

HND in Creative Media Production

Level 5

STUDENT HANDBOOK

What the course is all
about
Time Commitments
Workshops

Introduction

Welcome to the HND in Creative Media Production. This programme aims to help you to enhance your leadership skills and to enable you to be an effective manager and provide a progress route in to University or to higher-level qualifications

This course handbook is designed to explain to you the main structure of the programme, details of the programme delivery and the nature and expectations of the work that you will produce. Within this handbook you will find information, which clarifies the level of service, which you may expect from us and also what the programme expects from you.

We look forward to working with you over the course of the programme and hope that you enjoy your period of study with us.

Programme aims

To deliver a Creative Media programme that encourages a serious approach to developing skills and creativity. The delivery of the qualification is designed to:

- Enhance overall operational skills, while reflecting on your own skills and knowledge
- Develop a new generation of leaders equipped with the transferable skills needed to make a difference in a diverse, dynamic, challenging and changing environment.

Provide a forum for developing best practice, challenging current thinking, and developing independent thought
- Equip you with the skills to make a difference both in the workplace and in the communities you will serve
- Enable open discussion of contemporary issues and challenges faced by leaders and managers within the Creative Media Industries
- Encourage like-minded learners to gain new perspectives on Production skills and techniques through collaborative learning
- Provide a framework of practical skills that will enhance your future performance and make you a valued member of a Creative Media team.

Edexcel/BTEC qualifications are designed to develop your skills and education so that you can progress into further studies. Edexcel is one of the leading providers of qualifications and they are recognised across the world.

Course Content

Edexcel BTEC L5 HND in Creative Media

YEAR 1 - Units

- UNIT 1 Contextual Studies for Creative Media Production
- UNIT 2 Research Techniques for creative Media
- UNIT 6 Practical skills for moving Image
- UNIT 21 Radio Commercial Production
- UNIT 30 Camera lighting techniques
- UNIT 32 Studio Production
- UNIT 37 Advertisement Production for TV
- UNIT 39 Interview & Presentation Techniques for TV

YEAR 2 - Units

- Unit 3 Project Design, Implementation and Evaluation
- Unit 4 Special Subject Investigation for Creative Media Production
- Unit 5 Practical Skills for Radio Production
- Unit 31 Development and Techniques of Film and Video Editing
- Unit 80 Work Experience in the Creative Media Sector
- Unit 58 Sound Design for Moving Image Production
- Unit 62 Television News
- Unit 16 Career Development for the Moving Image Industries

During the second year of the programme, learners will be expected to produce work for transmission through the centres TV & Radio facilities. This work will be short interest features, current news articles and they may involve learners having to attend events etc at any time. The production of materials for broadcast requires a maturity and commitment; that is over and above that of a normal university course. We expect that you have a commitment to enter the world of TV and all that broadcasting entails. The concept of a 16 week for study, only relates to the taught sessions. The work will need a further commitment, as when on assignment you cannot leave until the event/news/live coverage is finished.

Practical Skills for Radio Production

Radio Studio Technology

Radio Studies will be an enrichment activity for those who wish to gain experience working as a volunteer for a local Radio Station.

Edexcel BTEC Higher Nationals are designed to provide a specialist vocational programme, linked to professional body requirements and National Occupational Standards where appropriate. They offer a strong, sector-related emphasis on practical skills development alongside the development of requisite knowledge and understanding.

The qualifications provide a thorough grounding in the key concepts and practical skills required in their sector and their national recognition by employers allows direct progression to employment. A key progression path for Edexcel BTEC HND learners is to the third year of a degree or honours degree programme.

This qualification aims to meet the needs of the above rationale by:

- equipping individuals with knowledge, understanding and skills for success in a range of administrative and management positions in business
- providing specialist routes of study which relate to individual professions within the business world in which learners are working or intend to seek employment
- enabling progression to an undergraduate degree or further professional qualification in business or a related area
- supporting individuals employed or entering employment in the business field
- developing the individual's ability in the business field through effective use and combination of the knowledge and skills gained in different parts of the programme.

Equal opportunities

ICE Academy believes in equality of opportunity for all students and staff. We are opposed to any form of action, words or institutional practice which discriminates against people on the basis of race, colour, culture, religion, language, ability, disability, gender, age, marital status, sexuality or political affiliation. This means that we are committed to the elimination of discrimination in all forms. Furthermore we recognise the effect of past discrimination and will seek through programmes of legally acceptable positive action to increase the level of participation of students and staff of those groups that are currently underrepresented.

We aim to celebrate the diversity of backgrounds of all of our students and staff and we will challenge discriminatory language or behaviour whenever necessary.

Mode of study

The programme will be delivered over 34 weeks and there will be 16 hours of lectures, or guided learning per week. You will be expected to complete a range of assignments by given deadlines. These deadlines will be strictly applied.

You will have a course tutor who will council you in respect to the progress you are making on your course and academic progress.

You will also have a tutor who will be there to provide personal support in terms of your social and personal issues/problems or concerns.

You will have a fixed tutorial meeting time, which you will be expected to attend.

You will be expected to produce a range of live materials for broadcast, and these will require you to commit to additional study time, or giving up additional free time.

Key Programme Themes

There are key themes that run throughout the programme and you should consider these when planning a piece of work for submission or presentation.

These are:

Leadership, diversity, cultural changes and challenges, collaboration and communication, stakeholder power, community engagement and reassurance, and promotion of services

Induction

At the start of your programme, there will be an induction, to consider aspects of your learning styles and to find out more about the structure and content of the course.

You will learn how to put together a Portfolio, and participate in an Action Learning Set. The induction session will introduce you to the broad aims and objectives of the programme, outlining the programme requirements with regard to attendance, assessment and unit content.

Web based support

Web ICT will provide you with additional resources for the programme, and you will be able to access lecture notes and presentations, workshops and other resource materials. The website includes a discussion area, e-mail facilities to tutors and direct links to other appropriate web sites.

Training on the use of Web ICT and student passwords and user id will be provided in a Research Workshop.

Lectures

The lectures and seminars will allow you to explore the theories and methods of management/business /finance etc that underpin the knowledge requirements of the programme relevant to your study, and will prepare you for further study if required.

Personal development

The programme enables you to draw up a personal development plan (PDP), which is specific to your particular needs. This PDP is to be treated as a working document, which is to be reviewed and updated regularly throughout the programme.

The review will enable you to use a self-development Journal to track your learning throughout the course.

Action learning sets

A key feature of the programme is the continued support of your peers through the use of action learning sets. You will have the opportunity during the induction session to experience action learning to support your learning.

We would recommend that you review your self-development Journal after each action learning set in order to embed your own learning.

Presentations

This programme provides you with the opportunity of improving your presentation skills. There will be some individual presentations and opportunities for group presentations. Some of the presentations will be to your fellow students and others will be to college staff. An additional workshop will be provided to help you to enhance your skills.

Skills workshops will be provided also for academic and research skills, financial literacy and report writing.

Course content

The course contains sixteen units, which are set out in the appendix. Each unit has learning outcomes and an assignment. You may be asked to make a presentation, prepare a report or proposal, or to write an academic essay. Due to the practical nature of this programme, most of the assignments will relate very directly scenarios based within a workplace or current economic setting.

The programme uses a variety of assessment methods to ensure a rigorous approach will maintain the consistency and quality of the work.

In order to fully complete the programme you will need to meet each and every learning outcome. You will have more than one opportunity to meet some of the learning outcomes, but they all need to be evidenced.

Your assignments will be selected and assessed externally by an External Verifier from Edexcel.

Your assignments should be submitted for assessment on the date specified. They should be posted to or e-mailed with a front sheet. The assignment will be forwarded to the tutor for assessment and will arrange for those to be returned to you. When you send an assignment in for marking you will receive an e-mail to confirm receipt.

Extensions: it is always recommended on any programme study that you make every effort to achieve all of the target deadlines to avoid work mounting up. However we do appreciate that mature learners with jobs and lives and families sometimes need to extend the submission date. Should you need to extend the submission date you must in writing to the course manager before the date that you were due to submit your assignment. You will need to offer a revised submission date no more than four weeks further into the future. Where there are clearly genuine reasons for extending the deadline by four weeks then these are normally granted.

Plagiarism: acknowledging and referencing the work of others

It is really important when embarking on any programme of academic study that you understand the difference between submitting your own work and ideas and submitting the work of other people.

When you are relying on ideas suggested or written by other people then those ideas need to be properly acknowledged. We use the Harvard referencing system, but details of which are in the appendix.

When you do not acknowledge the work of others through proper referencing of your sources of information, this amounts to plagiarism, which is a serious breach of college regulations and Awarding Body Regulations.

Students found to be in breach of plagiarism regulations may be asked to leave the programme with immediate effect.

Presentation of assignments for verification purposes

By the end of your studies you will have assembled a portfolio, which will be submitted for external verification. The portfolio will contain a range of the assignments and evidence that support your claim for certification with each assignment cross-referenced to the assessment criteria for each relevant module.

Your **Portfolio** should contain, in the following order:

- A C. V. and/or a career history
- Your current job description
- A reflective statement, see below.
- Your assessed evidence, i.e. your individual assignments for each module.
- Any materials used in your presentation, together with the feedback from the observing tutor.

- A copy of your project, with associated tutor feedback
- Copies of all assignments.

Reflective Statement:

An early part of the programme requires students to produce a Personal Development Plan (PDP). The reflective statement requires you to revisit your PDP and update this in light of your course studies and recent experiences, where applicable.

Assessment of this statement will be undertaken as part of the portfolio review. The Self-Reflective Logs that you were asked to compile for the ongoing Personal Development Review and Action Learning Sets, should be included.

The statement should consist of no more than 750 words and answer the following questions:

- What were your initial objectives and expectations at the start of the programme?
- What were the areas you identified as the focus for development?
- What areas have been developed through this course?
- What part did Action Learning play in your development?
- If applicable, what areas have been developed at work during the course?
- Has anything outside the course contributed to your development during the time of the course?
- What obstacles did you encounter in tackling this development programme?
- What areas did you find most rewarding and most difficult?
- How do you feel about your achievements during this course?
- What areas do you feel still need developing and how do you intend to continue with your professional development?

Reading List

You have embarked on an academic course of study. You are encouraged to support your studies through background reading, which will also act as a source of academic references.

You will be provided with a Core text, and your course tutors will provide further reading. This course is a very practical course, and you will be expected to spend your own time developing skills.

Quality Assurance: Internal Verification

A comprehensive system has been developed which ensures a systematic approach to ensuring that standards of assessment are maintained, and that assessors have the necessary support and development required.

The Internal Verifiers will monitor assessments, and may sample your work in order to carry out such checks. The Internal Verifier has the authority to amend grades awarded by the first line assessor. The Internal Verifier will produce a written record of the verification, which will be maintained for review by the programme team and the External Verifier.

External Verification

. The External Verifier allocated to the college may wish to speak to you regarding the Quality of the programme, as well as sampling their portfolio and/or discuss the evidence to check on the assessment and internal verification systems.

Appeals Procedure

The following procedure will apply to students who are dissatisfied with an assessment decision.

- Students should firstly discuss the matter with the tutor responsible for marking their assignment.
- If the matter cannot be resolved the student can appeal in writing, outlining their dissatisfaction to the Internal Verifier.
- The Verifier will acknowledge receipt of the letter within five working days, and will respond to the appeal within 15 working days.
Should the student remain dissatisfied with the outcome of the appeal, the External Verifier will have the assessment as part of their sample, and his/her decision will be final. -