

Creative & Media

Ever wanted to become the next star of stage or screen?

Are you a whiz at computer graphics?

Ever wanted to be able to design your own fashion label?

Does developing and producing music really appeal to you?

If the answer is yes to any of the above, have you ever thought about studying for a Diploma in Creative and Media?

What is a Diploma?

A Diploma combines knowledge and skills through theory and practical work that employers and universities value, it is offered at two levels:

*Foundation - equivalent to 5 GCSE grades at D to G
Higher - equivalent to 7 GCSE grades A to C.*

You will work on projects, practical activities in and out of the classroom setting and take part in work experience placements. This programme of study is versatile, exciting and flexible.

A Diploma is made up of four areas:

- Principal learning will teach you all you need to know about your chosen Diploma subject. This will take up a fairly large proportion of your timetable
- Functional skills in English, Maths and ICT
- Additional and specialist learning which can include other qualifications such as GCSEs or BTEC
- You will also develop skills in self management, team working and leadership

Why study a Diploma in Creative and Media?

This Diploma will help develop your creative skills. Whether you want to work in fashion, media, graphic design, advertising, drama or music, a Diploma offers a broad based learning experience for everyone.

Careers it can lead to in the sector

Performing Arts: dance/drama/music

Media: film & TV/visual art/radio/web & interactive media/computer games/animation/photography/print media/creative writing/advertising

Design: 2D & 3D visual art/graphic design/product design/fashion/textiles/craft

once I have completed a Diploma, what next?

The good thing about a Diploma is that although it focuses on a particular subject area, it teaches a mix of subjects, giving a well-rounded education, so you don't have to opt for a career in creative or media at the end of studying it.

Universities and employers have been involved in designing the Diplomas so it will enable you to study at college and/or university.

What might your route look like?

Yr 10 and 11

Creative & Media Diploma with Additional Specialist Learning in:
French GCSE
Graphic Design GCSE or
Geography GCSE
plus the Core subjects



Yr 12 and 13 – College or Sixth form

Course ideas:
BTEC National Diploma in Art and Design
Creative and Media Advanced Diploma with A level Business
A pure AS/A level course such as Media, Graphics and English



Higher education degree courses you might progress onto:

Product Design	Advertising Media and Design Management
Architectural Technology	Fashion Media and Promotion
Photography	Fine Art

Or

Employment or Apprenticeships

What do the professionals say?

"The Diploma in Creative and Media will help develop the creativity of all students, opening their eyes to a world of possibilities."

Clive Jones, Chairman of GMTV and Two Way TV

What do current Yr 10 students think of this Diploma?

"I like having opportunities to work independently. It prepares me for the real world."

Year 10 student at Ryburn Valley High School

"The opportunity to work with professionals outside of school is really exciting and I learn so much every week."

Year 10 student at Calder High School

"There is a lot of work but it is interesting. You can get good results in the long run as it is equivalent to 7 GCSE grades."

Year 10 student at Nether Hall Learning Campus

? ? Questions to ask ? ?

As with any qualifications, always check college/sixth form entry requirements. Some advanced courses will require specific GCSE subjects and grades. As part of any Diploma you can take additional GCSE subjects, but you must check what your timetable will allow you to study alongside your Diploma in Yr 10.

If there is a specific career area you wish to pursue, again, check entry requirements. If in doubt, ask your school Connexions Personal Adviser.

Useful websites

Careers related

www.workabout.org.uk
www.connexions-direct.com/jobs4u
www.calderdaleprospectus.co.uk
www.kirkleesoptions.org.uk

Creative & Media related

www.ccskills.org.uk
www.skillset.org
www.aqa.org.uk
www.edexcel.org.uk

Time for success!

The creative sector in Calderdale & Kirklees is steadily growing.

The BBC move to Manchester by 2012 could mean greater job opportunities in the North.



A large majority of entrants are graduates, even though some careers in this area allow entry without a degree.

Be prepared, a large proportion of those working in Creative and Media are freelance, self employed or short term contract workers.

Over 45% of people in the broadcast, film and interactive sector work in London, with only 5% in Yorkshire & the Humber.

(Source: Yorkshire and Humber Regional LMI Forum 1st July 2008)

For further information and advice:

- contact the  learningline (0800 5 979 979 free to UK landlines)
0800 5 979 979
Text: 07786 202 804
(start message with learn)
E: learningline@ckcareers.org.uk
- look at  www.workabout.org.uk
- or visit one of our Centres - details from the Learningline and on Workabout

Equal Opportunities

We are committed to promoting equality of opportunity for all. If you feel you have been discriminated against because of race, gender, disability, religion, age, ethnic origin or sexual orientation please speak to your Connexions Personal Adviser.

The Diploma – Bringing learning to life