CULTURE
COVENTRY

Herbert Art Gallery & Museum,
Jordan Well,
Coventry CV1 5QP

12th December 2013

Dear OCR,

OCR's Cambridge Technicals in Media

Culture Coventry is one of the largest museum trusts in the midlands, managing four cultural sites which attract over 800,000 visitor pert year. Its activities include exhibitions, live performance events, digital media production and a vibrant cultural education programme.

Culture Coventry manages the Herbert Art gallery and Museum, which unusually for a museum, is also an accredited vocational learning Centre, registered to deliver a range of creative vocational training qualifications. This expertise has led to partnership working with training providers and cultural practitioners across Europe and the Herbert is now a destination for European educators who wish to learn how to use digital media to engage audiences.

As an employer I believe that the following qualifications will enable students in the 16-19 age range to develop knowledge and skills relevant to employment in the arts and that the standard of knowledge and skills is suitable for an 18 year old in full time education. As an organisation skilled at connecting artists with audiences, working with a broad range of creative professionals and delivering creative vocational OCR qualifications ourselves I believe we are well placed to evaluate their effectiveness.

I believe a student who achieves one of the following qualifications should be effectively prepared for related jobs, apprenticeships, training or higher education courses:

OCR Level 3 Cambridge Technical Introductory Diploma in Media (QCF)
OCR Level 3 Cambridge Technical Subsidiary Diploma in Media (QCF)
OCR Level 3 Cambridge Technical Extended Diploma in Media (QCF)
OCR Level 3 Cambridge Technical Diploma in Media (QCF)

The content within these qualifications prepares the learner for a career in the arts and I support them for inclusion in the school and college performance tables for 16-19 year olds.

I believe that these qualifications will allow learners to develop the skills and knowledge they will need to progress into more specialist qualifications or directly into employment.

Yours sincerely

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