

Illustration

**The year is 2010.
This could be the experience of
one Diploma student.**

Name Zac **Age** 16

Which Diploma did you do?

The Higher Level Diploma in Creative and Media.

Why?

I was always interested in music and photography and preferred practical subjects that allowed me to experiment with different ideas. As well as music and photo imaging, I chose options that meant I could experience what it was like to do graphic design, interactive media, film and performing arts. I also took GCSE English Literature, maths and a Certificate in Music Technology.

What was the highlight of the course?

The highlight was producing some postcard designs for a local event organiser, to promote an arts festival. One of my designs was chosen and 500 copies were printed and distributed around our local area.

What are you doing now?

I decided to do an Advanced Diploma in Creative and Media, and I'm doing an English A level as my Additional Learning option because I want to study English at university.

“The Creative and Media Diploma 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

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For more information about the Diploma in Creative & Media, see www.direct.gov.uk/diplomas

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The Diploma

In Creative and Media



Bringing
your
learning
to life

department for
children, schools and families



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► A brief introduction to the media and creative industries

Creative and Media covers some of the UK's most dynamic and exciting industries, from film, TV and interactive media to advertising, design and music. Creative industries employ around 1.3 million people in the UK and contribute £112.5 billion to the country's economy. Opportunities for young people with relevant skills and knowledge in Creative and Media are many and diverse.

► What is the Diploma in Creative and Media?

Young people studying the Diploma in Creative and Media will learn how to think, question, explore, create and communicate. Students will master the processes common to all creative industries.

The Creative and Media Diploma introduces students to a huge range of disciplines, including 2D and 3D Visual Art, Graphic Design, Product Design, Fashion, Textiles, Advertising, Drama, Dance, Music, Film and Television, Radio, Interactive Media, Animation, Computer Games, Photo Imaging and Creative Writing... to name but a few. It also teaches skills and knowledge that are common to all creative industries.

Diploma students develop a good standard of English, maths and ICT. This broad mix of knowledge, understanding and skills will equip young people for college and university or employment.

There are three levels of Diploma. Starting in Year 10 or 12:

- » The Foundation Diploma takes broadly the same time to do as four or five GCSEs.
- » The Higher Diploma takes broadly the same time to do as five or six GCSEs.

Starting in Year 12 or above:

- » The Advanced Diploma takes broadly the same time to do as three A levels.
- » A Progression Diploma will also be available, which takes broadly the same time to do as two A levels. This will suit students who do not wish to complete a whole Advanced Diploma.

► What will the Diploma student learn?

Creative and Media Diploma students will complete a series of compulsory and optional courses, all designed to give them valuable knowledge, skills and experience.

Compulsory Courses

All the Creative and Media Diploma courses teach students to be aware of their surroundings and how this can affect what they create. The course encourages students to think and work creatively, giving students the practical skills to bring their ideas to life. A focus on Creative Businesses and Enterprise places creative work within a business context and teaches students the skills to succeed at work.

Choices

Students also have the flexibility to choose from a wide range of additional or specialist learning options that are also part of the Creative and Media Diploma.

They can choose to deepen their knowledge, by taking a more specialist course related to one or more of the creative and media disciplines. For example, this could be a Graded Examination in Dance, a certificate in Radio Production or a qualification in 3D Design.

They can also take a subject that broadens their study programme – perhaps a language or a science.

Student project

All Diploma students will complete a project to demonstrate the skills and knowledge they have acquired. Students can choose their own project. For example, students might help organise or publicise a community arts event. This could involve anything from performing music or drama through to designing costumes or publicity material.

Personal, learning and thinking skills

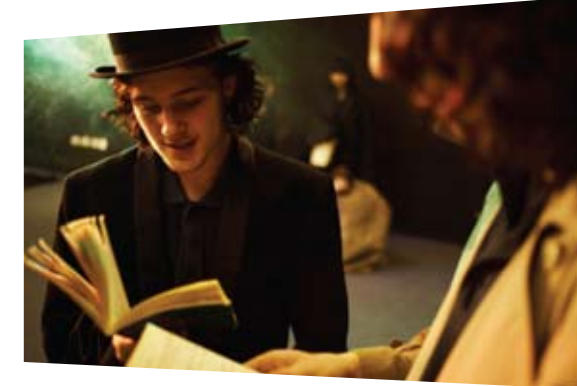
Mastering essential life and work skills is crucial in today's competitive job market. So all Diploma students are encouraged to develop skills like teamwork and self-management, as part of their course. They will learn how to express themselves confidently, and how to apply their knowledge and skills creatively in a business environment.

Work experience

Diploma students will do a minimum of 10 days' work experience giving students the chance to develop and apply the skills they have learned in the classroom. They will also get the chance to learn, and be mentored by, professionals working in their chosen field.

English, maths and ICT

All Diploma students need to achieve a minimum standard in English, maths and ICT. These subjects can be studied as part of the Diploma or can be taken as a GCSE alongside it.



► What will the Diploma lead to?

The Diploma is designed to broaden a young person's horizons and give them a wide range of next-step options.

The Progression and Advanced Diploma could both lead on to college or university, or to further training and employment. Students who have completed a Foundation or Higher Diploma might choose to go on to do a Progression or Advanced Diploma, or perhaps to do A levels.

A Creative and Media Diploma doesn't mean students have to pursue a career in this sector. The Diploma gives students relevant, transferable skills that will be welcomed by colleges, universities and employers in many other sectors.