

# Statement of Purpose

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**Level 2 Award and  
Diploma in Creative  
Media Production and  
Technology**

# **UAL Level 2 Award (601/3804/X) and Diploma (601/3927/4) in Creative Media Production and Technology**

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## **Overview**

### **Who is this qualification for?**

The UAL Level 2 Award in Creative Media Production and Technology could be used for students who are looking for a smaller programme of art and design education that they can take alongside another area of study. It has been designed to provide students with an understanding of creative media production and technology as a collaborative activity and prepare them for the reality of the sector, progression and paths available to them. It can also be used as a precursor to the UAL Level 2 Diploma in Creative Media Production and Technology.

The Level 2 Diploma in Creative Media Production and Technology has been designed to provide students with the skills, knowledge and understanding necessary to progress to further study and training in a range of media related subjects, including games design, website design, film, TV, radio, sound engineering and others. The qualification has been designed for students who have an interest in media, often a specific discipline such as games design, who wish to explore and extend this interest via a full-time, immersive learning experience. Many students will have identified a specific career in the creative industries that they wish to progress to (e.g. games designer, app designer, broadcast technician, cameraman, director etc), using this qualification as a starting point.

There are no age restrictions for this qualification. The majority of students are 16-18 year olds, some are 19 and over.

### **What does the qualification cover?**

The content of the UAL Level 2 Award and Diploma in Creative Media Production and Technology was developed with universities, further education colleges, 6th form colleges and employers to ensure that it provides students with the skills, knowledge and understanding needed to progress to the next level of education and training.

The UAL Level 2 Award and Diploma in Creative Media Production and Technology has been developed in response to an identified need for students studying for qualifications in media to have a broad diagnostic experience that provides them with an understanding of the discipline and prepares them for the reality of the sector and progression paths and careers available to them.

The qualifications have been designed to incorporate a strong element of vocational learning to provide young people with the understanding, knowledge and skills identified as necessary for future progression and employment, underpinned by the broad transferable skills that will enable students to demonstrate qualities of adaptability, self-reliance, collaboration, dependability, resilience, imagination and creativity.

The UAL Level 2 Award in Creative Media Production and Technology will provide the student, and the centre, with an early check on their interest and level of commitment to the area of study. Units 1 and 2, linked together to form a coherent pattern of teaching and learning, will provide students with an introduction to the skills, knowledge and understanding necessary to explore, enhance and sustain their creative development and determine a standard from which all other activities and learning will develop. Students will be given a broad diagnostic introduction to creative media production that will develop their understanding of the interrelated nature of the discipline.

**The qualification will provide students with:**

- An introduction to the skills and knowledge of creative media production and technology
- An introduction to production techniques in creative media production and technology
- An opportunity to explore and enhance their creative development
- A broad diagnostic introduction to creative media production and technology
- A standard from which all other learning will develop

The UAL Level 2 Diploma in Creative Media Production and Technology will introduce students to the importance of research and contextual understanding in informing the production of creative media ideas. The qualification will provide students with a focused opportunity to explore activities and competences within creative media production and technology through in-depth exploration.

The UAL Level 2 Diploma in Creative Media Production and Technology is made up of nine units and students must successfully complete eight of them; seven are mandatory and one unit is optional from a choice of two. All units relate to the creative media sector, all are delivered through vocational learning, and collectively they total 480 Guided Learning Hours. The units focus on the skills, knowledge and understanding that support all creative media production and technology activity. The units have been designed to allow colleges to deliver them in a way that meets the specific needs of their students, taking into account the college resources, relationships with local creative employers and responding to the fast-paced nature of the creative industries. Students are assessed via a 'Final Major Project' which takes place at the end of the course when they are at their best. This large project allows students to demonstrate all the learning that has taken place through completion of the other units. This unit is graded Pass, Merit or Distinction and determines the overall qualification grade.

**The qualification will provide students with:**

- An introduction to a range of activities essential to the development and delivery of media-based outcomes including research, ideas development, the use of technical skills and evaluation
- An introduction to the diversity of roles and responsibilities in the media sector and the personal and professional characteristics needed for a career in the creative media industry
- An introduction to the communication skills used in the media sector and exploration of the specific skills and attributes required for communicating with an audience in the production of media outcomes
- An opportunity to demonstrate understanding through the production of a portfolio of evidence via a final major project
- An opportunity to research the history and context of media disciplines and develop an understanding of the value of contextual research in informing practice
- An opportunity to integrate and use previously acquired skills, knowledge and understanding and to explore and develop more specific techniques, skills and attributes across media disciplines
- An opportunity to integrate and use skills, knowledge and understanding and to explore and develop specific techniques, skills and attributes for production in media
- An opportunity to take greater responsibility in the management of an assignment of personal interest, via the final major project, and prepare for progression within a chosen discipline.

### **What could this qualification lead to?**

The UAL Level 2 Award and Diploma in Creative Media Production and Technology is generally delivered over one year and will enable students to develop a portfolio of work that could support progression into a range of qualifications at Level 3.

The majority of students completing the UAL Level 2 in Creative Media Production and Technology will progress to further study via 'Applied General' or 'Tech Level' qualifications or onto apprenticeships in related industries such as design. Some students may progress directly into entry-level roles in the creative industries.

Typically, students will progress to the UAL Level 3 Diploma in Creative Media Production and Technology or the UAL Level 3 Extended Diploma in Creative Media Production and Technology, often within the same centre. The majority of centres delivering the UAL Level 2 Diploma in Creative Media Production and Technology also deliver the UAL Level 3 Diploma and Extended Diploma in Creative Media Production and Technology.

Students may also progress to the UAL Level 3 Diploma in Creative Practice: Art, Design and Communication or the UAL Level 3 Extended Diploma in Creative Practice: Art, Design and Communication.

A Qualifications Guide indicating progression routes can be found on our website.

### **Who supports this qualification?**

The qualification is recognised as providing students with opportunities to develop the skills, knowledge and understanding they need to progress to the next level of education and training by the following Further Education Colleges:

- Stanmore College
- Sussex Downs College
- West Thames College.

Many other centres also deliver the UAL Level 3 Diploma and Extended Diploma in Creative Media Production and Technology and accept the UAL Level 2 Diploma in Creative Media Production and Technology as an entry qualification. Entry requirements for individual course can be found on each centre's own website.

### **Further Information**

Additional information about this qualification can be found on the UAL Awarding Body website:

[www.arts.ac.uk/awarding](http://www.arts.ac.uk/awarding)