

## Higher National Unit Specification

### General information for centres

**Unit title:** Working in the Creative Industries 2

**Unit code:** DM2L 35

**Unit purpose:** This Unit is designed to prepare candidates to enter the Creative Industries workplace as an employee or as a self-employed practitioner. It aims to familiarise candidates with the variety of working patterns and conditions within an elected vocational area and thereby encourage enterprise and entrepreneurialism.

On completion of the Unit the candidate should be able to:

1. Investigate the operational features, working patterns and conditions within an elected vocational area of the Creative Industries sector.
2. Exhibit enterprise initiative and refined personal and teamwork skills.
3. Develop a strategy for self promotion within an elected vocational area of the creative industries.

**Credit points and level:** 1 HN Credit at SCQF 8 (8 SCQF credit points at SCQF level 8\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Prior to this Unit, candidates should have completed DM0V 34 Creative Industries: An Introduction. They should also be able to demonstrate refined research and communication skills.

**Core skills:** There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

**Context for delivery:** If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

**Assessment:** This Unit could be assessed by a single instrument of assessment, requiring candidates to produce and present an illustrated report or presentation addressing issues highlighted in the Outcomes. It would also be possible to break this assessment down into three separate events that will assess each Outcome separately.

## **Higher National Unit specification: statement of standards**

**Unit title:** Working in the Creative Industries 2

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Investigate the operational features, working patterns and conditions within an elected vocational area of the Creative Industries

#### **Knowledge and/or skills**

- ◆ Major types of organisations and employers
- ◆ Types of employment and working practices
- ◆ Legal, regulatory and ethical issues that affect working in the sector
- ◆ Role of related trade unions and professional associations

#### **Evidence requirements**

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

Investigate the operational features, working patterns and conditions within an elected vocational area of the Creative Industries. The evidence should be consistent and accurate and presented in the form of an illustrated report of 500 words which identifies the types and functions of organisations operating and trading within an elected vocational area and outlines a comprehensive range of employment and self employment opportunities available within that elected vocational area. The report will outline the legal, regulatory and ethical issues that affect working in the elected vocational area and reflect the role of trade unions and professional associations relevant to workers in the elected vocational area.

#### **Assessment guidelines**

The assessment of this Outcome may be combined with Outcomes 2 and 3 as part of a single assessment for this Unit. Further detail of this assessment option is included under Outcome 3 below. Where assessment might be conducted on Outcome 1 alone, candidates should be required to provide sufficient evidence that they have responded to all of the evidence requirements above. Alternative means of providing evidence, for example a “power point” supported verbal presentation, may be considered.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Working in the Creative Industries 2

### **Outcome 2**

Develop enterprise initiative and personal skills within an elected vocational area of the Creative Industries

#### **Knowledge and/or skills**

- ◆ Enterprise initiative
- ◆ Key personal qualities required for effective working
- ◆ Time management and record keeping skills
- ◆ Basic features of business operation

#### **Evidence requirements**

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can, for a chosen vocational area:

- ◆ produce a plan for the investigation of a business idea (GANTT chart or similar)
- ◆ create a Feasibility Report (500 words)/Business Plan (500 words)/Oral and/or A.V. Presentation (5 minutes)
- ◆ estimate start up and running costs for business idea

#### **Assessment guidelines**

The assessment of this Outcome may be combined with Outcomes 1 and 3 as part of a single assessment for this Unit. Further detail of this assessment option is included under Outcome 3 below. Where assessment might be conducted on Outcome 2 alone, candidates should be required to provide sufficient evidence that they have responded to each of the evidence requirements above. To fulfil the evidence requirements, it is suggested that candidates may undertake a 'live' business set-up project. Elements of Scottish Enterprise's 'Get Into Enterprise'/'Get into Business' may provide a model to follow. Alternative means of providing evidence, for example creation of a "business plan", may be considered.

### **Outcome 3**

Develop a tactical strategy for self-promotion within an elected vocational area of the Creative Industries

#### **Knowledge and/or skills**

- ◆ Research, communication and interpersonal skills
- ◆ Curriculum Vitae, references and personal presentation
- ◆ Portfolio / show-reel / promotion material

#### **Evidence requirements**

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can develop a strategic self-promotion strategy to assist them to find work in an elected vocational area by:

- ◆ creating a folio presented in a format appropriate to the chosen vocational area

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Working in the Creative Industries 2

- ◆ compile a comprehensive CV
- ◆ delivering a practical presentation/pitch/mock interview

The evidence presented should demonstrate a candidates aptitude for vocational research, their ability to communicate well (both written and oral) and should emphasise interpersonal skills.

Candidates must undertake a real or simulated job seeking and self promotion project in an elected vocational area.

The standard of folio work, CV and personal presentation should be assessed as “Real”, i.e. it should be adequate for the purpose of the particular work context, e.g. a business plan presentation to a bank manager or a job interview at an advertising agency, etc.

### **Assessment guidelines**

The assessment of this Outcome can be combined with Outcomes 1 and 2 as part of a single assessment for this Unit. Further detail of this assessment option is included below. Where assessment might be conducted on Outcome 3 alone, candidates should be required to provide sufficient evidence that they have responded to each of the evidence requirements above. Alternative means of providing evidence, for example a mock interview process supported by appropriate support materials, may be considered.

### Single Unit Assessment Option/Opportunity

As this unit focuses on an elected vocational area of the Creative Industries it may be appropriate to consider a “sectoral” medium for delivery of assessment evidence across all 3 Outcomes. This may take the form of an assessed portfolio, a recorded (audio/video) interview or other similar, acceptable sector specific output. A case study approach to assessment of all 3 Outcomes may also be considered.

## **Administrative Information**

<b>Unit code:</b>	DM2L 35
<b>Unit title:</b>	Working in the Creative Industries 2
<b>Superclass category:</b>	AE
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## **Higher National Unit specification: support notes**

### **Unit title: Working in the Creative Industries 2**

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is primarily intended to prepare candidates to enter the Creative Industries workplace as an employee or as a self-employed practitioner. As a result candidates will be expected to embrace a range of related vocational knowledge and skills to equip them to enter the world of work.

Although the Unit is expressed in generic terms, it should be related to a context that is familiar to candidates. If necessary the terminology used in the Unit can be adapted to suit the relevant vocational area in the Creative Industries.

Outcome 1 examines an elected vocational area within the Creative Industries sector e.g. Advertising, Television, Design, Performing Arts etc. Essentially, it sets the scene in which the candidate may wish to work. Candidates will be expected to investigate the form and types of organisations and enterprises operating in the area. They will examine the types of jobs/work available and the working patterns of employment/ self-employment. In addition, matters that affect working in the sector such as, legal, regulatory and ethical issues will be considered. The role of trade unions and professional associations will also be discussed.

In Outcome 2 candidates will be expected to develop enterprise initiative and personal skills by becoming involved in 'live' business set-up projects. Elements of Scottish Enterprise's 'Get Into Enterprise' / 'Get into Business' programmes may provide an ideal model to follow. Within a business context candidates should be encouraged to develop personal qualities and interpersonal skills as well as time and records management. They will also be expected to acquire skills in business planning and financial control.

Importantly for working in the Creative Industries, Outcome 3 concentrates on developing the candidate's self-promotion and communication skills. Candidates are expected to consider a tactical strategy for self-promotion that should include the improvement of communication and interpersonal skills by 'live' interview and presentation scenarios and the preparation of CV content and stationery. They will be encouraged to develop a portfolio / show-reel, integrating Outcome 3 of core Unit, 'Creative Project' if appropriate.

### **Guidance on the delivery and assessment of this Unit**

Prior to this Unit, candidates should have completed 'Introduction to the Creative Industries' and should therefore be able to demonstrate background knowledge of the Creative Industries sector and specialist knowledge of an elected vocational area.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Working in the Creative Industries 2

As this Unit is designed to prepare candidates to enter the Creative Industries workplace as an employee or as a self-employed practitioner, centres could endeavour to include ‘work experience’ and relevant company visits within their delivery. Masterclasses with practitioners and industry professionals and officials are also suggested. To encourage enterprise and entrepreneurialism, it is also suggested that candidates may undertake a ‘live’ business set-up project. Elements of Scottish Enterprise’s ‘Get Into Enterprise’ / ‘Get into Business’ programmes provide an ideal model to follow. Candidates could also undertake ‘live’ job seeking and self-promotion, integrating Outcome 3 of core Unit, ‘Creative Project’ if appropriate.

The Unit should be introduced at later stage in the group award when candidates have developed a sound platform of knowledge and skills in an elected vocational area.

Assessment guidance has been referenced under each Outcome. Opportunity for centre elected, individual, Outcome-by-Outcome assessment is advised.

### **Open learning**

This Unit could be delivered by distance learning provided opportunities to attend minimum frequency review seminars at the centre (or visit opportunities to the candidate) could be incorporated to ensure appropriate mentoring of candidate progress.

It may be more appropriate under these circumstances that distance-learning candidates engage in the single assessment option rather than the Outcome-by-Outcome assessment.

For information on normal open learning arrangements, please refer to the SQA guide “*Assessment and Quality Assurance of Open and Distance Learning*” (SQA 2000).

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## General information for candidates

### Unit title: Working in the Creative Industries 2

This Unit is primarily intended to prepare you to enter the Creative Industries workplace as an employee or as a self-employed practitioner. As a result you will be expected to embrace a range of related vocational knowledge and skills to equip you to enter the world of work.

The Unit concentrates on three things:

- ◆ the vocational area you wish to work in
- ◆ the improvement of your personal skills and enterprise initiative
- ◆ your self-promotion

Outcome 1 examines your elected vocational area within the Creative Industries sector e.g. Advertising, Television, Design, Performing Arts etc. Essentially, it sets the scene in which you may wish to work. You will be expected to investigate the form and types of organisations and enterprises operating in the area. You will examine the types of jobs/work available and the working patterns of employment/ self-employment available. In addition, matters that affect working in the sector such as, legal, regulatory and ethical issues will be considered. The role of trade unions and professional associations will also be discussed.

To complete this Outcome, it will be necessary for you to meet all of the evidence requirements.

In Outcome 2 you will be expected to develop enterprise initiative and personal skills by becoming involved in 'live' business set-up projects. Within a business context, you should develop personal qualities and interpersonal skills as well as time and record management qualities. You will also be expected to acquire skills in business planning and financial control.

To complete this Outcome, it will be necessary for you to meet all of the evidence requirements.

Importantly for working in the Creative Industries, Outcome 3 concentrates on developing your self-promotion and communication skills. You will be expected to consider a tactical strategy for self-promotion that should include improvement in your communication and interpersonal skills. You may be involved in 'live' interview and presentation scenarios and the preparation of CV content and promotional material. You will also be encouraged to develop a portfolio / show-reel, integrating Outcome 3 of core Unit, 'Creative Project' if appropriate.

To complete this Outcome, it will be necessary for you to meet all of the evidence requirements.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance in all Outcomes.