



# Diploma in Creative Media (SCQF Level 8)

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## QUALIFICATION SUMMARY

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# 1 Introduction and Summary

The EduQual Diploma in Creative Media (SCQF Level 8) is a Qualification equivalent to a Regulated Qualifications Framework (RQF) Qualification at Level 5. It offers Learners the knowledge and skills needed to develop an understanding of the models, tools and techniques used in the field of creative media. The Qualification has been mapped to the National Occupational Standards in creative media, and Learners will be able to develop the competencies they need to enter work in this discipline.

The Qualification has been produced to conform to the requirements of the RQF.

## 2 Aims

**The aims of this Qualification will enable Learners to:**

- Build a coherent and sound foundation in creative media, at a level equivalent to a Higher National Diploma, enabling graduates to choose from a wide range of career options internationally within the creative media discipline<sup>1</sup>
- Pursue a specialist interest in creative media and relate this expertise to professional requirements and codes of conduct in line with the National Occupational Standards (NOS)
- Develop a wide range of intellectual and analytical abilities relevant to creative media, including those of critical thinking and analytical decision making
- Develop and practice the transferable skills necessary for continual personal development and to respond positively to change during careers in creative media
- Discuss terminology, concepts, principles and techniques as utilised in creative media
- Explain the importance of the social, political, ethical, technological, environmental and global contexts in which creative media organisations operate and to support small- and medium-sized business enterprise (SME) decision making
- Develop the attitudes, skills and abilities necessary to work in an international creative media context and an awareness and appreciation of different cultural values
- Prepare for further studies at degree level

## 3 Teaching, Learning and Assessment

Teaching and learning will be undertaken using a range of face-to-face learning, whether online or through tutor directed study, lectures, seminars and tutorials. Learners will be encouraged to develop their skills in self-directed learning, which will take place outside the formal classroom environment. Formative assessments will arise through projects, case studies, research and testing wherever appropriate.

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<sup>1</sup> For example: Social Media and Creative Content Assistant, Creative Designer, Marketing and Social Media Assistant

Summative assessment will be through responses to assignments enabling Learners to demonstrate their understanding of the subjects they have studied.

## 4 Entry Requirements

Prospective Learners for this Qualification are expected to have:

- GCSE in English and Mathematics (Grade C or above) or equivalent
- 200 points from two subjects at GCE A-Level or equivalent

Equivalent Qualification(s) will be considered

Applications from mature Learners and those offering Qualifications other than GCE A-Levels are welcomed and will be considered on an individual basis.

Applicants for whom English is not a first language will be expected to demonstrate a certified level of proficiency of at least IELTS (International English Language Testing System) 6 or above.

In exceptional circumstances and at the discretion of the Centre, Learners who do not have any of the prescribed entry requirements may still be permitted to study for the Qualification, provided that in the Centre's judgement, the Learner has the potential to complete the Qualification successfully. Centres should consult the Access and Recruitment Section of the Qualification Specification document.

## 5 Recognition of Prior Learning (RPL)

RPL (sometimes referred to as APL) may be claimed by a Learner in situations where:

- The Learner has already studied SCQF-equivalent Level 7 or 8 Units that are also equivalent to the Learning Outcomes of the Units of this Qualification.
- The Learner can also produce evidence to demonstrate how each of the assessment criteria have already been met.

In such a case, those matching Units can be exempted from study, credits can be claimed, and the evidence supporting the RPL claim can be included in the Learner's portfolio of evidence when claiming the Award.

## 6 Progression

Holders of the EduQual Diploma in Creative Media (SCQF Level 8) may be considered (by UK Higher Education Institutions e.g. universities) for progression, with advanced standing (academic credit), onto degree programmes.

## 7 Curriculum

The EduQual Diploma in Creative Media is an SCQF Level 7 (RQF equivalent Level 4) Qualification consisting of **TWELVE** Units, **NINE** of which are compulsory and **THREE** of which are optional, as shown:

| EduQual Diploma in Creative Media (SCQF Level 8)                                   |            |            |
|------------------------------------------------------------------------------------|------------|------------|
| Unit Title                                                                         | SCQF Level | Credits    |
| <b>COMPULSORY UNITS</b>                                                            |            |            |
| Unit 1: Audiovisual Content Strategy & Post-Production in Practice                 | 7          | 20         |
| Unit 2: Cinematic Drama Production                                                 | 7          | 20         |
| Unit 3: Artistic Photographic Expression                                           | 7          | 20         |
| Unit 4: Media Production in the Digital Age                                        | 7          | 20         |
| Unit 5: Capturing Reality in Short Documentary Films                               | 7          | 20         |
| Unit 6: Storytelling Techniques for Captivating Content                            | 7          | 20         |
| Unit 7: Advanced Digital Tools & Techniques                                        | 8          | 20         |
| Unit 8: Mastering Microcontent: Engaging Audiences in the Age of Attention Deficit | 8          | 20         |
| Unit 9: From Concept to Delivery: The Content Commissioning Process A-Z            | 8          | 20         |
| <b>OPTIONAL UNITS – CHOICE OF THREE</b>                                            |            |            |
| Unit 10: Interactive Storytelling                                                  | 8          | 20         |
| Unit 11: Introduction to VFX                                                       | 8          | 20         |
| Unit 12: Promotional Content Creation                                              | 8          | 20         |
| Unit 13: Storytelling Through Print: Mastering the Art of Magazine Journalism      | 8          | 20         |
| Unit 14: Real-world Creative Industry Projects                                     | 8          | 20         |
| Unit 15: Advanced VFX Techniques                                                   | 8          | 20         |
| <b>Total Credits</b>                                                               |            | <b>240</b> |

## 8 National Occupational Standards (NOS)

Some Units in the EduQual Diploma in creative media relate to the National Occupational Standards for creative media. For more information on how these Units relate to NOS Units in creative media, please contact us at [info@eduqual.org.uk](mailto:info@eduqual.org.uk).

## 9 Learning / teaching methods and strategies

**The Learning Outcomes will be achieved by the use of the following learning and teaching methods and strategies:**

- A variety of teaching and learning strategies, including lecture, seminar, case study and video.
- Team teaching on specific Units to foster integration between various aspects of creative media.
- Independent and group activities (class and non-class based) through which good practice can be shared and exchanged.
- Live and simulated case studies.
- Speakers and subject specialists.
- Personal and professional self-reflection, including feedback from colleagues and superiors.
- The creation of a learning environment that fosters debate and constructive argument.
- Units which encourage Learners to assess theory and leading-edge practice, with a view to creating new concepts and practices for the future.
- Practical projects which foster originality of thought and enterprise.
- Learner Management Systems (online platforms for delivering, tracking, and managing educational courses or training programmes)

## 10 Assessment Methods and Strategies

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The following assessment strategies will be adopted to achieve the Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Assessments in the form of management reports with a strong practical and professional orientation to the workplace may include:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>• Case studies which examine key issues within creative media</li> <li>• Group presentations which present arguments in a coherent and insightful manner</li> <li>• Project work carried out and reported upon based on work experience</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Formative assessment may include:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• Peer review of work between individuals and groups</li> <li>• Material presented in class – either individually or as a group – where clarity of argument and evidence is supported with appropriate references</li> <li>• Feedback in class situations on topics of current interest</li> <li>• Evidence of breadth of research, including internet sources, where appropriate to the curriculum topics covered</li> </ul>                                                                                                                                                                                                                                                                    |
| <b>Summative assessment may be by assignment which may include work such as:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>• Observation of performance in the work environment</li> <li>• Examining products of work, such as: <ul style="list-style-type: none"> <li>○ Individual or group presentations which coherently and concisely present analysis of creative media issues</li> <li>○ Examination (seen or unseen)</li> <li>○ Coursework assignments (including problem solving activities, simulations, consultancy projects, individual and group reports, as well as more conventional written forms such as essays and other discursive assignments)</li> </ul> </li> <li>• Questioning the Learner</li> <li>• Reflective forms of assessment (e.g. portfolios, Learner logs, and peer engagement).</li> </ul> |