Qualification Guide

OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3)

OCN London Qualification Guide

OCNLR Entry Level Award in Creative and Digital Media (Entry 3)
Qualification No: 603/4662/0

OCNLR Entry Level Certificate in Creative and Digital Media (Entry 3)
Qualification No: 603/4664/4

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

To locate a section in this electronic guide, click on the heading in the table of contents, on page 4. To return to the contents page, click again on any major heading within the document. Users can of course also scroll through pages in the usual way.

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General Information

This qualification guide contains details of everything you need to know about the **OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3).** It makes reference to the curriculum areas covered and identifies the learners for whom the qualification has been developed. The guide also covers important aspects of assessment and moderation that are particular to the qualification. The guide should be used by all involved in the delivery and assessment of the qualification. The Account Manager for your Centre will provide support and advice on how to seek approval to offer the qualification.

If you are not yet an OCN London Approved Centre but wish to use these qualifications, then please contact us on enquiries@ocnlondon.org.uk for details of the Centre Approval application process.

Qualification Overview

The **OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3)** 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 and skills 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.

These qualifications are at Entry Level 3, and there is also a Level 1 version, allowing development and progression from a very accessible starting point.

The **OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3)** are regulated by Ofqual, the qualifications regulator for England, and are registered on the Regulated Qualifications Framework (RQF). It is not a licence to practise.

Qualification details
This Qualification is also available at level 1.

Entry Level 3 Award
- Qualification Number: 603/4662/0
- Qualification credit value: 6
- Operational start date: 1st June 2019
- Review date: 31st January 2029
- Total Qualification Time (TQT): 60 hours
- Guided Learning Hours (GLH): 60
- Assessment requirements: internally assessed, internally and externally moderated.

Entry Level 3 Certificate
- Qualification Number: 603/4664/4
- Qualification credit value: 15
- Operational start date: 1st June 2019
- Review date: 28th November 2026
- Total Qualification Time (TQT): 150 hours
- Guided Learning Hours (GLH): 150
- Assessment requirements: internally assessed, internally and externally moderated.

Purpose of the qualifications

The **OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3)** 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 **OCNLR Entry Level Qualifications in Creative and Digital Media (Entry 3)** are suitable for learners of all ages who wish to progress in creative and digital media related vocations. They offer an opportunity to create a firm foundation for successful progression to Level 1 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 Entry Level Award and Certificate in Creative and Digital Media (Entry 3)** 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 **OCNLR Entry Level Award in Creative and Digital Media (Entry 3) qualification** comprises optional units only; there are no mandatory units. Learners must achieve 6 credits in total from the optional units.

The **OCNLR Entry Level Certificate in Creative and Digital Media (Entry 3) qualification** comprises optional units only; there are no mandatory units. Learners must achieve 15 credits in total from the optional units.

Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Optional Units					
R/617/6189	KJ3/E3/LQ/001	Action Planning for Own Development in the Creative Sector	E3	3	30
J/617/6190	KB2/E3/LQ/001	Creative Media Production Skills	E3	4	40
L/617/6191	KB2/E3/LQ/002	Developing Animation	E3	3	30
R/617/6192	CQ6/E3/LQ/005	Digital 3D Modelling for Creative Media Industries	E3	6	60
Y/617/6193	KJ1/E3/LQ/001	Digital Photography	E3	3	30
D/617/6194	KJ2/E3/LQ/001	Digital Video	E3	3	30
H/617/6195	CS0/E3/LQ/001	Game Engine Technologies for Creative Media Industries	E3	6	60
K/617/6196	KH5/E3/LQ/001	Images and Design in Newspapers and Magazines	E3	3	30
M/617/6197	KJ3/E3/LQ/002	Introduction to Interactive Media Products	E3	3	30
T/617/6198	KJ3/E3/LQ/003	Introduction to Radio Production and Interviewing	E3	4	40
H/617/6200	HC7/E3/LQ/004	Presentation Skills	E3	2	20
M/617/6202	KA1/E3/LQ/001	Understanding the Purpose of Advertising	E3	3	30
T/617/6203	BA1/E3/LQ/001	Using Social Media for Promotion	E3	3	30

For unit content please click the Ofqual Unit Reference Number

Assessment and Moderation

Assessment process

The assessment process for these qualifications are 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 information on the types of assessment activities that can (indicated as 'Optional' or 'O') and/or must (indicated as 'Prescribed' or 'P') be used to assess learners against the unit. Tutor assessors must always refer to this page before devising assessment tasks.

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.

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 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 of 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 these qualifications 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 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 can be found on our website at: Access to Fair Assessment Policy and Procedure and 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 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 assessor.

To be sufficiently knowledgeable

Each 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.

Assessment Guidance and Ofqual Level Descriptors

For OCN London's Assessment Guidance and Ofqual's Level Descriptor relevant to this qualification, please click on the link below.

Entry Level Assessment Guidance and Ofqual's Level Descriptors

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