

OCN LONDON

QUALIFICATION GUIDE

Level 1 Award & Certificate in
Creative and Digital Media



OCN London Qualification Guide

OCNLR Level 1 Award in Creative and Digital Media
Qualification No: 603/4506/8

OCNLR Level 1 Certificate in Creative and Digital Media
Qualification No: 603/4511/1

OCN London aims to support learning and widening opportunities by recognising achievement through credit-based courses and qualifications, promoting high standards of excellence and inclusiveness.

We are proud of our long-term role and unique history in providing, innovative learning solutions for a wide range of learners and particularly those who have not previously benefitted from education.

At the heart of what OCN London offers is:

- a commitment to inclusive credit-based learning;
- the creative use of credit with responsive, demand-led qualification development;
- high quality service and support;
- respect for and encouragement of diversity – in learners and learning approaches, partners and settings;
- the development of people, capacity and resources that will ensure effective business partnerships.

To navigate within this Qualification Guide

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General Information

This qualification guide contains details of everything you need to know about the [OCNLR Level 1 Award and Certificate in Creative and Digital Media](#). It indicates the curriculum areas covered, identifies the learners for whom the qualifications have been developed and specifies the rules of combination for achievement. The guide also covers important aspects of assessment and moderation that are particular to the qualifications. The guide should be used by all involved in the delivery and assessment of the qualifications.

The Curriculum and Relationship Development Manager (CRDM) for your Centre will provide support and advice on how to seek approval to offer these qualifications. Please contact the main switchboard for the name of your CRDM if you do not already know it. If you are not yet an OCN London Approved Centre but wish to use these qualifications, please contact the administrative team at OCN London for details of the Centre Approval application process.

Qualification Overview

The **OCNLR Level 1 Award and Certificate in Creative and Digital Media** qualifications have been developed to provide a flexible introduction to this exciting and important vocational sector. In the UK, the creative industries employ nearly three million people and add £80 billion to the economy every year. Helping develop interest in this sector and unleashing the latent talent of future creative and digital media workers, is hugely important for the UK and provides real and extensive opportunities for learners in richly varied fields and roles. These qualifications provide a means for that all-important introduction to the subject, which, it could be argued, provides a set of subjects with unparalleled potential for engaging even disaffected and challenged learners, as well as others, through practical project based and creative work right from the start of their studies.

While these qualifications are at level 1, entry three level versions are also in development and should be available within a month of the level 1 qualifications, allowing development and progression from a very accessible starting point. The qualifications have been designed to include options both covering subject specific skills, and options for learning and employment skills development, preparing learners for further progression in the subject, and generally.

The **OCNLR Level 1 Award and Certificate in Creative and Digital Media** qualifications are regulated by Ofqual, the qualifications regulator for England, and are registered on the Regulated Qualifications Framework (RQF).

Qualification details

The **OCNLR Level 1 Award and Certificate in Creative and Digital Media** qualifications can be achieved at Level 1. There is an Award, and Certificate available.

Level 1 Award

- Qualification Number: 603/4506/8
- Qualification credit value: 6
- Operational start date: 1st May 2019
- Review date: 1st May 2024
- Guided Learning Hours (GLH): 54 hours
- Total Qualification Time (TQT): 60 hours
- Assessment requirements: internally assessed, internally and externally moderated.

Level 1 Certificate

- Qualification Number: 603/4511/1
- Qualification credit value: 15
- Operational start date: 1st May 2019
- Review date: 1st May 2024
- Guided Learning Hours (GLH): 135 hours
- Total Qualification Time (TQT): 150 hours
- Assessment requirements: internally assessed, internally and externally moderated.

Purpose of the qualifications

The [OCNLR Level 1 Award and Certificate in Creative and Digital Media](#) qualifications have been designed to provide learners with the underpinning skills and knowledge required to progress to further study relating to creative and digital media and ultimately to work in this or other related sectors.

Who the qualifications are for

The qualifications are for learners of all ages who wish to progress in creative and digital media related vocations. They offer an opportunity to develop essential study skills along with vocational units to create a firm foundation for successful progression to Level 2 qualifications. The Award is ideal for learners who are not yet ready to commit to a larger qualification.

Learners may be:

- 14–19 years old in full-time study;
- adults who wish to progress to higher level qualifications for example in creative and digital media or computing and digital technologies;
- currently employed in a role related to creative and digital media and wish to progress;
- currently not in employment and looking to improve their future career prospects.

Entry guidance

There are no specific entry requirements for these qualifications, however, providers must assess the suitability of units for younger learners before delivery.

Progression and related qualifications

On completion of one of the [OCNLR Level 1 Award and Certificate in Creative and Digital Media](#) qualifications learners will have the required skills and knowledge to progress to qualifications at a higher level in related subjects. These qualifications represent the first step in a clear progression route through to vocational learning or higher education. Alternatively, learners may progress to employment in entry level roles in creative and digital media settings.

Structure of the Qualifications

Rules of combination for achievement

The rules of combination are designed to ensure an appropriate proportion of *subject related* learning is evidenced for learners to be awarded either of these qualifications.

Optional Group 1 consists of specific subject related units.

Optional Group 2 consists of general development, learning and employment skills related units.

The **OCNLR Level 1 Award in Creative and Digital Media** qualification has no mandatory unit and several optional vocational units to choose from, structured into two groups.

Learners must achieve 6 credits in total:

- 3 credits from Optional Group 1. Optional Group 1 consists of optional units all relating to creative and digital medial related subjects;
- 3 other credits from Optional Group 1 or Optional Group 2. Group 2 consists of more general study or general employment related subjects.

The **OCNLR Level 1 Certificate in Creative and Digital Media** qualification has no mandatory units and several optional vocational units to choose from, structured into two groups.

Learners must achieve 15 credits in total:

- 9 credits must from Optional Group 1;
- Any of the remaining 6 credits may be taken from either Optional Group 1 or Optional Group 2.

Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Optional Group 1					
M/508/1936	KA2/1/LQ/001	Creating Articles for the Media	1	3	27
T/508/1940	KC3/1/LQ/001	Creative Writing	1	2	18
T/508/1954	KA1/1/LQ/001	Exploring a Career in the Creative Sector	1	3	27
L/508/1975	KH5/1/LQ/001	Images and Design in Newspapers and Magazines	1	3	27
R/508/1962	KJ2/1/LQ/001	Introduction to Film Making	1	3	27
K/508/1966	KJ3/1/LQ/001	Introduction to Radio Production and Interviewing	1	3	27
R/508/1802	BA1/1/LQ/001	Marketing	1	3	27
F/508/1973	KD1/1/LQ/001	Understanding Journalistic Writing	1	4	36
J/508/1974	KA1/1/LQ/002	Understanding the Purpose of Advertising	1	1	9
T/508/1999	KB2/1/LQ/001	Using Social Media	1	1	10
K/508/1935	CR1/1/LQ/001	Creating and Publishing Web Pages	1	3	27
F/508/1939	KB2/1/LQ/002	Creative Media Production Skills	1	4	32
A/508/1941	KJ3/1/LQ/002	Developing Animation	1	3	27
F/508/1942	KB2/1/LQ/003	Developing Multimedia Products	1	4	40
J/508/1943	CQ6/1/LQ/004	Digital 3D Modelling for Creative Media Industries	1	6	42
L/508/1944	CQ5/1/LQ/006	Digital Graphics Editing	1	4	30
R/508/1945	CQ5/1/LQ/007	Digital Image Manipulation	1	3	30
Y/508/1946	KJ1/1/LQ/002	Digital Photography	1	3	24
D/508/1947	KJ2/1/LQ/002	Digital Video	1	3	27
A/508/1955	CS0/1/LQ/001	Game Engine Technologies for Creative Media Industries	1	6	42
L/508/1961	KJ1/1/LQ/003	Introduction to Digital Photograph Processing	1	2	20
D/508/1964	KJ3/1/LQ/003	Introduction to Interactive Media Products	1	3	27
Optional Group 2 over the page					

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Optional Group 2					
M/508/0687	HB1/1/LQ/063	Action Planning for own Development	1	2	16
A/508/5181	HD4/1/LQ/028	Action Planning to Improve Performance in Mathematics	1	1	9
K/616/6509	PA9/1/LQ/012	Awareness of Mental Health and Wellbeing	1	1	8
F/616/8251	CN0/1/LQ/007	Collaborative Working Using Digital Technology	1	3	27
A/508/0689	HB1/1/LQ/064	Critical Thinking	1	3	24
K/503/0967	HB1/1/LQ/031	Developing Confidence and Self-Esteem	1	1	9
L/616/8253	CN0/1/LQ/009	Digital Content Creation – Audio and Video	1	4	36
R/616/8254	CN0/1/LQ/010	Digital Content Creation – Text and Image	1	3	27
M/508/0690	CN0/1/LQ/010	Essay Writing	1	3	21
A/505/9129	HC4/1/LQ/036	Following Instructions	1	1	9
H/616/8257	CN0/1/LQ/013	Improving Personal Productivity	1	3	27
A/615/6776	CN0/1/LQ/003	Internet Safety for IT users	1	3	20
K/616/8258	CN0/1/LQ/014	Introduction to Programming	1	3	27
H/508/0637	HC7/1/LQ/013	Introduction to Study Skills	1	3	27
T/508/0691	HC7/1/LQ/006	Note Taking	1	3	24
A/508/0692	HC7/1/LQ/007	Organisational Skills	1	3	27
R/508/1542	HC7/1/LQ/008	Planning and Carrying Out Research	1	2	10
M/508/0639	HC7/1/LQ/009	Presentation Skills	1	2	18
J/508/0694	HC7/1/LQ/010	Problem Solving Skills	1	3	24
L/508/0695	HD3/1/LQ/025	Punctuation and Grammar	1	2	16
R/508/0696	HD3/1/LQ/026	Reading	1	3	27
Y/508/0697	HB1/1/LQ/065	Resilience Skills	1	1	9
D/508/0698	HC7/1/LQ/011	Revision and Exam Skills	1	3	24
H/508/0699	HD2/1/LQ/001	Speaking and Listening Skills	1	3	27
L/508/0700	HD3/1/LQ/028	Spelling	1	3	24
T/508/0710	CP3/1/LQ/002	Spreadsheets	1	3	24
F/508/0709	HC7/1/LQ/012	Teamwork Skills	1	3	27
K/508/0638	HC7/1/LQ/014	Time Management Skills	1	2	18
D/504/8866	HC1/1/LQ/020	Undertaking an Enterprise Project	1	3	27
F/508/0712	CP0/1/LQ/003	Word Processing	1	3	24
J/508/0713	HD3/1/LQ/027	Writing	1	3	27

For unit content please click the Ofqual Unit Reference Number

Barred combinations

The following units cannot be taken together

Unit Title	Ofqual Unit Reference Number		Unit Title	Ofqual Unit Reference Number
Digital Content Creation – Text and Image	R/616/8254	May not be taken with	Word Processing	F/508/0712

Assessment and Moderation

Assessment process

The assessment process for these qualifications is as follows:

- the learners are assessed through activities that are internally set by tutor/assessors;
- the activities must be designed to enable learners to meet the assessment criteria of the unit;
- learners' portfolios of assessed evidence must be internally moderated at the Centre;
- the portfolios of assessed evidence will be externally moderated by an OCN London External Moderator.

There is no additional external assessment for these qualifications.

Devising assessments

Each unit has a supplementary page with suggestions for the types of assessment activities that can be used to assess learners against the unit. Tutor/assessors should refer to this page before devising assessment tasks.

OCN London assessment guidance relevant to the units in the qualifications is in the [OCNLR Assessment Guidance and Ofqual Level Descriptors](#) section of this qualification guide. The guidance includes a general description of the activity and the type of evidence that is appropriate. The activity or activities set must enable the learners to meet the standards detailed in the assessment criteria. Please contact OCN London for further guidance on devising appropriate assessments.

Centre-devised assessments should be scrutinised by the Internal Moderator before use to ensure that they are fit for purpose. Centre-devised assessments will be scrutinised by the External Moderator to ensure reliability and validity of assessment.

Marking assessment activities

Each activity must be marked against the identified assessment criteria in the unit and judged to be either achieved or not achieved.

Tutor/assessors need to ensure that the work in a learner's portfolio is:

- authentic – it is the result of the learner's own performance or activity;
- sufficient – enabling the tutor/assessor to make a consistent and reliable judgement;
- adequate – appropriate to the level.

Where a series of activities are set, learners must demonstrate the achievement of the required standard identified in the assessment criteria in all activities. All the assessment criteria in a unit must be met before the unit is deemed achieved.

The unit achievement is not graded. Units are either achieved or not achieved.

Standardisation

Standardisation is a process that promotes consistency in the understanding and application of standards in relation to assessment. It:

- compares assessment judgements from different tutor/assessors
- promotes consistent judgements by different tutor/assessors;
- identifies good practice in assessment;
- promotes the sharing of good practice in assessment between Centre staff.

Standardisation events should be held periodically within Centres to ensure consistent and effective assessment practice. Standardisation events may also be held by OCN London and it is a requirement that each Centre offering units from the qualification must contribute assessment materials and learners' evidence for standardisation, if requested.

OCN London will notify Centres of the required sample for standardisation purposes and assessment materials, learners' evidence and tutor/assessor feedback may be collected by External Moderators.

Learners with particular requirements

If learners have particular requirements the Centre should refer to the [Access to Fair Assessment Policy and Procedure](#) which gives clear guidance on the reasonable adjustments and arrangements that can be made to take account of disability or learning difficulty, without compromising the achievement of the assessment criteria.

Requirements for tutor/assessors

To be sufficiently competent

In addition to being qualified to make assessment decisions, each tutor/assessor must be capable of carrying out the full requirements within the competency of the units they are assessing. This competence should be maintained annually through clearly demonstrable continuing learning and professional development.

Expert witnesses can be used where they have suitable expertise for specialist areas. The use of expert witnesses should be determined and agreed by the tutor/assessor.

To be sufficiently knowledgeable

Each tutor/assessor should possess relevant knowledge and understanding of the subject and so be able to make robust and reliable assessment decisions in relation to the subject.

OCNLR Assessment Guidance and Ofqual Level Descriptors

For OCN London's Assessment Guidance and Ofqual's Level Descriptors relevant to these qualifications, please click on the link below.

[Level 1 Assessment Guidance and Ofqual's Level Descriptors](#)

About OCN London

OCN London is a well-established national awarding organisation with over 25 years' experience in accrediting learning. We are a not-for-profit organisation with charitable status, dedicated to widening participation in learning and training, social inclusion and employability. We are also a market leader in the recognition of achievement through credit-based units and qualifications. Based in London, we work with Centres both across the UK and abroad, offering national qualifications and accredited programmes.

Our mission is to provide opportunities for people from across society to benefit from learning, particularly those who have not previously benefitted from education.

Why work with us?

- We are agile and responsive. This means you will get a personal service with direct access to a named contact and a quick turnaround.
- We pride ourselves on our close relationships with Centres. The people we work with see us as a trusted partner, not just a supplier.
- We want to help you secure the best from your learners and employees.
- We have a reputation for high quality. The OCN London brand carries national recognition and kudos.
- We are flexible and recognise the importance of accommodating the needs of different learners and different learning styles.
- We offer exceptional value for money. Just ask the people we work with.
- We are committed to the belief that learning can change lives.

OCN London is regulated by Ofqual and the Quality Assurance Agency for Higher Education.

If you would like to deliver any of these qualifications please contact our Curriculum Development Team on **020 7689 5867**.

For further information call 020 7278 5511. E: enquiries@ocnlondon.org.uk

Or visit our website: www.ocnlondon.org.uk



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