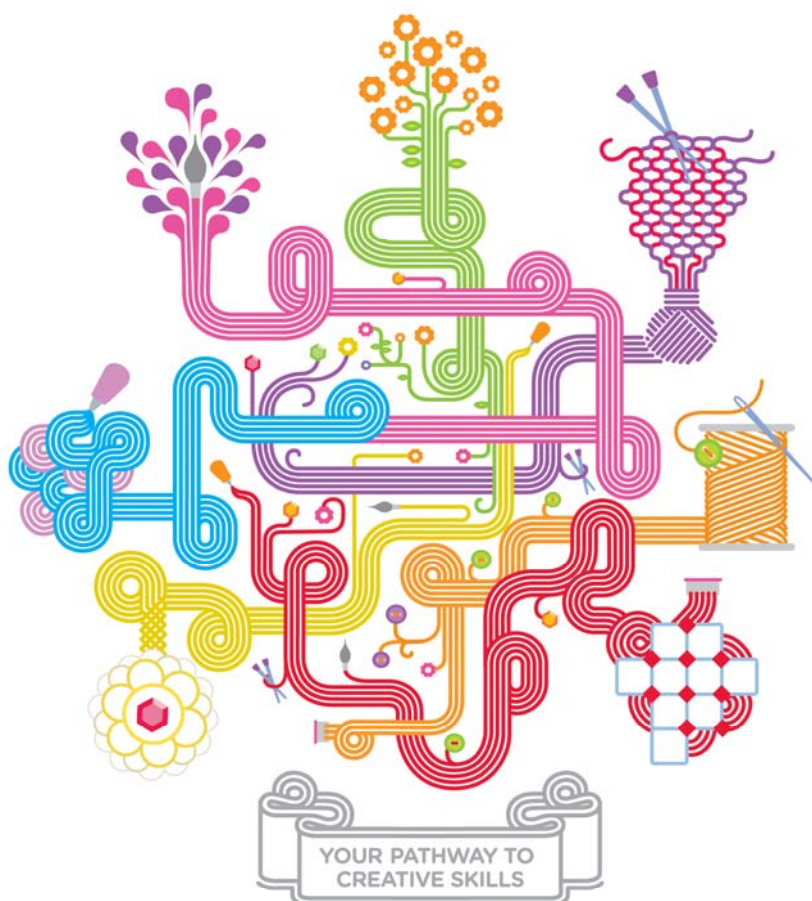


Level 1, 2 and 3 Award, Certificate and Diploma in Creative Techniques [7111, 7112 & 7113]

Level 1, 2 and 3 Employability units



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Level 1, 2 and 3 Award, Certificate and Diploma in Creative Techniques [7111, 7112 & 7113]

Level 1, 2 and 3 Employability units

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1 Level 1 Employability units

1.1 7111– 003 Producing Documents for a Creative Business

City & Guilds ref no:	7111 – 003
Title:	Producing Documents for a Creative Business
Level:	1
Credit value:	4
Unit aim:	In this unit the learner will produce basic formats and documents to use in a creative business
Learning outcomes	<ol style="list-style-type: none"> 1 Set up work areas and systems safely 2 Use programs confidently 3 Format informal and formal letters 4 Produce a report using internet research
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Set up work areas and systems safely	<ol style="list-style-type: none"> 1.1 List actions required to calibrate the computer and set up a work area 1.2 Identify and list health ways to minimise physical stress when setting up a work area and working 1.3 Describe the dangers of computer viruses and list ways to minimise risk from infection 1.4 Describe and list the repercussions of misusing inappropriate – <ul style="list-style-type: none"> • Language • Text • Images 1.5 Store confidential and sensitive data securely
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Use programs confidently	<ol style="list-style-type: none"> 2.1 Identify and use interface features of three programs used as a business tool in the creative industries – <ul style="list-style-type: none"> • Print the screen of each program • Reproduce the printed screen and label key features – toolbar, menu, submenu, icons, functions ... 2.2 Use a spreadsheet to cost six items required in a month in a creative work place – art materials, reams of paper, pens, postage stamps, folders ...

	<ul style="list-style-type: none"> • Store securely and print the completed monthly spreadsheet <p>2.3 Create and use a formula to calculate the annual costs of the six items from 2.2</p> <ul style="list-style-type: none"> • Store securely and print the completed annual spreadsheet
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Format informal and formal letters	<p>3.1 Make a written report that identifies and describes differences on formal and informal letter writing</p> <p>3.2 Create a formal letter of complaint</p> <p>3.3 Create an informal thank you</p> <p>3.4 Save all work from this outcome to a secure folder on an internal and external drive</p> <p>3.5 Print a copy of the file directory</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Produce a report using internet research	<p>4.1 Use the internet to research an identified product used by the creative industries</p> <p>4.2 Write a brief report with images on the findings including a list of websites visited</p> <p>4.3 Sent the documents as an attachment in an email and print a hard copy</p> <p>4.4 Receive confirmation that the attached document has successfully arrived</p> <p>4.5 All work produced for this unit will be collated and stored in an appropriate format</p>

1 Level 1 Employability units

1.2 7111–004 Introduction to Creating Promotional Materials

City & Guilds ref no:	7111 – 004
Title:	Introduction to Creating Promotional Materials
Level:	1
Credit value:	3
Unit aim:	In this unit the learner will create and understand the importance of promotional material
Learning outcomes	<ol style="list-style-type: none"> 1 Identify characteristics of promotional material 2 Create a promotional poster 3 Create a simple, functional container to store a product 4 Present work by formal written invitation
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Identify characteristics of promotional material	<ol style="list-style-type: none"> 1.1 Collect a range of promotional materials 1.2 List colours, layouts, lettering styles and images used frequently in promotional materials 1.3 Select one business and identify their target market 1.4 Record the findings
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Create a promotional poster	<ol style="list-style-type: none"> 2.1 Select a target market 2.2 Select a product to promote 2.3 Identify a target audience for the selected product 2.4 Select materials and styles suitable for a promotional poster 2.5 Create the promotional poster
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Create a simple, functional container to store a product	<ol style="list-style-type: none"> 3.1 Select a target market 3.2 Identify three products that require safe storage 3.3 Select one product to store safely 3.4 Select materials and a style suitable to make a container to store the product 3.5 Use a simple design to decorate the

	<p>container</p> <p>3.6 Identify and display construction methods to make the container</p> <p>3.7 Make a container</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Present work by formal written invitation	<p>4.1 Select a small group within a target market</p> <p>4.2 Create and address a formal invitation letter to the small group</p> <p>4.3 Present your promotional poster and container</p> <p>4.4 Use verbal communication to describe the reasons for choosing –</p> <ul style="list-style-type: none"> • Colour • Layout • Lettering style • Images <p>4.5 Evaluate the presentation</p> <p>4.6 All work produced for this unit will be collated and stored in an appropriate format</p>

1 Level 1 Employability units

1.3 7111– 005 Building Business Knowledge – Local Creative Businesses

City & Guilds ref no:	7111 – 005	
Title:	Building Business Knowledge – Local Creative Businesses	
Level:	1	
Credit value:	3	
Unit aim:	In this unit the learner will explore local creative businesses, employment opportunities and make a display of merchandise	
Learning outcomes	<ol style="list-style-type: none"> 1 Identify local creative businesses on a map 2 Research display of merchandise 3 Display merchandise 4 Know factors influencing employment 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Identify local creative businesses on a map	<ol style="list-style-type: none"> 1.1 List local types of creative businesses 1.2 Access a local area map 1.3 Identify on the map the location of six creative businesses 1.4 Collect advertising material used by the six identified creative businesses 1.5 Present your findings 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Research display of merchandise	<ol style="list-style-type: none"> 2.1 List methods of displaying merchandise 2.2 Record six images of merchandise display 2.3 Describe the visual impact of each display 	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Display merchandise	<ol style="list-style-type: none"> 3.1 Select merchandise to display 3.2 Select display materials and techniques for the merchandise 3.3 Set up a display 3.4 Record feedback and evaluate – <ul style="list-style-type: none"> • Strengths • Areas for improvement 	
Learning outcome 4	Assessment criteria	

The learner can:	The learner will:
4 Know factors influencing employment	4.1 Describe different types of employment 4.2 Identify the advantages and disadvantages of different types of employment 4.3 Identify lifestyle factors that require consideration when applying for a job 4.4 Select a job role within the creative industries 4.5 Identify lifestyles factors that affect a job application for 4.4 4.6 Present the findings 4.7 All work produced for this unit will be collated and stored in an appropriate format

1 Level 1 Employability units

1.4 7111– 006 Start-up Business – Promotion for an Item

City & Guilds ref no:	7111 – 006	
Title:	Start-up Business Skills – Promotion for an Item	
Level:	1	
Credit value:	3	
Unit aim:	In this unit the learner will present findings of a market research project to a creative practitioner	
Learning outcomes	<ol style="list-style-type: none"> 1 Research business structure 2 Interview a creative practitioner 3 Produce a survey for market research 4 Present the findings of market research to a creative practitioner 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Research business structure	<ol style="list-style-type: none"> 1.1 Identify and list types of businesses, departments within organisations and job roles in a creative company 1.2 Produce an organisational chart identifying departments and staffing structure of one large sized creative company 1.3 Produce an organisational chart identifying departments and staffing structure of one medium sized creative company 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Interview a creative practitioner	<ol style="list-style-type: none"> 2.1 Identify a creative practitioner in a creative company to interview 2.2 Produce questions for the interview which include – <ul style="list-style-type: none"> • Type of business • Products produced • Structure of business • Staff needs of the business • Marketing/advertising methods used 2.3 Interview the creative practitioner and record the responses 2.4 Review and present the responses 	
Learning outcome 3	Assessment criteria	

The learner can:	The learner will:
3 Produce a survey for market research	3.1 Identify the different methods of market research 3.2 Select a product for market research 3.3 Select questions for a market research survey 3.4 Produce a market research survey and interview fifteen individuals 3.5 Evaluate the findings to present in outcome 4 3.6 Evaluate the market research survey – <ul style="list-style-type: none"> • Strengths • Areas for improvement
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Present the findings of market research to a creative practitioner	4.1 Prepare the presentation using the collated findings from 3.5 4.2 Present findings of outcome 3 to a creative practitioner 4.3 Receive feedback from the creative practitioner 4.4 Record feedback 4.5 All work produced for this unit will be collated and stored in an appropriate format

2 Level 2 Employability units

2.1 7112– 003 Producing Documents for a Creative Business

City & Guilds ref no:	7112 – 003
Title:	Producing Documents for a Creative Business
Level:	2
Credit value:	6
Unit aim:	In this unit the learner will produce formal documents specific to creative business and understand safe working practices
Learning outcomes	<ol style="list-style-type: none"> 1 Set up a work station safely and securely 2 Use different styles of writing appropriate to the documents 3 Format accounting documents 4 Produce cost sheets 5 Receive feedback and respond professionally
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Set up a work station safely and securely	<ol style="list-style-type: none"> 1.1 List and use ergonomics and safe practice for a work station – lighting, seating, desk height, posture ... 1.2 Set up and calibrate the computer and list the actions taken 1.3 Identify problems and solutions when using a computer that require troubleshooting 1.4 Describe and list how to minimise risk with computer viruses 1.5 Store confidential and sensitive data securely
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Use different styles of writing appropriate to the documents	<ol style="list-style-type: none"> 2.1 Produce a report of four creative industry related magazines. – <ul style="list-style-type: none"> • Target audience • Frequency of publication • Circulation • Cost • Geographical distribution • Content – regular articles, features, advertising ... 2.2 Use the findings from 2.1 on frequency of publication, circulation and cost and display in a graph 2.3 Produce a piece of written work for a magazine on a creative practitioner

	<p>featured in one of the magazines from 2.1 –</p> <ul style="list-style-type: none"> • 300 word minimum • Header, footer, page breaks and numbering must be included <p>2.4 Store the work on an internal hard drive</p>
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Format accounting documents	<p>3.1 Identify and describe the key features of quotes and invoices</p> <p>3.2 Produce an electronic quote for a creative business</p> <p>3.3 Produce an electronic invoice for a creative business</p> <p>3.4 Store the quote and invoice on two different external hard drives</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Produce cost sheets	<p>4.1 Identify features and formats of cost sheets</p> <p>4.2 Produce two cost sheets –</p> <ul style="list-style-type: none"> • One paper • One screen <p>4.3 Input the details and prices of six items onto each cost sheet</p> <p>4.4 Make accurate calculations for the cost sheets –</p> <ul style="list-style-type: none"> • Calculator • Formula <p>4.5 Print the on screen cost sheet</p> <p>4.6 Add 12% to the price of each item in the cost sheets and print the revised figures and print the on screen cost sheet</p> <p>4.7 Evaluate the advantages and disadvantages of cost sheets produced by –</p> <ul style="list-style-type: none"> • Hand • Computer
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Receive feedback and respond professionally	<p>5.1 Produce a formal letter requesting feedback on the content of the finished report and send to an identified person</p> <p>5.2 Use sourced images to create a front cover with an image for the report in produced in outcome 2</p> <p>5.3 Email the report with front cover and receive feedback</p>

	<p>5.4 Respond professionally by email to the feedback</p> <p>5.5 All work produced for this unit will be collated and stored in an appropriate format</p>
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2 Level 2 Employability units

2.2 7112– 004 Creating Promotional Material for Corporate Business

City & Guilds ref no:	7112 – 004	
Title:	Creating Promotional Material for Corporate Business	
Level:	2	
Credit value:	4	
Unit aim:	In this unit the learner will design and present a corporate identity pack	
Learning outcomes	<ol style="list-style-type: none"> 1 Identify the function of a corporate identity image 2 Identify materials and printing methods for corporate stationery 3 Produce designs for a corporate identity pack 4 Present the corporate promotional material 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Identify the function of a corporate identity image	<ol style="list-style-type: none"> 1.1 Describe the function of a corporate identity image 1.2 Gather a selection of corporate identity images, in a variety of styles, and stationary items used in business 1.3 Evaluate the selection – <ul style="list-style-type: none"> • Strengths • Weaknesses 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Identify materials and printing methods for corporate stationery	<ol style="list-style-type: none"> 2.1 Collect a range of materials for the production of corporate stationery 2.2 Describe the materials, methods and equipment for printing corporate stationery items – <ul style="list-style-type: none"> • In-house • Professionally 	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Produce designs for a corporate identity pack	<ol style="list-style-type: none"> 3.1 Design a logo 3.2 Describe the key features of the logo 3.3 Use the logo to produce corporate promotional material – <ul style="list-style-type: none"> • Letter-heading • Business card • Compliment slip • Single page pamphlet 	

Learning outcome 4	Assessment criteria
The learner can:	The learner will:
<p>4 Present the corporate promotional material</p>	<p>4.1 Evaluate the corporate promotional material produced in 3.3 –</p> <ul style="list-style-type: none"> • Logo – basis of design and impact • Materials selected • Strengths • Weaknesses <p>4.2 Present the corporate promotional material and evaluation to an audience</p> <p>4.3 All work produced for this unit will be collated and stored in an appropriate format</p>

2 Level 2 Employability units

2.3 7112– 005 Building Business Knowledge – Analysing Creative Businesses

City & Guilds ref no:	7112 – 005	
Title:	Building Business Knowledge – Analysing Creative Businesses	
Level:	2	
Credit value:	4	
Unit aim:	In this unit the learner will investigate how businesses operate within the creative industries	
Learning outcomes	<ol style="list-style-type: none"> 1 Research businesses in the creative industries 2 Analyse corporate identities of creative businesses 3 Identify marketing techniques 4 Identify employment opportunities within the creative industries 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Research businesses in the creative industries	<ol style="list-style-type: none"> 1.1 Describe types of businesses; global, national, limited companies, sole traders, studio practice ... 1.2 Identify business and employment opportunities within the creative industries 1.3 Select three different creative businesses and describe their product, location and size 1.4 Present the findings 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Analyse corporate identities of creative businesses	<ol style="list-style-type: none"> 2.1 Describe the corporate identities of the businesses selected in 1.3 – <ul style="list-style-type: none"> • Style and impact • Target market • Usage and positioning – venues, advertisements, merchandising ... 2.2 Present the findings 	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Identify marketing techniques	<ol style="list-style-type: none"> 3.1 Describe the marketing styles used by the three businesses selected in 1.3 – <ul style="list-style-type: none"> • Pricing • Promotion • Placement 	

	3.2 Present the findings
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Identify employment opportunities within the creative industries	<p>4.1 Identify three employment opportunities from the businesses selected in 1.3</p> <p>4.2 Identify the relevant skills and qualifications required for the function of the three job roles identified in 4.1</p> <p>4.3 Identify the different ways to access qualifications required for the three job roles</p> <p>4.4 Identify employment progression opportunities</p> <p>4.5 Present the findings</p> <p>4.6 All work produced for this unit will be collated and stored in an appropriate format</p>

2 Level 2 Employability units

2.4 7112– 006 Start-up Business Skills – Promoting Creative Product

City & Guilds ref no:	7112 – 006
Title:	Start-up Business Skills – Promoting a Creative Product
Level:	2
Credit value:	4
Unit aim:	In this unit the learner will investigate funding and promotional opportunities
Learning outcomes	<ol style="list-style-type: none"> 1 Research support mechanisms and funding opportunities available within the creative industries 2 Explore the use of product promotion by established sole practitioners within creative industries 3 Recognise promotional opportunities for a creative product 4 Prepare support materials for a promotional opportunity
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Research support mechanisms and funding opportunities available within the creative industries	<ol style="list-style-type: none"> 1.1 Identify and list support mechanisms and funding opportunities available – <ul style="list-style-type: none"> • Local • National 1.2 Present the findings
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Explore the use of product promotion by established sole practitioners within creative industries	<ol style="list-style-type: none"> 2.1 Identify an existing sole creative practitioner 2.2 Describe the promotional technique used by the sole creative practitioner 2.3 Evaluate the product promotion technique used by the sole creative practitioner 2.4 Present the findings
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Recognise promotional opportunities for a creative product	<ol style="list-style-type: none"> 3.1 Identify and describe a product to be promoted 3.2 Select and describe three promotional opportunities for the identified creative product 3.3 Evaluate the three selected promotional opportunities in 3.2 – <ul style="list-style-type: none"> • Costs involved

	<ul style="list-style-type: none"> • Strengths • Areas for improvement 3.4 Present the findings
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Prepare support materials for a promotional opportunity	4.1 Identify and list relevant support material for one promotional opportunity from 3.2 4.2 Produce relevant support material for the promotional opportunity 4.3 Present the support materials 4.4 All work produced for this unit will be collated and stored in an appropriate format

3 Level 3 Employability units

3.1 7113– 003 Create, Store and Use Data for a Creative Business

City & Guilds ref no:	7113 – 003	
Title:	Create, Store and Use Data for a Creative Business	
Level:	3	
Credit value:	8	
Unit aim:	In this unit the learner will use advanced skills to produce documents and a homepage for a creative business	
Learning outcomes	<ol style="list-style-type: none"> 1 Create a database of contacts for a small business within the creative industries 2 Produce business documents for use within the creative industries 3 Use mail merge to produce copies of documents from a single template and data source 4 Construct a homepage for a commercial website 5 Create an electronic presentation to present to an audience 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Create a database of contacts for a small business within the creative industries	<ol style="list-style-type: none"> 1.1 Describe the key features and advantages of a database for business contacts 1.2 Identify and collect supplier and customer information suitable for storage in a database – contact details, services, products ... 1.3 Format a user friendly and securely stored database 1.4 Print a hard copy of the database 1.6 Query the database for specific information and print a hard copy 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Produce business documents for use within the creative industries	<ol style="list-style-type: none"> 2.1 Identify five standard document templates for a creative business – fax cover, new product introduction, change of contact details ... 2.2 Select and use a house style 2.3 Produce the five documents identified in 2.1 2.4 Print a hard copy of each document 	
Learning outcome 3	Assessment criteria	

The learner can:	The learner will:
3 Use mail merge to produce copies of documents from a single template and data source	3.1 Describe key features and advantages of mail merge 3.2 Use a single template from outcome 2 with the database from outcome 1 and produce six copies and corresponding envelope labels to post to contacts
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Construct a homepage for a commercial website	4.1 Research five websites and record the key features of each homepage design – layout, images, banners, text styles ... 4.2 Identify and list applications to produce a homepage – <ul style="list-style-type: none"> • Advantages • Disadvantages 4.3 Use an application and produce a secure and functional homepage 4.4 Print and store a hard copy
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Create an electronic presentation to present to an audience	5.1 Select one outcome from 1 – 4 to create a ten minute presentation and discuss – <ul style="list-style-type: none"> • Key findings • Problems encountered • Resolutions 5.3 Select an appropriate presentation method to use with a target audience 5.4 Evaluate the presentation – <ul style="list-style-type: none"> • Strengths • Areas for improvement 5.5 All work produced for this unit will be collated and stored in an appropriate format

3 Level 3 Employability units

3.2 7113– 004 Creating Promotional Material for a Product and Creative Business

City & Guilds ref no:	7113 – 004
Title:	Creating Promotional Material for a Product and Creative Business
Level:	3
Credit value:	7
Unit aim:	In this unit the learner will produce a variety of promotional material to support a creative business
Learning outcomes	<ol style="list-style-type: none"> 1 Produce an identity for a creative business 2 Produce a folded promotional brochure for a creative business 3 Produce an online advertisement for a creative business 4 Produce a one page magazine feature with text and image, for a creative business 5 Cost a promotional item for a creative business
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Produce an identity for a creative business	<ol style="list-style-type: none"> 1.1 Identify and describe a creative business 1.2 Record and analyse the range of methods used by five creative practitioners to promote a product for their business 1.3 Describe the aspects of business identity 1.4 Select and describe an identity for a creative business 1.6 Use the identity to produce outcomes 2 – 5 1.7 Present work from outcomes 2 – 5 as a slide show and evaluate – <ul style="list-style-type: none"> • Effectiveness of the image conveyed • Strengths • Areas for improvement
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Produce a folded promotional brochure for a creative business	<ol style="list-style-type: none"> 2.1 Collect and display a range of brochures demonstrating a variety of styles, formats and folding techniques 2.2 Identify and list the key features of a promotional brochure 2.3 Define and select the information

	<p>required to produce a promotional brochure</p> <p>2.4 Select a format and folding technique for a brochure to promote the creative business identified in outcome 1</p> <p>2.5 Create a folded brochure suitable to promote the creative business identified in outcome 1</p>
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Produce an online advertisement for a creative business	<p>3.1 Collect and display a range of online advertisements</p> <p>3.2 Describe the characteristics of a range of online advertisements</p> <p>3.3 Define information conveyed in online advertisements and the function of links</p> <p>3.4 Select an online advertisement format to promote the creative business identified in outcome 1</p> <p>3.5 Create an online advertisement to promote the creative business identified in outcome 1</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Produce a one page magazine feature with text and image, for a creative business	<p>4.1 Collect and display a range of one page magazine features demonstrating a variety of formats and styles –</p> <ul style="list-style-type: none"> • Text • Images <p>4.3 Select a format and style for a magazine feature to promote the creative business identified in outcome 1</p> <p>4.5 Produce image and text</p> <p>4.6 Use image and text to produce a magazine feature to promote the creative business identified in outcome 1</p>
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Cost a promotional item for a creative business	<p>5.1 Collect and display images of visually branded promotional items other than stationery</p> <p>5.2 Investigate the production costs of two different items selected from the images in 5.1</p> <p>5.3 Select one item to promote the creative business identified in outcome</p>

	<p>1</p> <p>5.4 Produce an image and/or text to apply to the proposed item</p> <p>5.5 Produce visuals of the proposed finished item</p> <p>5.6 Estimate the cost of production for the proposed item –</p> <ul style="list-style-type: none">• Prototype• Small run• Large run <p>5.7 All work produced for this unit will be collated and stored in an appropriate format</p>
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3 Level 3 Employability units

3.3 7113– 005 Building Business Knowledge – Handbook for a Creative Business

City & Guilds ref no:	7113 – 005
Title:	Building Business Knowledge – Handbook for a Creative Business
Level:	3
Credit value:	5
Unit aim:	In this unit the learner will compile a handbook to use as a resource to operate a creative business
Learning outcomes	<ol style="list-style-type: none"> 1 Compile a handbook for a creative business 2 Access support mechanisms and funding opportunities available for a creative business 3 Identify the operational and legal requirements for a creative business 4 Plan and manage finance for a creative business 5 Produce a report about Intellectual Property (IP) for a creative product
Learning outcome 1	Assessment criteria
The learner can:	The learner will:
1 Compile a handbook for a creative business	<ol style="list-style-type: none"> 1.1 Select and describe a creative business idea 1.2 Select a format for a business handbook 1.3 Present the stored work from outcomes 2 – 5 in an organised and professional handbook
Learning outcome 2	Assessment criteria
The learner can:	The learner will:
2 Access support mechanisms and funding opportunities available for a creative business	<ol style="list-style-type: none"> 2.1 Record organisations, support mechanisms and funding opportunities available to a creative business from the following areas – <ul style="list-style-type: none"> • Locally • Nationally • Internationally 2.2 Select one potential funding opportunity from each area in 2.1 2.3 List the application requirements of the three funding opportunities selected in 2.2 2.4 Evaluate the viability of the three funding opportunities – <ul style="list-style-type: none"> • Relevance to a creative business

	<ul style="list-style-type: none"> • Advantages • Disadvantages <p>2.5 Collate and store the research</p>
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Identify the operational and legal requirements for a creative business	<p>3.1 List and document the Health and Safety legislation relevant to a creative business</p> <p>3.2 List and document insurance requirements for a creative business</p> <p>3.3 List and document relevant employment legislation</p> <p>3.4 List and document relevant business and financial regulations</p> <p>3.5 Identify any additional operational and legal requirements – customer and client responsibility and accountability ...</p> <p>3.6 Select and store the operational and legal requirements for the creative business from 3.1 – 3.5</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Plan and manage finance for a creative business	<p>4.1 Collect and display sample leaflets showing –</p> <ul style="list-style-type: none"> • Types of bank account • Methods of banking <p>4.2 Select a bank account to suit a creative business</p> <p>4.3 Describe the role and responsibilities of an accountant</p> <p>4.4 List and describe tax requirements for personal and business purposes</p> <p>4.5 Describe a range of systems to manage accounts</p> <p>4.6 Select the financial requirements for a creative business from 4.1 – 4.5 and store</p>
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Produce a report about Intellectual Property (IP) for a creative product	<p>5.1 List the four areas of IP</p> <p>5.2 Describe the key features and requirements of each of the four areas of IP</p> <p>5.3 Select a creative product</p> <p>5.4 Evaluate the relevance of the four areas of IP to the selected creative product and present the findings in a report</p> <p>5.5 Store the report</p>

	5.6 All work produced for this unit will be collated and stored in an appropriate format
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3 Level 3 Employability units

3.4 7113– 006 Start-up Business Skills – Business Plan for a Creative Business

City & Guilds ref no:	7113 – 006	
Title:	Start-up Business Skills – Business Plan for a Creative Business	
Level:	3	
Credit value:	6	
Unit aim:	In this unit the learner will produce and present a professional business plan	
Learning outcomes	<ol style="list-style-type: none"> 1 Recognise the purpose of a business plan 2 Identify the objectives of a creative business 3 Use market research to evaluate the feasibility of a product and creative business 4 Format and present an operational and financial plan for a creative business 5 Create and present a business plan for a creative business 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Recognise the purpose of a business plan	<ol style="list-style-type: none"> 1.1 List and describe the features and purpose of a business plan 1.2 Identify and list organisations and circumstances where the submission of a business plan would be required 1.3 Identify and list mechanisms available to support the development of a business plan 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Identify the objectives of a creative business	<ol style="list-style-type: none"> 2.1 Select a creative business 2.2 State the name and contact details of the business 2.3 Identify the type of business 2.4 Describe a proposed product and/or service for the creative business 2.5 List and describe your target market and stakeholders 2.6 State the objectives of the creative business – <ul style="list-style-type: none"> • Short term • Medium term • Long term 	
Learning outcome 3	Assessment criteria	

The learner can:	The learner will:
3 Use market research to evaluate the feasibility of a product and creative business	3.1 Identify methods of market research 3.2 Select and use market research to identify – <ul style="list-style-type: none"> • Market potential • Viability • Competition • Pricing structure and strategy 3.3 Provide an analysis of the market research 3.4 Evaluate the feasibility of the product and business 3.5 Use the market research analysis to identify and list promotional methods required for the marketing plan in 5.2
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Format and present an operational and financial plan for a creative business	4.1 Describe the purpose of an operational plan 4.2 Identify the features of an operational plan and select a format to use 4.3 Produce an operational plan to state the resources required for the creative business 4.4 Describe the purpose of a financial plan 4.5 Identify the features of a financial plan and select a format to use 4.6 Calculate start up costs and produce the financial plan – <ul style="list-style-type: none"> • Production of product • Promotion of business • Estimated monthly wages • Overheads – insurance, premise, travel, stationery, bank charges ... 4.7 Identify any potential additional funding – grants, bursaries ... 4.8 Estimate total expenses for one year and calculate the turnover required to break-even
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Create and present a business plan for a creative business	5.1 Identify a suitable organisation to receive a finished business plan for the creative business 5.2 Select a format for the business plan 5.3 Collate the work from outcomes 2 – 4 to produce a professional business plant that includes – <ul style="list-style-type: none"> • Marketing plan • Operational plan

	<ul style="list-style-type: none">• Financial plan <p>5.4 Present the finished business plan to a target audience</p> <p>5.5 Receive feedback, evaluate and make adjustments</p> <p>5.6 All work produced for this unit will be collated and stored in an appropriate format</p>
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