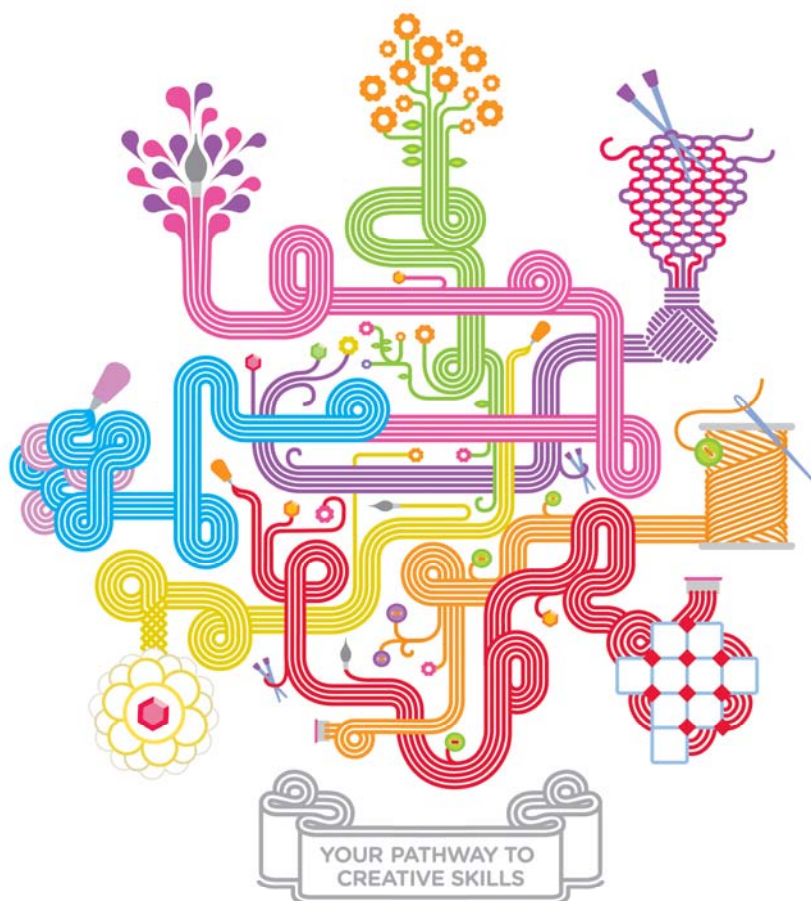


# Level 1, 2 and 3 Award, Certificate and Diploma in Creative Techniques [7111, 7112 and 7113]

Level 1, 2 and 3 Professional practice



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

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October 2009  
Version 1.3

**Level 1, 2 and 3 Professional practice**

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# 1 Level 1 Professional Practice units

## 1.1 7111 – 007 Professional Practice associated with the Creative Industries

City & Guilds ref no:	7111 – 007	
Title:	Professional Practice associated with the Creative Industries	
Level:	1	
Credit value:	3	
Unit aim:	In this unit the learner will develop skills to enhance employment opportunities within the creative sector	
Learning outcomes	<ol style="list-style-type: none"> <li>1 Effectively communicate in a one to one conversation</li> <li>2 Make basic calculations and measurement to make a notepad</li> <li>3 Know how to present themselves to a prospective employer</li> <li>4 Create an illustrated personal profile</li> </ol>	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Effectively communicate in a one to one conversation	<ol style="list-style-type: none"> <li>1.1 List methods of one to one verbal communication</li> <li>1.2 Describe the skills and vocabulary required to communicate effectively</li> <li>1.3 Collect samples of message recording stationery</li> <li>1.4 Select and design a format to record messages for an A6 notepad</li> <li>1.5 Design a front cover for an A6 notepad</li> <li>1.6 Record a message in the notepad from a one to one conversation</li> </ol>	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Make basic calculations and measurement to make a notepad	<ol style="list-style-type: none"> <li>2.1 Identify and describe the function of basic mathematical symbols – addition, subtraction, multiplication, division, percentages, fractions and decimals</li> <li>2.2 Collect samples of paper and card and list standard printing sizes</li> <li>2.3 Make simple calculations and measurements of materials used to make the notepad for outcome 1</li> <li>2.4 Measure and cut A2 paper to make an A6 note pad for use in outcome 1</li> <li>2.5 Record the calculations and</li> </ol>	

	measurements
Learning outcome 3	Assessment criteria
The learner can:	The learner will:
3 Know how to present themselves to a prospective employer	3.1 Describe how body language can convey a message 3.2 List personal presentation skills required when working with others 3.3 Collect and display images of suitable attire for formal and informal meetings 3.4 Select and describe a job role within the creative industries 3.5 Describe the health and safety requirements of personal protective clothing for the job role 3.6 Use the information and images collected for this outcome to create a poster
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Create an illustrated personal profile	4.1 Identify and describe the features of a personal profile – name, personal and family background, achievements, interests, pets ... 4.2 Create a personal profile with an image or photograph and illustrations – borders, drawings ... 4.3 Display the illustrated personal profile and image and present to a small group 4.4 All work produced for this unit will be collated and stored in an appropriate format



## 2 Level 2 Professional Practice unit

### 2.1 7112 – 007 Professional Practice associated with the Creative Industries

City & Guilds ref no:	7112 – 007	
Title:	Professional Practice associated with the Creative Industries	
Level:	2	
Credit value:	4	
Unit aim:	In this unit the learner will produce a CV and accompanying documentation, develop a brief and calculate costings	
Learning outcomes	<ol style="list-style-type: none"> <li>1 Manage time and work to set targets</li> <li>2 Produce a CV and letter of introduction</li> <li>3 Negotiate and develop a brief for a product to be made in a creative industry</li> <li>4 Develop a cost sheet for a product to be made in a creative industry</li> </ol>	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Manage time and work to set targets	<ol style="list-style-type: none"> <li>1.1 Estimate time and set targets for the completion of outcomes 1 – 4</li> <li>1.2 Produce a working schedule for this unit</li> <li>1.3 Adhere to set targets</li> <li>1.4 Present work from outcomes 1 – 4 in a folder and evaluate personal time management skills – <ul style="list-style-type: none"> <li>• Strengths</li> <li>• Areas for improvement</li> </ul> </li> </ol>	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Produce a CV and letter of introduction	<ol style="list-style-type: none"> <li>2.1 Describe the features of a CV</li> <li>2.2 Investigate and record different layouts for a CV</li> <li>2.3 Select a layout and produce a CV</li> <li>2.4 Describe the features of a letter of introduction</li> <li>2.5 Produce a letter of introduction to accompany the CV</li> </ol>	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Negotiate and develop a brief for a	3.1 List personal presentation	

<p>product to be made in a creative industry</p>	<p>requirements for meeting a client</p> <p>3.2 Identify introduction skills required when meeting a client</p> <p>3.3 List personal safety precautions when meeting with a client</p> <p>3.4 Identify and describe the key features of a brief</p> <p>3.5 Identify a product for the client</p> <p>3.6 Record in note form, the key points of a brief from a one to one interview with a client</p> <p>3.7 Use the key points to write a brief for the client</p> <p>3.8 Negotiate and confirm the brief with the client</p>
<p>Learning outcome 3</p> <p>The learner can:</p>	<p>Assessment criteria</p> <p>The learner will:</p>
<p>4 Develop a cost sheet for a product to be made in a creative industry</p>	<p>4.1 Estimate time required for the production of the product identified in outcome 3</p> <p>4.2 List the materials required to create the product</p> <p>4.3 Make accurate calculations – fractions, decimals, percentages, volumes, areas</p> <p>4.4 Make accurate measurements of materials required for the product</p> <p>4.5 Produce a cost sheet for the product</p> <p>4.6 All work produced for this unit will be collated and stored in an appropriate format</p>

### 3 Level 3 Professional Practice unit

#### 3.1 7113 – 007 Professional Practice associated with the Creative Industries

City & Guilds ref no:	7113 – 007	
Title:	Professional Practice associated with the Creative Industries	
Level:	3	
Credit value:	5	
Unit aim:	In this unit the learner will develop skills and documentation to a professional level for use in future employment	
Learning outcomes	<ol style="list-style-type: none"> <li>1 Produce a professional CV and profile</li> <li>2 Communicate professionally with a client</li> <li>3 Produce detailed cost sheets for pre and post production</li> <li>4 Respond professionally to work challenges</li> <li>5 Create a professional portfolio</li> </ol>	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Produce a professional CV and profile	<ol style="list-style-type: none"> <li>1.1 Produce a professional CV</li> <li>1.2 Research and document the professional profiles of five creative practitioners</li> <li>1.3 Produce a professional profile</li> </ol>	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Communicate professionally with a client	<ol style="list-style-type: none"> <li>2.1 Identify a client and a product to be produced</li> <li>2.2 Identify, research and summarise the client requirements</li> <li>2.3 Produce and agree a professional product brief, signed and dated by the client</li> <li>2.4 Record health, safety and personal safety precautions when meeting with a client</li> </ol>	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Produce detailed cost sheets for pre and post production	<ol style="list-style-type: none"> <li>3.1 Make accurate calculations of materials and associated costs</li> <li>3.2 Make realistic estimations of time required for a production schedule</li> <li>3.3 Produce a detailed pre production cost sheet</li> </ol>	

	<p>3.4 Produce a detailed post production cost and time sheet</p> <p>3.5 Compare the two cost sheets, evaluate and document the findings</p>
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Respond professionally to work challenges	<p>4.1 Identify and list challenging workplace situations</p> <p>4.2 Identify and describe handling professional challenges</p> <p>4.3 Describe how to handle difficult conversations and challenging clients</p> <p>4.4 Identify support mechanisms for professional challenges</p>
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Create a professional portfolio	<p>5.1 Create a portfolio for a professional presentation to include all documentation produced in outcomes 1 – 4</p> <p>5.2 Present the professional portfolio</p> <p>5.3 Receive and record feedback</p> <p>5.4 Evaluate and make adjustments</p> <p>5.5 All work produced for this unit will be collated and stored in an appropriate format</p>



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