

Creative and Digital Media Competence Diploma Level 3 October 2012

REPORT FOR PUBLICATION

1. The qualifications and standards

The Creative and Digital Media Competence Diploma qualification is the work based qualification that contributes towards the Creative and Digital Media Apprenticeship.

In order to pass any unit, evidence must be provided for all the assessment criteria. The overall submission should also be consistent with Level 3 and a 'best fit' philosophy applies in this context.

It should be noted that the competence units have very different evidencing requirements to the knowledge based qualification (ie Certificate in Creative iMedia). When delivering the apprenticeship programme, it is suggested that reference should also be made to the annual report for the Creative iMedia qualification.

The qualification has changed over the last year from a moderated scheme (03364) to a verified scheme (10323). Centres approved to deliver the older scheme have been automatically approved to deliver the new scheme. However, any new centre will need to go through the procedure for approval to deliver the verified NVQ qualification.

Any candidates registered for the old scheme can transfer up until December 2012 as long as no claims for units have already been made.

Structure and content

The qualification is structured around work based learning rather than classroom based learning. The evidence of meeting the respective assessment criteria should be appropriate to the work place and employer.

Key Changes

For the new verified scheme 10323, candidate's portfolio evidence is verified as part of an external verifier (EV) visit. The visit also checks the centres resources, learner support, assessment and internal quality assurance processes.

Assessor and internal verifiers must hold a suitable assessor/verifier qualification eg D32/33/34, A1/V1 etc. If the assessors and verifiers do not have these, all assessment and internal quality sampling must be countersigned by a suitably qualified person. The assessors and verifiers should also be working towards obtaining their own assessor/verifier awards.

2. Annual Review

General comments on submissions

- Most submissions over the year (for 03364) have had a very clear structure to the evidence generated. Headings based on the assessment criteria give clarity to the creative processes and content of the work produced.
- Some of the candidate evidence in the optional units from Group 3 are often significantly weaker in terms of the evidence produced. This is an area for improvement in the future and needs to engage the support of the employer more so that candidates can demonstrate their learning and achievement.
- It is important to recognise that witness testimony can be used to support, but not replace, candidate evidence. In several submissions seen, there has been an over reliance on the use of witness statements. This cannot be accepted as standard practice.
- Some centres have used a workbook style of approach to generating evidence. In general this is acceptable but should always be supported by real examples of work and experiences with the employer.
- When using alternative e-portfolios to that provided by OCR, centres must ensure that the indexing and organisation of evidence to the assessment criteria is complete and easy to follow. The mapping and signposting of evidence has at times been severely lacking, which limits the opportunities for candidates to be successful.
- The nature of evidence is typically quite varied and relevant to the working practices of the employer. Different types of evidence have included professional discussions and witness statements in addition to the candidates own portfolio of evidence.
- Where assessment criteria are difficult to evidence due to the nature of the apprenticeship position then role playing and simulation exercises may be used. These have been incorporated in some submissions, such as those delivered as part of training workshops.
- The assessment and internal verification procedures must be fully documented alongside the candidate work prior to a claim being made with OCR.