sometimes required), or appropriate HNC/HND.
- ◆ Degree courses usually require three or four Highers, including English plus Standard Grades (Maths required for some courses; a Modern Language is sometimes required); or appropriate HNC/HND.

Note — entry requirements vary between institutions. Check prospectuses before applying.