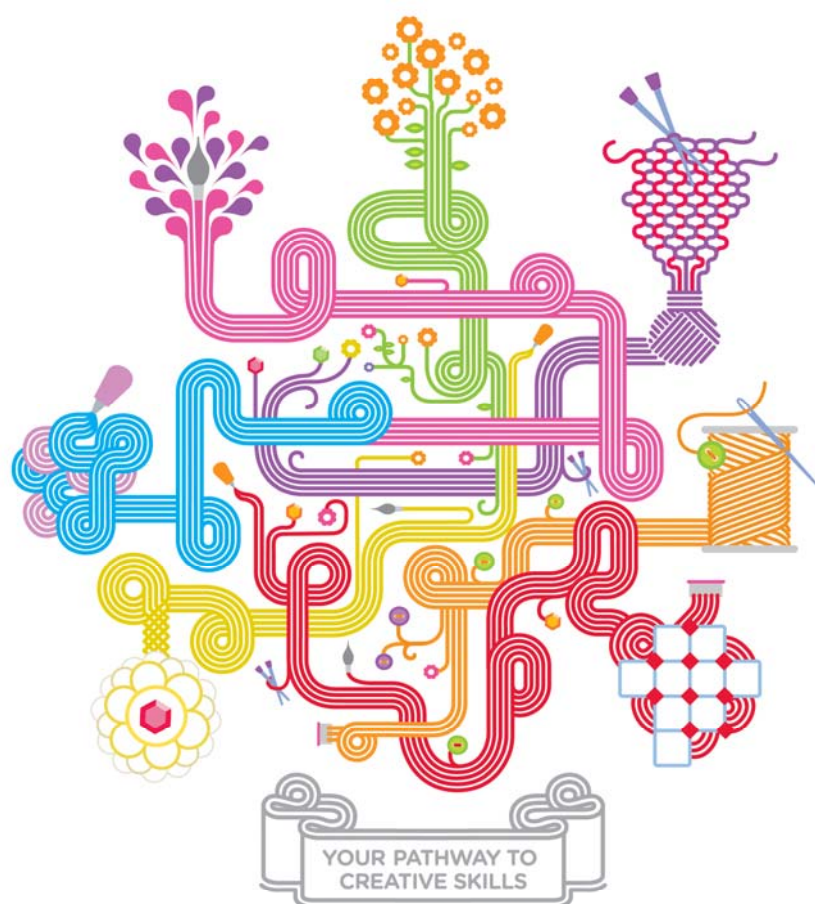


Level 3 Diploma in Creative Techniques (7113)

Learner Handbook



About City & Guilds

City & Guilds is the UK's leading provider of vocational qualifications, offering over 500 awards across a wide range of industries, and progressing from entry level to the highest levels of professional achievement. With over 8500 centres in 100 countries, City & Guilds is recognised by employers worldwide for providing qualifications that offer proof of the skills they need to get the job done.

City & Guilds Group

The City & Guilds Group includes City & Guilds, ILM (the Institute of Leadership & Management, which provides management qualifications, learning materials and membership services), City & Guilds NPTC (which offers land-based qualifications and membership services), City & Guilds HAB (the Hospitality Awarding Body), and City & Guilds Centre for Skills Development. City & Guilds also manages the Engineering Council Examinations on behalf of the Engineering Council.

Equal opportunities

City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our equal opportunities policy statement is available on the City & Guilds website.

Copyright

The content of this document is, unless otherwise indicated, © The City and Guilds of London Institute and may not be copied, reproduced or distributed without prior written consent.

However, approved City & Guilds centres and candidates studying for City & Guilds qualifications may photocopy this document free of charge and/or include a PDF version of it on centre intranets on the following conditions:

- centre staff may copy the material only for the purpose of teaching candidates working towards a City & Guilds qualification, or for internal administration purposes
- candidates may copy the material only for their own use when working towards a City & Guilds qualification

The *Standard Copying Conditions* (which can be found on the City & Guilds website) also apply.

Please note: National Occupational Standards are not © The City and Guilds of London Institute. Please check the conditions upon which they may be copied with the relevant Sector Skills Council.

Publications

City & Guilds publications are available on the City & Guilds website or from our Publications Sales department at the address below or by telephoning +44 (0)20 7294 2850 or faxing +44 (0)20 7294 3387.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds' products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

City & Guilds

1 Giltspur Street

London EC1A 9DD

T +44 (0)20 7294 2800

F +44 (0)20 7294 2400

www.cityandguilds.com

centresupport@cityandguilds.com

Level 3 Diploma in Creative Techniques (7113)

Learner Handbook



www.cityandguilds.com
March 2011
Version 1.4

1 Level 3 Diploma in Creative Techniques

1.1 Marking Sheets

Please use this section to store the marking sheets for your Level 3 Diploma in Creative Techniques. There should be fifteen sheets in total:

- 7113-001: Design
- 7113-002: Sampling – Design Ideas
- 7113-003: Producing Documents for a Creative Business
- 7113-004: Introduction to Creating Promotional Materials
- 7113-005: Building Business Knowledge – Local Creative Businesses
- 7113-006: Start-up Business Skills – Promotion for an Item
- 7113-007: Professional Practice associated with the Creative Industries
- Optional unit 1
- Optional unit 2
- Optional unit 3
- Optional unit 4
- Optional unit 5
- Optional unit 6
- Optional unit 7
- Optional unit 8

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

7113 – 001 Research for Design

City & Guilds ref no:	7113 – 001	
Title:	Research for Design	
Level:	3	
Credit value:	6	
Unit aim:	In this unit the learner will produce a body of work showing innovative design concepts and explorations, focusing on a selected theme and the principles of design	
Learning outcomes	<ol style="list-style-type: none"> 1 Use a source of inspiration to develop design ideas and concepts 2 Research and use contextual influences to inform design ideas and concepts 3 Explore traditional and innovative ideas with a range of materials, mediums, techniques to inform 4 Work safely and effectively 5 Produce refined and resolved design ideas and concepts 6 Use presentation skills to display a body of work 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Use a source of inspiration to develop design ideas and concepts	<ol style="list-style-type: none"> 1.1 Select a theme as a source of inspiration 1.2 Investigate and visually record the theme 1.3 Select and describe an in depth focus within the theme 1.4 Investigate and visually record the in depth focus 1.5 Use the in depth focus to develop preliminary design ideas and concepts 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Research and use contextual influences to inform design ideas and concepts	<ol style="list-style-type: none"> 2.1 Research contextual influences relating to the in-depth focus using primary and secondary sources – <ul style="list-style-type: none"> • Contemporary • Historical • Cultural 2.2 Investigate the work of appropriate designer makers, craftsmen, artists ... 2.3 Record related museum collections, exhibitions, websites ... 2.4 Use the contextual influences and research of the in-depth focus, to inform preliminary design ideas and concepts 	
Learning outcome 3	Assessment criteria	

The learner can:	The learner will:
3 Explore traditional and innovative ideas with a range of materials, mediums, techniques to inform	3.1 Use materials and mediums, traditionally and innovatively – wet and dry mediums, colouring agents, collage materials, fabrics, found objects, paper, card... 3.2 Use techniques, traditionally and innovatively – drawings, colour studies, samples, digital imagery, collage, montage, low relief, maquettes, structures ... 3.3 Identify the potential of materials, mediums and techniques
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Work safely and effectively	4.1 Use tools and equipment carefully, safely and effectively 4.2 Use materials, techniques and processes carefully, safely and effectively 4.3 Describe related Health and Safety factors and current legislation
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Produce refined and resolved design ideas and concepts	5.1 Analyse the exploratory work undertaken in outcomes 1 – 3 5.2 Review and refine design ideas and concepts 5.2 Produce resolved design ideas and concepts 5.3 Evaluate their potential and application to other design ideas, concepts, craft techniques...
Learning outcome 6	Assessment criteria
The learner can:	The learner will:
6 Use presentation skills to display a body of work	6.1 List and describe a range of presentation styles and methods suitable for use with the body of work 6.2 Select and use a method to present the body of work 6.3 Evaluate the presentation method and describe – <ul style="list-style-type: none"> • Strengths • Areas for improvement 6.4 The ideas, experiments, samples and explorations developed throughout this unit will form a body of work which will be presented and stored in an appropriate format 6.5 A bibliography of publications, websites, galleries/museums visited etc must be included in the body of work

	6.6 All work produced for this unit will be collated and stored in a folder of work
--	---

Unit guidance:	
----------------	--

- | | |
|--|--|
| <ul style="list-style-type: none">• This unit will be assessed using evidence from the practical activities and exercises in the assessment criteria | |
|--|--|

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

7113 – 002 Sampling – Develop, Refine and Innovate Ideas

City & Guilds ref no:	7113 – 002	
Title:	Sampling – Develop, Refine and Innovate Ideas	
Level:	3	
Credit value:	6	
Unit aim:	In this unit the learner will produce a reference portfolio of samples showing an understanding of the potential and limitations of craft materials	
Learning outcomes	<ol style="list-style-type: none"> 1 Research contextual influences relating to the use of craft materials 2 Use standard and non standard tools and equipment to experiment with ideas, materials and techniques 3 Use advanced and innovative design ideas to experiment with advanced materials and techniques 4 Adjust and refine ideas and practice as experimentation continues, log the process development, results of trials and experiments 5 Work safely and effectively 6 Use presentation skills to display the samples and evaluate the results of the presentation method chosen 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Research contextual influences relating to the use of craft materials	<ol style="list-style-type: none"> 1.1 Document current trends in the use of three craft materials 1.2 Record research from books/museums/exhibitions/websites ... 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Use standard and non standard tools and equipment to experiment with ideas, materials and techniques	<ol style="list-style-type: none"> 2.1 Explore the use of a range of standard tools and equipment 2.2 Explore the use of non standard tools and equipment 2.3 Log the results achieved by the use of standard and non standard tools and equipment 	
Learning outcome 3	Assessment criteria	
The learner can:	The learner will:	
3 Use advanced and innovative design ideas to experiment with materials and techniques	<ol style="list-style-type: none"> 3.1 Select, obtain and prepare materials 3.2 Produce a range of samples using advanced and innovative techniques and processes 3.3 List and describe the characteristics of 	

	materials, advanced techniques and processes sampled
Learning outcome 4	Assessment criteria
The learner can:	The learner will:
4 Adjust and refine ideas and practice as experimentation continues, log the process development, results of trials and experiments	4.1 Log the original intent and the process development which was carried out 4.2 Record the result of trials 4.3 Exploit further a newly found process or finish 4.4 Evaluate and describe the development of ideas <ul style="list-style-type: none"> • Strengths • Areas for improvement • Problems encountered and solved
Learning outcome 5	Assessment criteria
The learner can:	The learner will:
5 Work safely and effectively	5.1 Handle materials for advanced techniques correctly 5.2 Use tools, equipment, materials and advanced techniques safely 5.3 List related Health and Safety factors and current legislation 5.4 Describe the processes and safe handling of materials
Learning outcome 6	Assessment criteria
The learner can:	The learner will:
6 Use presentation skills to display the samples and evaluate the results of the presentation method chosen	6.1 List and describe a range of presentation styles and methods suitable for use in creating the reference portfolio 6.2 Select and use a method to create the reference portfolio and enhance the sample collection 6.3 Label the samples 6.3 Evaluate the presentation method and describe – <ul style="list-style-type: none"> • Strengths • Areas for improvement 6.4 All support work produced for this unit will be collated and stored in an appropriate format
Unit guidance:	
<ul style="list-style-type: none"> • A variety of advanced craft materials – resistant and pliable, malleable, natural and man made, will be used for experiments - paper, card, acrylic sheet, fibre, fabric, plastic, wood, wire, metal, metal shim, gesso, clay • This unit links design ideas into the craft and its materials. Samples must show the use of colour, line, texture, shape and form in a variety of ways, focusing on the materials of the chosen craft as well as a broader approach to where ideas can be transferred across a range of crafts 	

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

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

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off Date

This page is intentionally blank

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 1</p> <p>5.4 Produce an image and/or text to apply</p>

	<p>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>
--	---

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

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 • Advantages

	<ul style="list-style-type: none"> 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> <p>5.6 All work produced for this unit will be</p>

	collated and stored in an appropriate format
--	--

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Mandatory

Unit number

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

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

	<ul style="list-style-type: none">• Marketing plan• Operational plan• 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>
--	--

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title Professional Practice associated with the Creative Industries Mandatory

Unit number 7113-007

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

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"> 1 Produce a professional CV and profile 2 Communicate professionally with a client 3 Produce detailed cost sheets for pre and post production 4 Respond professionally to work challenges 5 Create a professional portfolio 	
Learning outcome 1	Assessment criteria	
The learner can:	The learner will:	
1 Produce a professional CV and profile	<ol style="list-style-type: none"> 1.1 Produce a professional CV 1.2 Research and document the professional profiles of five creative practitioners 1.3 Produce a professional profile 	
Learning outcome 2	Assessment criteria	
The learner can:	The learner will:	
2 Communicate professionally with a client	<ol style="list-style-type: none"> 2.1 Identify a client and a product to be produced 2.2 Identify, research and summarise the client requirements 2.3 Produce and agree a professional product brief, signed and dated by the client 2.4 Record health, safety and personal safety precautions when meeting with a client 	
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"> 3.1 Make accurate calculations of materials and associated costs 3.2 Make realistic estimations of time required for a production schedule 3.3 Produce a detailed pre production cost sheet 3.4 Produce a detailed post production 	

	<p>cost and time sheet</p> <p>3.5 Compare the two cost sheets, evaluate and document the findings</p>
<p>Learning outcome 4</p> <p>The learner can:</p>	<p>Assessment criteria</p> <p>The learner will:</p>
<p>4 Respond professionally to work challenges</p>	<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>
<p>Learning outcome 5</p> <p>The learner can:</p>	<p>Assessment criteria</p> <p>The learner will:</p>
<p>5 Create a professional portfolio</p>	<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>

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D
Comments				

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D
Comments				

Tutor/assessor sign off

Date

This page is intentionally blank

Marking Criteria

City & Guilds Creative Techniques



Learner name

Unit title

Unit number Craft pathway

Date of completion

Instructions for use: Assessor to tick (✓) box applicable to a relevant grading statement..

	Fail	Pass	Merit	Distinction
Understanding of unit requirements	No	Guidance required	Good	Minimal assistance
Assistance required	Lacks ability to work unassisted	Substantial help required	Little help required	No help required
Sufficient body of work	Insufficient	Satisfactory	Good	Excellent
Ability to develop ideas in innovative ways	Insufficient	Satisfactory	Good	Excellent
Progression in own work	Insufficient	Satisfactory	Good	Excellent
Presentation style relevant to unit	Unsatisfactory	Satisfactory	Good	Excellent
Standard of presentation	Unsatisfactory	Satisfactory	Good	Excellent
Final outcome of unit	Unsatisfactory	Satisfactory	Good	Excellent
Total number of ticks (✓)				
Result (please circle)	F	P	M	D

Comments

Tutor/assessor sign off

Date

This page is intentionally blank

Useful contacts

Type	Contact	Query
UK learners	T: +44 (0)844 543 0000 E: learnersupport@cityandguilds.com	<ul style="list-style-type: none"> • General qualification information
International learners	T: +44 (0)20 7294 2885 F: +44 (0)20 7294 2413 E: intcg@cityandguilds.com	<ul style="list-style-type: none"> • General qualification information
Centres	T: +44 (0) 844 543 0033 F: +44 (0)20 7294 2413 E: centresupport@cityandguilds.com	<ul style="list-style-type: none"> • Exam entries • Registrations/enrolment • Certificates • Invoices • Missing or late exam materials • Nominal roll reports • Results
Single subject qualifications	T: +44 (0)20 7294 8080 F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: singlesubjects@cityandguilds.com	<ul style="list-style-type: none"> • Exam entries • Results • Certification • Missing or late exam materials • Incorrect exam papers • Forms request (BB, results entry) • Exam date and time change
International awards	T: +44 (0)20 7294 2885 F: +44 (0)20 7294 2413 E: intops@cityandguilds.com	<ul style="list-style-type: none"> • Results • Entries • Enrolments • Invoices • Missing or late exam materials • Nominal roll reports
Walled Garden	T: +44 (0)20 7294 2840 F: +44 (0)20 7294 2405 E: walledgarden@cityandguilds.com	<ul style="list-style-type: none"> • Re-issue of password or username • Technical problems • Entries • Results • GOLA • Navigation • User/menu option problems
Employer	T: +44 (0)121 503 8993 E: business_unit@cityandguilds.com	<ul style="list-style-type: none"> • Employer solutions • Mapping • Accreditation • Development Skills • Consultancy
Publications	T: +44 (0)20 7294 2850 F: +44 (0)20 7294 3387	<ul style="list-style-type: none"> • Logbooks • Centre documents • Forms • Free literature

If you have a complaint, or any suggestions for improvement about any of the services that City & Guilds provides, email: feedbackandcomplaints@cityandguilds.com

Published by City & Guilds
1 Giltspur Street
London
EC1A 9DD
T +44 (0)20 7294 2800
F +44 (0)20 7294 2400
www.cityandguilds.com

City & Guilds is a registered charity
established to promote education
and training