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Llywodraeth Cymru
Welsh Government

0807 Welsh Apprenticeship Pathway

in

Creative Media

The content of this Pathway has been agreed by ScreenSkills. This is the only Apprenticeship Pathway in the Culture Design and Media sector approved for use in Wales that is eligible for Welsh Government funding.

More Information can be obtained from:

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DfES-ApprenticeshipUnit@gov.wales
Gwefan • website: www.llyw.cymru
www.gov.wales

Contents

[Learning Programme Content](#)

[Entry Requirements](#)

[Apprenticeship Pathway Learning Programme\(s\)](#)

- [Level 3 – Screen and Creative Media](#)
- [Level 4 – Screen and Creative Media](#)

[Other Additional Requirements](#)

[Job Roles](#)

[Progression](#)

[Equality & Diversity](#)

[Employment Responsibilities and Rights](#)

[Responsibilities](#)

[Annex 1 - Screen and Creative Media L3](#)

[Annex 2 - Screen and Creative Media L4](#)

LEARNING PROGRAMME CONTENT

The Learning Programme provision shall comprise of three mandatory elements:

- Qualifications,
- Essential Skills
- On/off the job training

The total minimum credit value required for the Level 3 Pathway Screen and Creative Media is 75 credits.

The total minimum credit value required for the Level 4 Pathway Screen and Creative Media is 77 credits.

ENTRY REQUIREMENTS

New entrants in the Creative Media Industries must have an understanding and appreciation of different technologies, alongside general knowledge and 'soft' skills, including the capacity to work efficiently and in teams. Employers are looking for work-ready individuals who are hard working, have the right attitude, strong communication and IT skills and a good understanding of what it takes to work their way up in the Creative Media Industries, which is a sector in which freelancing is a common means of employment. Career success in the Creative Media Industries requires a strong passion for the subject area and an ability to network and confidently market personal skills and achievements.

Other than the employer's and training provider's confidence in the candidate's ability to thrive and achieve their potential within the Apprenticeship, there are no set entry conditions, but qualifications which may provide a useful grounding for the Apprenticeship include:

- Qualifications in the Welsh Baccalaureate
- Essential Skills Wales
- Principal Learning (Creative and Media), offered by OCR or WJEC
- Provision within the Quality Assured Lifelong Learning Pillar of the CFQW; GCSEs, A Levels or National Diplomas in media-related subjects
- Direct progression and credit transfer opportunities from particular vocational qualifications, such as:
- the Level 2 or 3 Certificate in Preparing to Work in Creative Media and other qualifications offered by many awarding organisations including AIM Awards and UAL
- Qualifications at entry level, level 1 and level 2 are encouraged routes for progression, especially those which incorporate creative and digital skills development
- Foundation Apprenticeships, particularly in creative or digital skills development subjects.

For the Higher Apprenticeship in Screen and Creative Media (Level 4), in addition to the examples listed above, the following may also apply:

- Completed a Level 3 Apprenticeship in Creative and Digital Media or IT Professional or Social and Digital Marketing;
- Achieved Awards, Certificates or Diplomas at Level 3 in Media related subjects.

APPRENTICESHIP PATHWAY LEARNING PROGRAMME(S)

Level 3: Screen and Creative Media

Qualifications

Participants must achieve the combined qualification below.

Level 3 Diploma in Media Creation, Production & Craft Support					
Awarding Body	Qualification No.	Credit Value	Total Qualification Time	Competence / Knowledge / Combined	Qualification Assessment Language(s)
AIM Awards	601/8449/8	63	258	Combined	English and Welsh

Please see [Annex 1](#) for the relationship between the competence and knowledge units within the combined qualification.

Essential Skills Wales (ESW)

Essential Skills Wales qualifications assessment languages are English-Welsh

Level 3: Screen and Creative Media	Level	Minimum Credit Value
Communication	2	6
Application of Number	2	6

On/Off the Job Training

Pathway	Minimum On the Job Training Hours	Minimum Off the Job Training Hours
Level 3: Screen and Creative Media	375	418

On/Off the Job Qualification details (Minimum Credit & Hours)

<p>Total ON AND OFF THE JOB training hours for the 12 month programme is 63 credits/793 hours.</p> <p>On the job training The minimum on-the-job training time is 375 hours made up as follows: Minimum 360 hours – Competence element of the Combined qualification (B1). This is based on the qualification rules of combination but hours could vary from learner to learner, depending on the optional units chosen; Minimum 15 hours - Dedicated time spent with employer/mentor to enhance the</p>
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apprentice's training; including induction.

Off the job training

The minimum amount of off-the-job training is 418 hours.

- 268 Minimum hours - Knowledge element of the Combined qualification (B1). This is based on the qualification rules of combination but hours could vary from learner to learner, depending on the optional units chosen;
- 60 hours - Level 2 Application of number (Essential Skills Wales);
- 60 hours - Level 2 Communication (Essential Skills Wales);
- 15 hours – Induction, including relevant coverage of employment rights;
- 15 hours - Mentoring, reviews, pastoral care.

63 credits minimum/ 268 Minimum hours - Knowledge element of the Combined qualification

On/Off the Job Essential Skills details (Minimum Credit & Hours)

- 6 credits / 60 GLH Level 2 Essential Skills Wales Communication
- 6 credits / 60 GLH Level 2 Essential Skills Wales Application of Number

Level 4: Screen and Creative Media

Qualifications

Participants must achieve the combined qualification below.

Level 4- Diploma in Interactive Media					
Awarding Body	Qualification No.	Credit Value	Total Qualification Time	Competence / Knowledge / Combined	Qualification Assessment Language(s)
Aim Awards	600/9862/4	65	403-603	Combined	English and Welsh

Please see [Annex 2](#) for the relationship between the competence and knowledge units within the combined qualification.

Essential Skills Wales (ESW)

Essential Skills Wales qualifications assessment languages are English-Welsh

Level 3: Screen and Creative Media	Level	Minimum Credit Value
Communication	2	6
Application of Number	2	6

On/Off the Job Training

Pathway	Minimum On the Job Training Hours	Minimum Off the Job Training Hours
Level 4: Screen and Creative Media	175	393

On/Off the Job Qualification details (Minimum Credit & Hours)

Total ON AND OFF THE JOB training hours for the 12 month programme is 65 credits/568 hours.

The minimum on the job training time for the Level 4 pathway is 175 hours made up as follows:

Minimum 160 hours - Competence element of the Combined qualification. This is based on the qualification rules of combination, but hours could vary from learner to learner, depending on the optional units chosen;
15 hours - Non-accredited training activity; mentoring, progress reviews, pastoral care.

Off the job training

65 credits minimum/ Minimum 243 hours - Knowledge element of the Combined qualification.

The minimum amount of off-the-job training is 418 hours.

- 243 Minimum hours - Knowledge element of the Combined qualification (B1). This is based on the qualification rules of combination, but hours could vary from learner to learner, depending on the optional units chosen;
- 60 hours - Level 2 Application of number (Essential Skills Wales);
- 60 hours - Level 2 Communication (Essential Skills Wales) ;
- 15 hours – Induction, including relevant coverage of employment rights;
- 15 hours - Mentoring, reviews, pastoral care.

On/Off the Job Essential Skills details (Minimum Credit & Hours)

- 6 credits / 60 GLH Level 2 Essential Skills Wales Communication
- 6 credits / 60 GLH Level 2 Essential Skills Wales Application of Number

OTHER ADDITIONAL REQUIREMENTS

This pathway does not have any other additional requirements.

JOB ROLES

Typical job roles for these pathways are as follows:

Level 3

- Production Runner/Assistant
- Post-Production Runner
- Broadcast Assistant
- Archive Assistant
- Animation Assistant
- Researcher
- Web Coordinator
- Production Secretary
- Audio assistant
- Junior content producer/content assistant
- Edit Assistant
- Data Wranglers and Data Image Technicians
- Digital assistant; Digital Design assistant; Digital Media assistant
- Camera Trainee
- Construction Department Worker
- Props Assistant
- Trainee model maker
- Hair and Make Up Assistant
- Costume and Wardrobe Assistant

Level 4

- On-line community manager
- User experience coordinator
- Junior interactive product designer
- Junior interactive product developer
- Social Media Co-ordinator

The latest version of the job roles and job descriptions for this Pathway can be found <https://www.screenskills.com/careers/job-profiles/>

PROGRESSION

The fundamental entry condition is the employer's and training provider's confidence in the candidate's ability to thrive and achieve their potential within the Apprenticeship. Freelancing is common with Creative Media Industries, so apprentices will need to consider this form of employment to progress their career.

Depending on the Apprenticeship role the employer may stipulate certain requirements for entry; for example, Camera Crew Assistants might be expected to carry heavy loads. Depending on the employer, this Apprenticeship may involve out of hours or irregular working or travel.

Level 3: Screen and Creative Media

Progression routes into:

- Non-accredited prior learning related to the Creative Media Industries

Progression from:

- With further experience in industry, employment as a Production assistant to Researcher; Production Secretary to Production Coordinator; Junior Content Producer to Content Producer or Social Media Co-ordinator.
- Further/Higher Education - level 4 courses or higher diploma or degrees

Level 4: Screen and Creative Media**Progression routes into:**

- Level 3 Diploma
- Level 3 Apprenticeship in Media related frameworks
- Relevant qualifications such as UAL Creative Media Production at level 3

Progression from:

- With further experience in industry, employment as a Senior Developer, Senior Designer, Digital Producer, Senior Coder, Digital Copywriter and Digital Project Manager or Social Media Co-ordinator.
- Further/Higher Education - Further professional development or higher diploma or degrees

EQUALITY & DIVERSITY

It is important that apprenticeship Pathways are inclusive and can demonstrate an active approach to identifying and removing barriers to entry and progression. Pathways should advance equality of opportunity between persons who share protected characteristics and those persons who do not as identified in the Equality Act 2010.

The protected characteristics identified in the Equality Act are age, disability, gender re-assignment, race, religion or belief, sex, sexual orientation. Marriage and civil partnership is also included although only in respect of the requirement to eliminate discrimination in employment.

Training providers and employers MUST also comply with the other duty under the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to the industry based upon those nine protected characteristics.

The Welsh Creative Media Industries both serve and draw on the talents and skills of a diverse population. The diversity consists of visible and non-visible differences. It is the harnessing of these differences, which results in globally successful, creative and productive industries.

80,000 people are working in the creative industries in Wales (as employees and freelancers). 98% of companies in the creative industries in Wales are small, employing less than 50 people. 8,000 enterprises are active in Wales' creative industries.

500 new enterprises enter the creative industries in Wales every year, making it one of the fastest growing sectors in Wales. 80% of creative industries activities are concentrated in South Wales - with Cardiff at its core. 15% of all enterprises in Cardiff are in the creative industries, well above the UK average of 11%.

There are 3,210 employees in Cardiff's film, TV, video, radio and photography sector; 4,174 employees in Cardiff's IT, software and computer services sector; and 2,403 employees in Cardiff's music, performing and visual arts sectors. ¹¹

In the Ffilm Cymru 2018/19 Annual Report, 51% of respondents identified as Female, 8% as disabled, 15% identified as Black, Asian and Minority Ethnic and 18% as LGBT+.²

For both levels, the apprenticeship pathways aim to:

- provide an alternative non-graduate entry route into the Creative Industries;
- increase the diversity of the workforce to greater reflect wider society;
- increase the Apprenticeship opportunities for the Creative Industries.

Equality and diversity needs to be continuously supported and valued within the skills agenda across the Creative Media Industries.

The Screen and Creative Media pathways are being used as a mechanism to attract a more diverse pool of talent, and its flexibility and structure should provide choice for apprentices with a range of interests and backgrounds.

ScreenSkills is passionate about promoting diversity and will be seeking and sharing good practice across the delivery partners in order to highlight positive examples of marketing and communication materials, and other strategies and activities used to break down the barriers to entry and ensure a more diverse talent base.

ScreenSkills is involved in a number of activities to increase diversity and equality within the industry such as:

- providing unconscious bias training, and courses on tackling harassment and bullying at work;
- hosting Open Doors events, used as a key tool in getting new talent from under-represented groups into the industry;
- using and updating National Occupational Standards (NOS) to inform the development of qualifications, apprenticeships and courses across the UK;
- providing careers information, advice and guidance;
- implementation of the Welsh Language Scheme to ensure it addresses Welsh Language needs across its activities and also ensuring that NOS are translated into Welsh as required;
- provide specialist training for Hair & Make-Up departments to
- providing links to organisations who provide media training, support and information to people with disabilities;
- raising awareness of the under-representation of people with disabilities in the workforce by monitoring employment trends, identifying barriers to training and development, and sharing that information with partners.

¹ Source CLWSTWR CREATIVE INDUSTRIES REPORT NO 1 THE SIZE AND COMPOSITION OF THE CREATIVE INDUSTRIES IN WALES May 2020

https://clwstwr.org.uk/sites/default/files/2020-05/Creative%20Industries%20Report%20No%201_Final_compressed.pdf

² <https://ffilmcymruwales.com/sites/default/files/2021-01/Ffilm%20Cymru%20Wales%20Strategic%20Plan%202018-22%281%29.pdf>

EMPLOYMENT RESPONSIBILITIES AND RIGHTS (ERR)

Employment Responsibilities and Rights (ERR) is no longer compulsory. But it is recommended that all apprentices (especially the 16 years -18 year group) receive a company induction programme.

RESPONSIBILITIES

It is the responsibility of the Training Provider and Employer to ensure that the requirements of this pathway are delivered in accordance with the Welsh Government Apprenticeships Guidance.

Further information may be obtained from:

Welsh Government
DfES-ApprenticeshipUnit@gov.wales

Annex 1

Level 3: Diploma in Media Creation, Production & Craft Support

<https://www.qiw.wales/qualifications/C0007716?lang=en>

An integrated qualification at Level 3 which combines competence and technical knowledge elements in which each element is separately assessed and in which each element carries at least 10 credits on the RQF.

Relationship between competence and knowledge qualifications

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen.

A minimum of 10 credits of knowledge and a minimum of 14 credits of competence will be achieved from undertaking the mandatory units to meet SASW credit requirements.

Knowledge and Competence will be assessed separately within the qualification. Examples of knowledge assessment could be in the form of classroom technical activity, specific technical workshop sessions and on-line platform study. Competence assessment could be in the form of a portfolio of products under development, 1-1 on-site delivery and planned assessment visits in the workplace.

Candidates are required to achieve a minimum of **63 credits (258 GLH)** from the units listed below for the Media Creation, Production, Craft and Support pathway:

Mandatory units - 24 credits (112 GLH)

- Present ideas and information to others in the creative industries 6 credits (2 knowledge, 4 competence);
- Work effectively with others in the creative industries 4 credits (2 knowledge, 2 competence);
- Develop own professional practice in the creative industries 6 credits (2 knowledge, 4 competence);
- Manage and market yourself as a freelancer in the creative industries 6 credits (3 knowledge, 3 competence);
- Ensure your own actions reduce risks to health and safety 2 credits (1 knowledge, 1 competence).

Optional units - a minimum 39 credits (146 GLH) to be taken from the units listed in the qualification handbook accessed from the link below:

[Level 3 Diploma in Media Creation Production and Craft Support Specification V6.pdf \(aim-group.org.uk\)](#)

Further units will be developed in the future, to reflect the needs of the industry.

N.B. Where job roles have been specified for this Apprenticeship, it should be borne in mind that in increasingly converged industries, apprentices will very likely be trained in a varied range of skills that cover tasks from a number of traditional job roles. This is reflected in the flexibility of both the Combined qualification and the Competence and Knowledge Elements of the framework.

Please note that this Apprenticeship is also relevant to employers outside of 'Creative Media' possibly those who have team members responsible for using digital technology for creative

purposes. When apprentices have achieved the required number and combination of credits, they will receive their Diploma, and claim for their Apprenticeship completion certificate from the Certifying Authority, ScreenSkills.

Annex 2

Level 4: Diploma in Interactive Media

<https://www.qiw.wales/qualifications/C0005616?lang=en>

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen.

A minimum of 10 credits of knowledge and a minimum of 6 credits of competence will be achieved from undertaking the mandatory units; the remaining knowledge and competence credits required, as specified in SASW requirements, will be achieved through the optional units.

Knowledge and Competence will be assessed separately within the qualification. Examples of knowledge assessment could be in the form of classroom technical activity, specific technical workshop sessions and on-line platform study. Competence assessment could be in the form of a portfolio of products under development, 1-1 on-site delivery and planned assessment visits in the workplace.

Candidates are required to achieve a minimum of **65 credits (403 GLH)** from the units listed below:

Mandatory units - 16 credits (105GLH):

- Awareness of employment in the creative media sector L/600/9037 (Knowledge 4 credits, Competence 2 credits);
- Awareness of health & safety in the creative media sector D/600/8510 (Knowledge 1 credit, Competence 1 credits);
- Work in interactive media K/504/6294 (Knowledge 5 credits, Competence 3 credits).

Optional Group A - 46 credits to be taken, minimum of 25 at Level 4 (280GLH):

Optional Group B - minimum of 3 credits to be taken (18GLH):

To be taken from the units listed in the qualification handbook accessed from the link below:

[Level 4 Diploma in Interactive Media Handbook V7.pdf \(aim-group.org.uk\)](#)