DIPLOMA GUIDE

Access to Higher Education

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gateway qualifications

Access to HE

Apprenticeships

Digital

Employability & Enterprise

English & Maths

ESOL

Personal & Social Development

Professional Development

Vocational

Access to HE Diploma (Creative Digital Media)

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About this Access to HE Diploma guide

This Access to HE Diploma specification is intended for Tutors, Assessors, Internal Quality Assurers, Quality Managers and other staff within Gateway Qualifications Access to HE approved providers/or prospective providers.

It sets out what is required of the student in order to achieve the Access to HE Diploma. It also contains information specific to managing and delivering the Access to HE Diploma (s) including specific quality assurance requirements.

The guide should be read in conjunction with the Gateway Qualifications Access to HE Provider Handbook and other publications available on the website which contain more detailed guidance on assessment and verification practice.

In order to offer this Access to HE Diploma you must be a Gateway Qualifications recognised centre and approved to offer Access to HE Diplomas.

If your centre is not yet recognised, or diploma approved, please contact our Development Team to discuss

Telephone: 01206 911211
Email: enquiries@gatewayqualifications.org.uk
Website: https://www.gatewayqualifications.org.uk/advice-guidance/delivering-our-qualifications/become-recognised-centre/

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1. Diploma Information

1.1 Overview of the Access to Higher Education Diploma

The Access to Higher Education (HE) Diploma is a nationally recognised qualification with common requirements relating to the description of student achievement. The Diploma is:
- a level 3 qualification, regulated by the Quality Assurance Agency (QAA) for Higher Education
- a unitised qualification, based on units of assessment which are structured in accordance with the Access to HE unit specification
- a credit-based qualification, operated in accordance with the terms of the Access to HE credit specification
- a graded qualification, as determined by the Access to HE Grading Scheme

Details of the credit framework and requirements relating to the award of credit are provided within the Quality Assurance Agency Recognition Scheme for Access to Higher Education: The Access to Higher Education Diploma specification 2020.

Individual named Diplomas are identified by separate titles and are validated at by Gateway Qualifications as an Access Validating Agency (AVA) recognised by the Quality Assurance Agency for Higher Education (QAA). Each Diploma has its own approved set of units of assessment, governed by rules of combination, which are appropriate to the subject of the particular Diploma. The common grading requirements apply to all individual Diplomas.

1.2 About this Diploma

The diploma allows learners to undertake study related to creative and digital media topics. Learners will have the opportunity to develop skills which will enable progression to a range of degree level programmes including a focus on Discovering Art, Design & Cultural Movements, Introduction to the Media and Visual Studies 2D with a range of optional units.

Many learners join degrees related to creative and digital media after following A level study, so the diploma will place the Access to HE learners on a level with those who have followed A level studies.

Ungraded units include units which will support access to higher education whilst supporting study and personal skills.

1.3 Purpose

The primary purpose of Access to HE Diplomas is to provide higher education progression opportunities for adults who, because of social, education or individual circumstances, may have achieved few, if any, prior qualifications.

1.4   Aims

The qualification aims to:

- reintroduce learners to education recognising prior skills and experience and the particular needs of those returning to learn.
- offer learners a responsive, supportive return to learn experience at a level appropriate for entry to HE.
- develop the appropriate skills such as study skills that are necessary to enable learners to succeed in their HE career.
- address issues of widening participation and social inclusion.
- raise student awareness of the opportunities that a return to study and lifelong learning can bring.

1.5   Objectives

The objective of the Diploma is to enable learners to:

- satisfy the general academic requirements for entry to Higher Education.
- prepare learners for HE level study generally and in subject areas appropriate to an intended HE course destination.
- demonstrate appropriate levels of competence in subject specific skills and knowledge.
- demonstrate practical, transferable and academic skills.
- develop their confidence and ability to cope with a return to education at an advanced level.
- enhance personal and career opportunities.
- develop as independent and lifelong learners.

1.6   Sector Subject Area

9.3 Media and Communication.

1.7   Target groups

a) Adults who, because of social, educational or individual circumstances may have achieved few, if any, prior qualifications and wish to progress to HE.
b) Adults who have gone straight into industry (perhaps following apprenticeship routes) who wish to progress to HE.
c) To provide preparation for study in UK HEIs.

1.8   Delivery methods

Face to face, blended learning and online learning.

Work placements would also be beneficial to widen opportunities.

Throughout the diploma, learners should research the work of other artists/designers/specialists in the medium as a way of underpinning knowledge and to use as a means of developing own style.

Assessment methods include: Essays, projects, presentations, self-evaluation, sketchbooks, artefacts, portfolio of evidence, report, creation of scripts, articles, production diary, worksheets, promotional campaign.

1.9   Achievement methodology

The Diploma will be awarded to learners who successfully achieve an approved combination of units through a Portfolio of Evidence that has been successfully verified and monitored through Gateway Qualifications' Quality Assurance process.

The qualification is therefore determined by successful achievement of all required unit assessments with no further requirement for additional/terminal assessment.

1.10   Geographical Coverage

This qualification has been approved by for delivery in England.

1.11   Progression Opportunities

Following successful completion of the Access to HE Diploma (Creative Digital Media) learners may progress to the following:

- BA (Hons) Animation.
- BSc (Hons) Creative Computing.
- BSc (Hons) Digital Television Technology.
- BA (Hons) Digital Photography.
- BA (Hons) Graphic Design.
- BA (Hons) Motion Graphics.
- BA (Hons) Digital Content Creation.
- Illustration with Animation BA (Hons).
- Filmmaking BA (Hons).
- Photography, Video and Digital Imaging BA (Hons).

The qualification does not provide guaranteed entry to UK higher education.

1.12 Equality, Diversity and Inclusion

It is Gateway Qualifications' aim that there shall be equal opportunities and so meet the organisation's legal responsibilities to prevent discrimination.

In accordance it is the organisation's intention that there should be no discrimination on the grounds of a protected characteristic including age, disability, gender assignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation. It is acknowledged that this is not an exhaustive list.

2. Student Entry Requirements

2.1   Age

The course is designed to meet the needs of adults who have been out of full-time education for a significant period of time and who have not achieved some or any formal qualifications. This generally would apply to learners over the age of 19.

2.2   Prior Qualifications

There is no requirement for learners to have achieved prior qualifications or units prior to undertaking this qualification.

Providers may ask learners for GCSEs as a mark of ability at Level 2 as an appropriate entry requirement to a Level 3 course. This also establishes HEI destination qualifications for Nursing, teaching etc. where these are required as part of the HEI application.

2.3   Prior Skills/Knowledge/Understanding

There is no requirement for learners to have prior skills, knowledge or understanding. However, learners would be expected to be able to demonstrate the skills and ability to study at Level 3.

2.4   Access to qualifications for learners with disabilities or specific needs

Gateway Qualifications and recognised providers have a responsibility to ensure that the process of assessment is robust and fair and allows the learner to show what they know and can do without compromising the rigour of the assessment used to evidence the criteria.

Gateway Qualification has a duty to permit a reasonable adjustment where an assessment arrangement would disadvantage a student with a disability, medical condition or learning need.

The following adaptations are examples of what may be considered for the purposes of facilitating access, as long as they do not impact on any competence standards being tested:

- adapting assessment materials.
- adaptation of the physical environment for access purposes.
- adaptation to equipment.
- assessment material in an enlarged format or Braille.
- permitting readers, signers, scribe, prompter, practical assistant.
- changing or adapting the assessment method.
- extra time, e.g. assignment extensions.

- Transcript.
- use of assistive software where the software does not influence the learners' ability to demonstrate the skills, knowledge or understanding e.g. use of spellchecker in an English assessment.
- using assistive technology.
- use of CCTV, coloured overlays, low vision aids.
- use of a different assessment location.
- use of ICT/responses using electronic devices.

It is important to note that not all of the adjustments (as above) will be reasonable, permissible or practical in particular situations. The learner may not need, nor be allowed the same adjustment for all assessments.

Learners should be fully involved in any decisions about adjustments/adaptations. This will ensure that individual needs can be met, whilst still bearing in mind the specified assessment criteria for a particular qualification.

A reasonable adjustment for a particular learner may be unique to that individual and may not be included in the list of available access arrangements specified above.

Details on how to make adjustments for learners is set out in the Reasonable Adjustment and Special Considerations Policy and Procedures.

2.5   Additional Requirements/Guidance

Learners must have a UK address (including BFO) to be registered on an Access to HE Diploma.

2.6   Recruiting Learners with Integrity

It is vital that providers recruit with integrity. Providers must ensure that learners have the correct information and advice on their selected qualification(s) and that the qualification(s) will meet their needs.

The recruitment process must include the provider undertaking the assessment of each potential student and making justifiable and professional judgements about the student's potential to successfully complete the assessment and achieve the qualification. Such an assessment must identify, where appropriate, the support that will be made available to the learner to facilitate access to the qualification.

3. Achieving the Access to HE Diploma

3.1 Qualification Specification

The generic requirements for the Access to HE Diploma are that learners must achieve a total of 60 credits of which 45 credits must be achieved at level 3 from graded units that are concerned with academic subject and the remaining 15 credits can be achieved at level 2 or level 3 from units which are ungraded. It is recommended you include no more than 6 ungraded 'academic subject content' credits. The ungraded credits can be mandatory or optional within the Diploma. The approved Rules of Combination for this qualification are detailed below.

Where there is a selection of optional units within the permitted rules of combination, the selection of units to be used to form the Diploma course must be made before the learners are registered. Learners must be registered with Gateway Qualifications within 12 weeks of the start of the course or before application to UCAS, whichever is soonest.

3.2 Rules of Combination

The structure sets out the units required to be achieved the Access to Diploma, comprising of:

- Graded Academic mandatory units – Level 3
- Graded Academic optional units - Level 3
- Graded Research units - Level 3
- Ungraded units – Level 2/3.

Learners must achieve a total of 60 credits and meet unit group requirements. Learners must complete at total of 60 credits of which 45 credits must be achieved at level 3 from graded units which are concerned with academic subject content and the remaining 15 credits must be achieved at level 3 from units which are ungraded.

Academic Units

Mandatory Graded Units

Learners must achieve all units in this group totalling 15 credits.

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
QU031781	Digital Design Principles	3	3	Academic content	1, 7	Essay	1500 words
QU030593	Introduction to the Media	3	6	Academic content	1, 2, 7	Report Academic Poster	2000 words 1000 words
QU025820	Visual Studies 2D	3	6	Academic content	3, 7	Demonstrate understanding of 2D design through portfolio evidence to showing creative inspiration, process and chronology	Series of storyboards, report 1000 words including self-evaluation

Graded Units: Research

Learners must achieve 6 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
QU030597	Research and Creative Development for Media Studies	3	6	Academic content	3, 4, 7	Follow a brief and demonstrate in-depth research and creative development. Portfolio evidence/sketchbook will be accompanied by a formal research project and evaluation.	Sketchbook, 1000 words, a series of storyboards/portfolio presentation pages documenting the creative process.
QU030595	Research: Final Major Project for Media Studies	3	6	Academic content	2, 3, 4, 6, 7	Project including design of project brief, development of ideas, body of work and presentation of this work. Evaluation	Series of storyboards/portfolio presentation pages documenting the creative process. 750 words

Optional Graded Units

Learners must achieve 24 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
QU014861	3D Design	3	3	Academic content	3, 7	Practical Project and reflection	Create illustrations, create test pieces and 3D maquettes, 300 word reflection
QU030600	Digital Marketing Communication	3	3	Academic content	1, 3, 7	Project	Research review 300 words, plan, 200 words, work product (message being delivered), report, 750 words
QU031883	Digital Art for Multimedia	3	6	Academic content	1, 2, 3, 7	Report including a portfolio of concept art and digital graphics. Supporting annotations	1000 words Portfolio of concept art and digital graphics 750 words annotations
QU016753	Developing a brand	3	3	Academic content	1, 3, 7	Report Promotional campaign	1000 words Promotional campaign
QU029508	Digital Sound and Video Capture	3	6	Academic content	2, 3, 7	Learner evaluation Project Written assignment Digital footage Blog	Portfolio of evidence 500 words annotations 750 word report including reflection based on feedback 500 words
QU030616	Digital Video Production	3	6	Academic content	1, 3, 7	Project - portfolio of evidence including pre planning of video, shooting schedule,	Portfolio of evidence 500 words annotations

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
						script and use of a range of techniques to shoot and edit the video. Annotations to explain processes used. Report	750 word report including reflection based on feedback
QU026246	Exploring Different Journalistic Genres	3	3	Academic content	3,4,5,6,7	Research and planning notes Journalistic articles x 2 Essay	300 words up to 500 words total 800 words
QU030680	Film Editing	3	6	Academic content	3, 7	Project - portfolio of evidence including evidence of sharing ideas with others, editing decision list, use of a range of techniques to edit the sequences. Annotations to explain processes used. Report with evaluation	Portfolio of evidence 500 words annotations 750 word report including reflection based on feedback
QU027881	Graphic Design	3	3	Academic content	2, 3, 6, 7	Demonstrate comprehensive understanding of graphic design through portfolio evidence to showing creative inspiration, process, and chronology. To include evidence of	1000 words and design portfolio 500 words reflection

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
						hand rendered and computer techniques. Self-reflection.	
QU026240	Media and Society	3	3	Academic content	1, 5, 7	Report	1500 words
QU007953	Media Studies: Textual Analysis	3	6	Academic content	1, 2, 7	Individual presentation Report Academic poster	15 mins with supporting evidence 1000 words 500 words
QU026225	Multimedia Practice	3	6	Academic content	2,3,5,7	Portfolio of evidence consisting: - Journalistic reports - Video or audio report - Photographs - Essay	 1 x 500 words / 2 totalling 500 words 5 minutes Photographs 1000 words
QU030611	Photography	3	6	Academic content	2, 3, 5, 6, 7	Controlled assessment Project including portfolio of annotated photographic evidence Report	2 hours open book Portfolio of evidence with annotations to 500 words
QU026353	Produce copy for digital media communication	3	6	Academic content	3, 5, 7	Portfolio of copy for three types of digital media communications	Digital portfolio for three different digital media communications including annotation to show accuracy checking and commentary on development.
QU029640	Reportage Photography Practice	3	6	Academic content	1, 3, 7	Demonstrate comprehensive understanding of reportage photography	1000 words and design portfolio

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
						practice through portfolio evidence to showing creative inspiration, process, and chronology. To include evidence of a shooting strategy and schedule. Self-reflection.	500 words reflection
QU030608	Representation within the Media	3	3	Academic content	1, 2, 7	Report	1500 words
QU030660	Script Writing	3	3	Academic content	3, 5, 7	Original script Presentation	750 words 10 minutes + supporting evidence
QU031783	Understanding Art, Design & Cultural Media Influences	3	3	Academic content	1, 2, 7	Essay	1500 words
QU016759	Understanding digital marketing and research	3	6	Academic content	1, 7	Q&A Worksheets Report	1500 words 1500 words
QU014153	Understanding Narrative	3	3	Academic content	1, 2, 5, 7	Controlled assessment	2 hours open book
QU016736	Understanding social media advertising and promotion	3	3	Academic content	1, 7	Project plan, project, short answer questions	250 words, 1000 words, 250 words
QU028867	User Experience (UX)3D Design Project	3	6	Academic content	3, 6, 7	Demonstrate comprehensive understanding of 3D design through portfolio evidence to showing creative inspiration, process, and chronology.	1000 words and production of 2D and 3D design portfolio

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment methods	Assessment Volume
						Controlled assessment"	Timed sketching - ideation task – 2 hr controlled assessment.
QU030678	Video Pre-Production	3	6	Academic content	2, 3, 7	Demonstrate comprehensive understanding of pre-production processes through portfolio evidence to showing creative inspiration, process, and chronology.	1000 words and portfolio of evidence
						Individual presentation with supporting material	10 minutes with 500 words
QU026145	Website Design and Production	3	6	Academic content	2, 3, 5, 7	Project - Plan, design and develop interactive website with a minimum of five pages including development diary Report	Production of website with minimum of five pages Development diary - 400-500 words 1500 words
QU026234	Writing for Magazines	3	3	Academic content	3, 4, 5, 7	Interview research and planning notes Interview transcript Magazine article created using interview Essay including evaluation of own article	300 words 800 words 1,000 words

Ungraded Units

Mandatory Units: Ungraded

Learners must achieve 9 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Suggested Assessment methods	Assessment Volume
QU025276	Academic Writing Skills	3	3	Other	Notes from a range of sources, essay plan, essay	300 words, 200 words, 1000 words
QU025532	Preparation for Higher Education	3	3	Other	Research, Application form and Personal Statement, Prepared Q&A	Review of research, course and decision 500 words, application form, Personal Statement 750 words, prepared Q&A 250 words
QU025980	Study Skills for the Creative Arts	3	3	Other	Research review Sketch book	1000 words Sketch book with range of ideas

Optional Units: Ungraded

Learners must achieve 6 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Suggested Assessment methods	Assessment Volume
QU018346	Academic Reading Skills	3	3	Other	Exam	1.5 hours closed book
QU007560	Communication - Speaking and Listening	3	3	Other	Oral presentation Group discussion Self-evaluation	15 minutes 15-20 minutes and supporting materials 500 words 200 words
QU030575	Introduction to Drawing & Painting	3	3	Other	Annotated portfolio of evidence	500 words annotation Portfolio of evidence
QU025278	Developing Professional Attributes	3	3	Other	SWOT analysis Professional development plan Essay	200 words 300 words 1000 words
QU008279	Introduction to 3D	3	3	Other	Storyboard/portfolio presentation pages	Portfolio presentation pages (concept, fabric/colour page, line up, progress of ideas) documenting the creative process.
QU025450	Presenting Information Using ICT	3	3	Other	Notes from a range of sources Presentation Presentation lecture notes and handouts	300 words Presentation 200 words
QU018352	Presentation Skills	2	3	Other	Notes from a range of sources Presentation Presentation lecture notes and handouts"	300 words 200 words 1000 words
QU025796	Professional Interpersonal Skills	3	3	Other	SWOT analysis Case study Reflective account	250 words 750 words 500 words

Unit Code	Unit Title	Level	Credits	Content	Suggested Assessment methods	Assessment Volume
QU028487	Promoting Wellbeing and Building Resilience	3	3	Other	Report	1500 words
QU018318	Study Skills	3	3	Other	Study Plan Worksheets Reflective account Assignment planning	300 words 500 words 500 words 250 words
QU033854	Sustainability Project	3	3	Academic content	Report, including project plan and reflection	1000 words
QU033880	The Fundamentals of Environmental Sustainability	3	3	Academic content	Report	1500 words
QU026155	Writing reports	3	3	Other	Report plan Presentation of report plan Report	Plan 2-3 minutes 1000 words

3.3   Additional completion requirements

Learners will probably require a pass in maths and English at Level 2 / GCSE to progress onto a degree course. Delivery providers should make learners aware of HEI course entry requirements.

3.4   Recognition of Prior Learning

Recognition of prior learning is a process that considers if a learner can meet the specified assessment requirements through knowledge, understanding or skills that they already possess and that can contribute towards the attainment of a qualification for which they are undertaking.

For further information please refer Annex C, Access to HE Diploma Specification, https://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Access-Diploma-Specification.pdf

4. Access to HE Units of Assessment

4.1 Unit specification

A common unit specification applies to all units with Access to HE Diplomas the unit specification follows a standard template covering the following elements:

- title
- level
- credit value
- unit code
- learning outcomes
- assessment criteria
- grade descriptors
- type of unit (academic subject content or not).

The units of assessment for this Access to HE Diploma are contained within this Access to HE Diploma Guide.

4.2 Academic subject content

A unit is classified as having academic subject content, if the unit's knowledge and skills are directly related to the subject of the name of the Access to HE Diploma. Units will not meet the academic subject content requirement if they are principally concerned with personal development, generic English or mathematics, or study skills.

4.3 Graded and ungraded units

Graded units – grading operates at unit level and only applies to units which have been approved by Gateway Qualifications within a named Access to HE Diploma. Student achievement for graded units is recorded as Pass, Merit or Distinction for each unit, as set out in the QAA Access to HE Grading Scheme, 2012. Graded units will also satisfy the criteria of academic subject content.

There is a common set of broad generic grade descriptors which are used as the basis for all grading judgements on all courses:

1 Understanding the subject.
2 Application of knowledge.
3 Application of skills.
4 Use of knowledge.
5 Communication and presentation.
6 Autonomy / Independence.
7 Quality.

The seven grade descriptors are not subject specific. They can, however, through careful selection and in appropriate combinations, be used on all courses, with all units and for all

assignments. The descriptors to be used with a particular unit are selected with reference to the main aspects of student performance that need to be taken into account when grading decisions are made for that unit. They are formally assigned to the unit when it is validated.

Each of the seven grade descriptors comprises two sets of components, one which describes characteristics or qualities typical of performance at merit, and a parallel set of components which describes typical performance in the same areas at distinction. (There are no components for pass, because a pass grade is gained when a student meets the learning outcomes but does not achieve the standard required for merit.) Some of these components are more relevant to certain subjects than others and some particular terms are also more relevant for use with particular types of assessment than others. In order to ensure the grade descriptors are relevant for specific assignments, tutors identify the components of the descriptors being used that are most relevant for the particular assignment. The selected components of the descriptors (at merit and distinction) are then included in the assignment brief(s).

The grading scheme is not based on an assumed one-to-one relationship between the grade descriptors and learning outcomes (although it is possible that in some units, because of the way the learning outcomes have been structured, something close to a one-to-one relationship may emerge). In general, however, judgements about student work in relation to grading apply across the work for a unit, whether that unit is assessed through one, or more than one, assignment.

The full Grade Descriptors can be accessed by the following link, which also provides detailed information on grading:

http://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Access-Grading-Scheme-Section-B.pdf

4.4   Revisions to Access to HE Units of Assessment

Gateway Qualifications reserves the right to review and amend units of assessment and will issue providers notification of the changes to the units of assessment. Gateway Qualifications undertakes regular unit reviews to ensure currency of units, providers are required to use updated versions where units are replaced.

5. Assessment and Quality Assurance

5.1 Provider Requirements

Providers must be approved by Gateway Qualifications as a centre and are required to ensure that:

- the main base is in the UK.
- systems are in place to ensure that only learners with a UK address (including BFO) are registered for an Access to HE Diploma.
- there are clear arrangements for the day-to-day operational management and coordination of Access to HE delivery.
- there are appropriate facilities and resources at each site, and for each mode of delivery.
- staff have the professional competence and skills to teach and assess necessary to teach and assess the units available on the Diploma.
- arrangements are in place to provide pre-course guidance to applicants and criteria for selection and admission to Access to HE Diplomas and are consistent with QAA requirements with respect to admissions. https://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Guidance-admission-of-learners-AHE-07.pdf.
- expertise and resources to provide information, advice and guidance on HE applications and progression opportunities.
- Systems for maintaining secure records of individual learners' registration and achievement.
- internal moderation arrangements that meet Gateway Qualification requirements.
- arrangements for internal course monitoring and self-evaluation and feedback
- procedures and criteria for the recognition of prior learning that meet Gateway Qualifications requirements.
- quality assurance procedures relating to the delivery of provision, including transparent processes for handling appeals and complaints.

Providers should refer to the Gateway Qualifications' Access to HE Provider Handbook for further information on centre requirements.

5.2 Staffing Requirements

Providers are required to ensure that:

- staff have the professional competence and skills to teach and assess necessary to teach and assess the units available on the Diploma.
- staff have expertise to provide information, advice and guidance on HE applications and progression opportunities.

5.3   Facilities and Resources

Depending on the choice of unit, centres will require access to relevant software, hardware and technical equipment.

5.4   Assessment

Recommended assessment methods for each unit within a diploma are identified in section 3.2 Rules of Combination . To provide greater flexibility for Centres to develop an assessment strategy that meets the needs of their individual learners, Centres can select an alternative assessment method for the units(s) within the diploma using the equivalence guidance published on the website.

The guidance includes the expected assessment volume for different assessment methods and should enable Centres to choose alternatives whilst ensuring that the same rigor of assessment is maintained in comparison to any other three or six credit unit.

5.5   Quality Assurance Requirements

Gateway Qualifications applies a quality assurance model to the Access to HE Diploma of:
- internal assessment and internal verification by the provider.
- moderation by Gateway Qualifications comprising of centre moderation and subject moderation.

These processes are set out within Quality Assurance section of the Gateway Qualifications' Access to HE Provider Handbook.

5.6   Additional Requirements/Guidance

There are no additional requirements that Learners must satisfy in order for assessment to be undertaken and the unit/qualification to be awarded.

6. Unit Details

Mandatory Units: Graded Academic Subject Content

Access to HE Diploma Unit

Title:	Digital Design Principles	
Unit Code:	QU031781	
Unit Level:	Level 3	**Unit Credit:** 3
Grading type:	Graded	
Grade Descriptors:	• GD1-Understanding the subject • GD7-Quality	
Academic subject content/other:	Academic Subject Content	
Suggested Assessment details:	Refer to assessment grid	

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the principles of digital design.	1.1 Explain principles of digital design. 1.2 Explain the importance of considering these principles when designing using digital technologies. 1.3 Explain development techniques used in digital design including prototyping, testing and use of agile in design phase.
2 Understand how the audience can influence digital design.	2.1 Analyse the role of the audience when creating digital designs. 2.2 Examine the role of emotion and social interactions in user experience design.
3 Understand processes and techniques used when developing assets and designs for digital products.	3.1 Explain types of digital products and their purpose. 3.2 Explain characteristics and visual communication used in the design and development of digital products. 3.3 Explain legal and ethical constraints applicable to the digital media industry.

Access to HE Diploma Unit

Title:	Introduction to the Media		
Unit Code:	QU030593		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand how meaning is created within media texts.	1.1 Compare and contrast different media texts. 1.2 Analyse the role of anchorage when creating meaning in media text. 1.3 Analyse the role of signification when creating meaning in media texts.
2 Understand different media genres.	2.1 Differentiate between the conventions of different genres in the media. This should include both traditional and contemporary genres in the media. 2.2 Analyse the functions of genres. 2.3 Evaluate developments and changes in media genres.
3 Understand representation in the media in society.	3.1 Analyse how different groups in society are represented by the media. 3.2 Analyse the impact of media stereotyping on society. 3.3 Evaluate how legal and ethical issues can impact on media representation.

Access to HE Diploma Unit

Title:	Visual Studies 2D		
Unit Code:	QU025820		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 7 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to apply the formal elements of visual language in a practical context.	1.1 Illustrate a range of work involving line, form, tone, surface, scale, composition, pattern and perspective. 1.2 Interpret a range of visual information through drawing and painting from observation.
2. Understand colour theory and the creative use of colour.	2.1 Demonstrate how to mix, match and grade colours to explore basic rules of colour and colour interaction. 2.2 Experiment with conventional and non-conventional colour combinations. 2.3 Analyse the results of the colour experimentation.
3. Know the potential of selected media to support design ideas.	3.1 Experiment with a wide range of media to produce design ideas. 3.2 Use analysis of results to produce innovative outcomes.
4. Know how to use visual studies techniques to develop creative ideas.	4.1 Develop a visually fluent body of work which shows development of ideas and use of 2D experimentation to achieve creative outcomes.

5. Be able to apply health and safety procedures relating to working in a studio environment.	5.1 Work safely in the studio environment, with regard to all health and safety procedures, including the handling of equipment and hazardous materials.
6. Be able to display work.	6.1 Select work for display, justifying choices. 6.2 Plan how to display work, justifying approaches to be used. 6.3 Display work.
7. Be able to critically evaluate own work.	7.1 Critically reflect on own work, using feedback from others. 7.2 Evaluate outcomes for 2D visual studies.

Graded Research Units

Access to HE Diploma Unit

Title:	Research and Creative Development for Media Studies		
Unit Code:	QU030597		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD4-Use of information • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to Assessment Grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to use primary and secondary sources to initiate ideas.	1.1 Use different methods to research ideas including: • paper based sources. • lens based means. • electronic means. 1.2 Use a personal sketch book/journal to record research.
2. Be able to use lateral research to develop creative ideas.	2.1 Demonstrate the ability to develop a range of ideas. 2.2 Develop the less familiar characteristics of the subject matter using lateral research.
3. Know how to use historical and contextual references to expand aesthetic understanding.	3.1 Interpret the work of other artists and designers, appropriate to the topic. 3.2 Extend range of own ideas using historical and contextual references.

4. Know how to expand research into creative visual ideas with materials and processes.	4.1 Develop visual ideas, using a variety of materials and processes innovatively. 4.2 Critically evaluate results to further expand creative outcomes.
5, Be able to critically evaluate creative work.	5.1 Critically evaluate own work through the stages of development, showing aesthetic and practical considerations. 5.2 Critically analyse the work of the peer group.

Access to HE Diploma Unit

Title:	Research: Final Major Project for Media Studies
Unit Code:	QU030595
Unit Level:	Level 3	**Unit Credit:** 6
Grading type:	Graded
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD4-Use of information • GD6-Autonomy/Independence • GD7-Quality
Academic subject content/other:	Academic Subject Content
Suggested Assessment details:	Refer to assessment grid

This unit has 6 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to plan a final major project.	1.1 Identify and agree a final major project, located within a knowledge domain relevant to the named Diploma. 1.2 Explain the aims of the project. 1.3 Develop a project brief. 1.4 Identify any ethical, practical or safety issues and how these will be managed/overcome. 1.5 Maintain a record of project progress through all stages of research, development and completion.
2. Be able to conduct research.	2.1 Carry out research from a wide range of sources.
3. Be able to develop ideas.	3.1 Develop and record ideas. 3.2 Analyse and evaluate research findings.
4. Be able to develop a body of work to meet the project brief.	4.1 Produce a body of work which meets the brief and

			includes complex ideas and innovative uses of materials and processes.
		4.2	If appropriate, work safely with regard to the environment, equipment and hazardous materials.
5.	Know how to present the project.	5.1	Present the body of work in a style appropriate to the knowledge domain.
		5.2	Reference key sources using a recommended style of referencing.
6.	Be able to evaluate own research project.	6.1	Reflect on the design and methodology of the project.
		6.2	Evaluate the body of work in relation to aims and research.
		6.3	Identify recommendations for the future.

Optional Units: Graded Academic Subject Content

Access to HE Diploma Unit

Title:	3D Design		
Unit Code:	QU014861		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to use a wide variety of 2D visual research as a source and starting point for a 3D outcome.	1.1 Develop a range of drawings demonstrating observational skills which analyse the source and employ a range of media and techniques.
2. Be able to translate 2D ideas into 3D using a range of media, materials and techniques which reflects their inherent qualities and properties.	2.1 Develop a range of test pieces in 3D using a range of media, materials and techniques which reflects their inherent qualities and properties.
3. Be able to select and use appropriate construction and fabricating techniques in 3D.	3.1 Demonstrate use of media and processes exploring construction and fabrication techniques in maquette form.
4. Understand how to evaluate 3D processes and outcomes.	4.1 Evaluate the translation of 2D ideas into 3D including the selection and use of materials and processes.

Access to HE Diploma Unit

Title:	Developing a brand
Unit Code:	QU016753
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded
Grade Descriptors:	• GD1-Understanding the subject • GD3-Application of skills • GD7-Quality
Academic subject content/other:	Academic Subject Content
Suggested Assessment details:	Refer to assessment grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the constituents of the promotional mix.	1.1 Explain what is meant by promotional mix. 1.2 Assess the suitability of a promotional mix for a product or service.
2 Understand how to promote a brand to customers.	2.1 Analyse the benefits of branding. 2.2 Evaluate methods which a new business might use to establish its brand.
3 Be able to prepare promotional plans.	3.1 Design a promotional campaign for a new product or service which utilises a new or existing brand. 3.2 Create an effective plan for implementing and reviewing a promotional campaign for a product or service for a new or existing brand.

Access to HE Diploma Unit

Title:	Digital Art for Multimedia		
Unit Code:	QU031883		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the purpose of concept art, the types of digital graphic images and graphical file formats used within multimedia.	1.1 Explain the purpose of concept art for multimedia. 1.2 Describe drawing styles and drawing media used for multimedia. 1.3 Explain vector and bitmap graphics and their use for multimedia purposes. 1.4 Explain how different types of graphical images relate to file formats. 1.5 Discuss the impact that file formats, compression techniques, image resolution and colour depth have on file size and image quality.
2 Know how to draw concept art for multimedia purposes.	2.1 Research ideas to meet a client brief. 2.2 Draw preliminary designs for a client brief using an appropriate drawing technique and style. 2.3 Apply shading and colour to the preliminary designs for a client brief.
3 Be able to digitise concept art for multimedia purposes.	3.1 Create digitised versions of concept art using appropriate technologies.

	3.2 Develop digital variance of concept art using tools and techniques of industry standard software. *Include both bitmap and vector.* 3.3 Export finalised digital graphics that are fit for purpose for multimedia purposes.

Access to HE Diploma Unit

Title:	Digital Marketing Communication		
Unit Code:	QU030600		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the use of digital marketing channels to communicate information to a range of audiences.	1.1 Analyse the characteristics, advantages and disadvantages of different software packages used to present marketing information to a range of audiences.
2 Be able to use digital marketing channels to communicate information to a specific audience.	2.1 Justify the choice of digital media to communicate to the target audience in line with the marketing objectives. 2.2 Agree an engaging marketing communications message appropriate for the media selected.
3 Be able to assess the effectiveness of digital marketing channels when communicating information to a specific audience.	3.1 Create an engaging marketing communications message appropriate for the media selected. 3.2 Check links, keywords, click throughs and supporting attachments to allow access by recipients to further information. 3.3 Analyse risks related to delivering digital messages and take action to minimise these risks.

4 Be able to monitor and evaluate the outcomes of communications when using digital marketing channels.	4.1 Monitor and evaluate the responses to a digital marketing communications message against agreed criteria.

Access to HE Diploma Unit

Title:	Digital Sound and Video Capture
Unit Code:	QU029508
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD7-Quality
Academic subject content/other:	This unit is barred with the following unit(s) and therefore must not be delivered together on the same course. • Planning and Capturing Digital Footage (CBA959)
Suggested Assessment details:	Refer to assessment grid

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to plan a production.	1.1. Create a storyboard detailing frame content and narrative. 1.2 Create a plan for shooting footage including equipment, locations, props, actors, contingency and risk assessment.
2 Be able to capture video footage.	2.1 Control exposure, aperture, and focus to create specific photographic effects. 2.2 Maintain and create adequate lighting in a range of situations. 2.3 Utilise different angles in order to achieve specific effects.
3 Know how to edit footage and include sound.	3.1 Edit raw footage to include sound to enhance meaning and fluency. 3.2 Explain how sound and images create meaning in moving image sequences.
4 Be able to review success of own work.	4.1 Evaluate own work.

Access to HE Diploma Unit

Title:	Digital User Experience (DX) Project		
Unit Code:	QU031896		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD3-Application of skills • GD5-Communication and presentation • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to investigate the inherent qualities and physical properties of a range of digital media to create an end product that meets the user experience requirements of a specific brief.	1.1 Identify the qualities and properties of a range of options to meet a digital design brief. 1.2 Explain how the digital media and resources may be used to create an end product which meets DX design brief requirements. 1.3 Explain development techniques used when using digital media.
2. Be able to select appropriate digital media techniques to produce a final outcome to meet the DX design brief requirements.	2.1 Develop user personas and justify their importance to a digital experience design project. 2.2 Identify resources to be used to produce a specific outcome. 2.3 Justify choice of resources to be used to produce a specific outcome. 2.4 Select processes and digital media to be used to produce the specific outcome, justifying choices.

3	Be able to develop aesthetic and technical awareness of design for a digital design project.	3.1	Use primary and secondary resources to research contemporary and historical digital design approaches.
		3.2	Evaluate the effectiveness of the sources in supporting the development of own design ideas
		3.3	Examine the role of emotion and social interactions in user experience design.
4	Be able to develop work using digital media to produce a final outcome, utilising a range of sources and resources.	4.1	Assess a range of sources used to develop ideas for the digital design brief.
		4.2	Develop ideas using digital media based on the research undertaken.
		4.3	Produce a final outcome to meet the digital design brief.

Access to HE Diploma Unit

Title:	Digital Video Production		
Unit Code:	QU030616		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD5-Communication and presentation • GD6-Autonomy/Independence • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the principles and practices of digital video production.	1.1 Explain the principles and practices associated with pre-production planning.
2 Be able to use pre-production planning techniques.	2.1 Develop a treatment for a product to include: a)Synopsis b)Budget c)Genre d)Props and costumes e)Resources: technical/cast & crew f)Reasons for production. 2.2 Develop formatted script, storyboards, shot lists and shooting schedule.
3 Be able to use digital video equipment to film.	3.1 Demonstrate safe working practices when creating a digital video production. 3.2 Demonstrate how to film using a wide range of techniques.

4	Know how to apply post-production techniques to a digital video production.	4.1	Explain and apply use of post-production techniques to a digital video production.
5	Be able to present and review a digital video production.	5.1	Present a digital video production to a specific audience.
		5.2	Evaluate a digital video production taking into account feedback from others.

Access to HE Diploma Unit

Title:	Exploring Different Journalistic Genres		
Unit Code:	QU026246		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD4-Use of information • GD5-Communication and presentation • GD6-Autonomy/Independence • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to plan and draft a selection of journalistic articles.	1.1 Plan and draft pieces of journalistic writing chosen from two of the following categories: a) reviews b) sport c) opinion. Range could include for example music/theatre, travel, business/finance, lifestyle.
2 Understand the importance of writing within set parameters.	2.1 Explain the importance of writing to a deadline and set word count. 2.2 Explain the importance of writing in a style appropriate for a publication.
3 Be able to carry out research and extract quotations from relevant subjects to produce a short article.	3.1 Select and re-present relevant material from at least two acknowledged sources. 3.2 Identify the main points and arguments from the source material. 3.3 Write an article, using quotations to illustrate the piece, citing sources, in a given style.

Access to HE Diploma Unit

Title:	Film Editing		
Unit Code:	QU030680		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand techniques and applications used in editing for film and television.	1.1 Explain types and purposes of editing for film and television. 1.2 Explain the functions of editing for film and television. 1.3 Explain the stages of editing.
2 Be able to create a digitally edited sequence for a specific purpose.	2.1 Explain the intended effect of the application of editing on the narrative, audience or meaning. 2.2 Share ideas with others, take initiative and offer and receive feedback. 2.3 Use digital editing software and tools to create video sequences. 2.4 Apply editing techniques and conventions to create continuity, meaning, narrative and audience response. 2.5 Produce an edit decision list. 2.6 Produce a technically and creatively accomplished final edited sequence that fully meets the intended purpose, justifying the choices made throughout.

| 3 Be able to review own work. | 3.1 Evaluate the appropriateness of the tools, techniques and conventions used. |
| | 3.2 Analyse how effectively the final edited sequence meets the intended purpose. |

Access to HE Diploma Unit

Title:	Graphic Design
Unit Code:	QU027881
Unit Level:	Level 3	**Unit Credit:** 3
Grading type:	Graded
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD6-Autonomy/Independence • GD7-Quality
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Demonstrate comprehensive understanding of graphic design through portfolio evidence to showing creative inspiration, process, and chronology. To include evidence of hand rendered and computer techniques. Design portfolio with 500 words annotations. 300 word self reflection.

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the scope of research from primary and secondary sources for a graphic design project.	1.1 Carry out research for a graphic design project using a range of sources. 1.2 Analyse and reference the work of other graphic designers to inform own ideas.
2 Be able to research and develop ideas relevant to graphic design.	2.1 Produce innovative thumbnail sketches and visuals. 2.2 Use a computer to insert text on images.
3 Be able to realise experimental ideas to achieve a final outcome/s.	3.1 Produce graphic outcome/s relevant to research and development that employs use of:

		• hand-rendered techniques • computer based techniques. 3.2 Explore own personal themes to produce further creative outcomes. 3.3 Record variations in techniques which have affected own outcomes.
4 Be able to critique own work.		4.1 Critically evaluate the graphic design outcomes produced in terms of reflecting current practices.

Access to HE Diploma Unit

Title:	Media and Society		
Unit Code:	QU026240		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Essay ~ 1,500 words		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the structure of the media, aspects of ownership and control.	1.1 Discuss the structure of the media including aspects of ownership and control. 1.2 Analyse the consequences of ownership and control of the media.
2 Understand theoretical approaches to the media.	2.1 Evaluate two theoretical approaches to the media.
3 Understand issues of impartiality and bias.	3.1 Evaluate current issues of impartiality and bias, including the concept of 'fake news' and its agenda.
4 Understand the debate about the power of the media.	4.1 Discuss the debate about the power of the media.

Access to HE Diploma Unit

Title:	Media Studies: Textual Analysis
Unit Code:	QU007953
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD7-Quality
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Refer to assessment grid

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand a range of visual and sound techniques used within movies.	1.1 Analyse how camera angle, shot, movement and position is used in movies, within a given genre. 1.2 Evaluate the rules of continuity editing. 1.3 Analyse mise-en-scene and special effects used in movies, within a given genre. 1.4 Analyse how sound is used in movies, within a given genre, to shape meaning.
2. Understand the concept of gender representation in televisual narratives.	2.1 Analyse the narrative structure of televisual narratives. 2.2 Evaluate the function of stereotypes and archetypes in televisual narratives.
3. Understand through comparison, the values and social signification in televisual narratives.	3.1 Explain media forms and conventions employed in televisual narratives. 3.2 Compare and contrast the values and social signification demonstrated in two televisual narratives.

4. Understand the presence of ideology within contemporary visual narratives.	4.1 Explore how televisual narratives either reinforce or challenge ideologies.
	4.2 Discuss how ideology links to perceived audience expectations in the narrative of film and television trailers.

Access to HE Diploma Unit

Title:	Multimedia Practice		
Unit Code:	QU026225		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD5-Communication and presentation • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to produce a news article suitable for newspaper print.	1.1 Construct a news article for a newspaper from facts, using news writing conventions applicable in print.
2. Be able to produce own photograph/s to accompany own news article.	2.1 Produce own photographs for own newspaper news story. 2.2 Analyse and select own photographs to accompany own news story for newspaper use.
3. Understand how to adapt own news article for online publication.	3.1 Adapt own news story for online publication, using online news conventions.
4. Understand how to produce a mobile phone video or audio recording/radio report to accompany own news story online.	4.1 Produce short mobile phone video or audio recording/radio report for online publication with own news story.

5. Understand how news and materials are adapted for use across different multimedia platforms.	5.1 Analyse the differences in news writing conventions across print and online platforms.
	5.2 Summarise how different materials, such as photographs, videos and audio reports, are used to accompany news stories across different multimedia platforms.
	5.3 Identify specific examples of the use of high quality and mobile phone quality photographs and videos in both newspaper and online news platforms.
	5.4 Critically examine, using specific examples, where and how different types of photographs, videos and audio reports are used across different multimedia platforms.

Access to HE Diploma Unit

Title:	Photography
Unit Code:	QU030611
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD5-Communication and presentation • GD6-Autonomy/Independence • GD7-Quality
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Refer to assessment grid

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to appreciate the scope of research from primary and secondary sources.	1.1 Analyse the work of other photographers to inform own ideas. 1.2 Reference all research in a bibliography.
2 Know functions of digital cameras.	2.1 Explain and demonstrate the functions and settings of a digital camera in relation to resolution, formatting and recording. 2.2 Explain and demonstrate flash options and play back functions.
3 Know how to use a digital camera following safe working practices.	3.1 Explain health and safety practices that must be followed when using a digital camera in a studio setting. 3.2 Use a digital camera demonstrating safe working practices.
4 Know options for downloading, formats and storage of digital images.	4.1 Explain how to use different downloading and storage options.

		4.2	Evaluate software for storing and viewing digital images.
		4.3	Demonstrate how to convert images into different file formats for different purposes.
5	Be able to enhance digital images to meet needs.	5.1	Enhance and modify digital images using a range of image editing and manipulation techniques.

Access to HE Diploma Unit

Title:	Produce copy for digital media communication
Unit Code:	QU026353
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD3-Application of skills • GD5-Communication and presentation • GD7-Quality
Academic subject content/other:	Academic Subject Content
Suggested Assessment details:	Refer to assessment grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand how digital media channels affect how copy is produced.	1.1 Explain considerations for a selection of media channels. 1.2 Explain how online content management systems affects copy production.
2 Be able to produce copy for different types of digital communication.	2.1 Write copy to meet the requirements of a brief using a style that is fit for purpose. 2.2 Produce copy to accompany non-text media content, including optimised hyperlinks. 2.3 Create metadata for copy. 2.4 Embed metadata for different types of digital media communication.
3 Be able to review copy for digital media communication.	3.1 Check the accuracy of content. 3.2 Review copy against any legal and ethical considerations.

Access to HE Diploma Unit

Title:	Reportage Photography Practice		
Unit Code:	QU029640		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD3-Application of skills • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Know how to research and evaluate a topic for a reportage photo led story.	1.1. Carry out research and select a topic for a reportage photo led story. 1.2. Evaluate selected topic in relation to content, interest to viewers and visual possibilities.
2. Be able to use appropriate techniques and resources for reportage photography.	2.1. Analyse the techniques and materials needed to successfully produce the chosen reportage photo led story.
3. Know how to use a shooting strategy and schedule for the production of reportage photographs.	3.1. Evaluate shooting schedules and strategies when producing reportage photographs. 3.2 Create a shooting strategy and schedule for own reportage photographs, justifying choices.
4. Be able to produce, present and review reportage photographs to communicate a message.	4.1. Produce reportage photographs to communicate a message to a specified target audience. 4.2. Edit, enhance and present reportage photographs.

Access to HE Diploma Unit

Title:	Representation within the Media
Unit Code:	QU030608
Unit Level:	Level 3

Unit Level:	Level 3	**Unit Credit:** 3
Grading type:	Graded	
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD7-Quality	
Academic subject content/other:	Academic subject content	
Suggested Assessment details:	Refer to assessment grid	

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the notion of representation.	1.1 Analyse the concept of representation and its significance for the study of culture. *Consideration must be given to both physical and online representation.*
2 Understand practices of media representation.	2.1 Analyse how newspapers portray national events and/or aspects of culture, referring to examples. *Examples should be drawn from both physical and online sources.*
3 Understand media representation of particular social groups.	3.1 Evaluate the codes and values associated with representing a particular social group referring to examples from physical and/or online sources. *This should include consideration of gender and race.*

Access to HE Diploma Unit

Title:	Script Writing		
Unit Code:	QU030660		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD5-Communication and presentation • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the conventions, techniques and formats in scriptwriting.	1.1 Explain the use of conventions, techniques and formats to create an original script. 1.2 Analyse the use of drama techniques within a script. *For example character construction, dialogue, narrative structure, pace and rhythm.*
2 Be able to use conventions, techniques and formats to create an original script.	2.1 Apply conventions, techniques and formats to create an original script. 2.2 Analyse the effectiveness of own work in relation to the techniques and conventions used.
3 Understand the creative process of script writing.	3.1 Discuss the creative process of script writing.

Access to HE Diploma Unit

Title:	Understanding Art, Design & Cultural Media Influences
Unit Code:	QU031783
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD7-Quality
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Refer to assessment grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand historical and socio-economic contexts in which arts, design and cultural movements develop and emerge.	1.1. Explain with examples historical and socio-economic contexts in which arts, design and cultural movements develop and emerge. 1.2. Critically compare the characteristics of different art, design or cultural movements/themes. *Minimum of two movements/themes*
2. Understand the context in which artists and designers create art, artefacts and products.	2.1. Explain with examples the context in which artists and designers create art, artefacts and products.
3. Understand how a range of practitioners have influenced the development of art, design and cultural media.	3.1. Analyse how art, design and cultural media are influenced by a range of practitioners.

Access to HE Diploma Unit

Title:	Understanding digital marketing and research
Unit Code:	QU016759
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD1-Understanding the subject • GD7-Quality
Academic subject content/other:	Academic Subject Content
Suggested Assessment details:	Q&A Worksheets - 1500 words Report - 1500 words

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the role and requirements of digital marketing.	1.1 Evaluate the role of digital marketing within the overall marketing strategy. 1.2 Analyse the strengths and weaknesses of digital marketing for different marketing applications. 1.3 Explain the design requirements of data capture and reporting systems for digital marketing. 1.4 Analyse the importance of evaluating the impact of digital marketing activities.
2 Understand the principles of search engine optimisation (SEO).	2.1 Analyse the importance of search engine optimisation. 2.2 Explain how to calculate the cost-efficiency of SEO. 2.3 Analyse techniques used for effective SEO. 2.4 Evaluate advantages and disadvantages of creating links to other websites.
3 Understand the principles of marketing research using the internet.	3.1 Analyse the advantages and disadvantages of different data mining techniques.

		3.2	Evaluate methods of ensuring the validity and reliability of information retrieved from the internet.
4	Understand the principles of digital marketing device and message design.	4.1 4.2 4.3	Explain Customer Relationship Management (CRM) systems' a) use b) design requirements. Explain the characteristics of: a) an effective digital marketing device b) an effective digital response system. Analyse requirements, advantages and disadvantages of different tracking systems.

Access to HE Diploma Unit

Title:	Understanding Narrative		
Unit Code:	QU014153		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded		
Grade Descriptors:	• GD1-Understanding the subject • GD2-Application of knowledge • GD5-Communication and presentation • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 7 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand the concept of plot.	1.1 Analyse the significance of plot for a narrative.
2. Understand a variety of narrative strategies, including narrative viewpoint.	2.1 Analyse the use of narrative strategies, including narrative viewpoint.
3. Understand the nature of characterisation.	3.1 Analyse the main characters in a narrative showing how characterisation is achieved.
4. Understand the use of setting in a narrative.	4.1 Analyse setting in relation to a narrative.
5. Understand the way language has been used in a narrative.	5.1 Analyse a narrative investigating the writer's key stylistic features of language.
6. Understand the historical and cultural contexts of the narrative.	6.1 Explain the significance of historical and cultural contexts of a narrative.

7. Understand a range of alternative interpretations of/approaches to narrative.	7.1 Analyse the meaning of narrative bearing in mind alternative interpretations and approaches.

Access to HE Diploma Unit

Title:	Understanding social media advertising and promotion
Unit Code:	QU016736
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Graded
Grade Descriptors:	• GD1-Understanding the subject • GD7-Quality
Academic subject content/other:	Academic Subject Content
Suggested Assessment details:	Refer to assessment grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand current national and international legal and organisational guidelines for a social network advertising/promotional campaign.	1.1 Explain the current national and international legal and organisational guidelines relating to the use of social network site adverts.
2 Understand the use of social networking site advertising campaigns for marketing purposes.	2.1 Explain factors to consider when creating social network site adverts. 2.2 Justify the use of social network site advertising campaigns. 2.3 Analyse why a social network advertising campaign may fail. 2.4 Evaluate methods of monitoring social network site advertising campaigns.
3 Be able to implement social networking site advertising campaigns for marketing purposes.	3.1 Plan and create parallel social network site advertising campaigns for a business. 3.2 Identify required outcomes from the social network advertising campaign. 3.3 Monitor results of social network advertising campaigns.

	3.4 Implement changes required based on monitoring results.

Access to HE Diploma Unit

Title:	Video Pre-Production
Unit Code:	QU030678
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded
Grade Descriptors:	• GD2-Application of knowledge • GD3-Application of skills • GD7-Quality
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Refer to assessment grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to develop ideas for a video production.	1.1 Demonstrate conceptual and design ideas relevant to own video production. 1.2 Produce a programme brief for a video production. 1.3 Evaluate the pragmatics of the programme brief.
2 Be able to use visual and contextual research for video production.	2.1 Identify visual and contextual research materials to support own video production, justifying choices. 2.2 Carry out visual and contextual research for own video production.
3 Be able to present ideas, visuals and plan for a video production.	3.1 Present ideas for own video production using visual and aural presentation methods. 3.2 Produce a pre-planning portfolio for a video production taking into account legal and health and safety requirements.

Access to HE Diploma Unit

Title:	Website Design and Production		
Unit Code:	QU026145		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD6-Autonomy/Independence • GD7-Quality		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Academic poster x 2 (400 words each), plan, design, development and maintenance of web page including development diary (750 - 1000 words)		

This unit has 6 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the elements of a web page.	1.1 Describe elements of an existing web page, including text, graphics, homepage, navigation bar, lines and hyperlinks. 1.2 Explain different formats of graphic images and sound files, giving examples of how they are used. 1.3 Analyse elements of complex web pages including: a) backgrounds b) tables c) links to sound files.
2 Understand HTML tags.	2.1 Analyse how text is displayed on a web page including: • layout • fonts • colour. 2.2 Identify basic HTML tags in a web page's source code. 2.3 Produce a test page, using a simple text editor and HTML tags, which incorporates:

			1. a heading, 2. horizontal rule 3. un-numbered list 4. graphic image 5. a hyperlink 6. a homepage.
		2.4	Use a web browser to test web page and modify as required.
		2.5	Identify HTML tags associated with tables, backgrounds and sound files in a web page's source code.
		2.6	Explain the effects of HTML tags on the appearance and performance of the web page when viewed with a browser.
3	Know how to use HTML resources.	3.1	Carry out a search for sites relating to HTML and web page creation.
		3.2	Identify sites which: • relate to HTML specification • enable you to download HTML utilities.
		3.3	Explain existing HTML standards.
		3.4	Analyse current developments and trends relating to HTML standards.
4	Know how to prepare information to put on the web.	4.1	Prepare text, hyperlinks and graphics to be included on the web page.
		4.2	Explain the relationship and links between web pages.
5	Be able to design and produce linked web pages.	5.1	Plan the layout of the web pages.
		5.2	Produce functional web pages to the design specification.
		5.3.	Create hyperlinks to navigate between multiple web pages and external websites.
6	Be able to maintain and update linked web pages.	6.1	Update web pages and web page elements by: • editing • adding web pages to homepage • deleting web pages • writing and editing code • using text fonts and colour.

Access to HE Diploma Unit

Title:	Writing for Magazines		
Unit Code:	QU026234		
Unit Level:	Level 3	**Unit Credit:**	6
Grading type:	Graded		
Grade Descriptors:	• GD3-Application of skills • GD4-Use of information • GD5-Communication and presentation • GD7-Quality		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Refer to assessment grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand the variety of audiences targeted, genres and styles used in magazines.	1.1 Critically compare the contents, illustrations and adverts in a range of magazines to determine their target audience, genre and style.
2. Be able to use research skills to plan and prepare for an interview for a magazine article.	2.1 Use appropriate resources to research a given subject effectively. 2.2 Plan and prepare for an interview for a magazine article. 2.3 Apply interview and research techniques effectively.
3. Know how to write an article for a magazine.	3.1 Plan an article which is suitable for a specific magazine, using material from an interview. 3.2 Develop, write and evaluate an article for a specific magazine. *Magazine must be a real publication, either online or physical.*

Indicative Content: Writing for Magazines

Learning Outcome 1:

This should include both physical and online magazines.

Mandatory Units: Ungraded

Access to HE Diploma Unit

Title:	Academic Writing Skills		
Unit Code:	QU025276		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Other		
Suggested Assessment details:	Notes from a range of sources (300 words), essay plan (200 words), essay (1,000 words)		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to record information from a range of sources.	1.1 Use note-taking skills to prioritise key points from a range of sources.
2 Be able to plan and develop a structured framework for extended writing, including an introduction, main body and conclusion.	2.1 Develop a detailed essay plan for an extended piece of writing, which organises meaning and ideas coherently and effectively. 2.2 Include detailed planning for an introduction, main body and conclusion to the essay.
3 Be able to proofread and edit own writing effectively.	3.1 Produce an essay draft which shows evidence of proofreading and editing.
4 Be able to present information and opinion in a written format, using language, style and conventions appropriate to academic writing.	4.1 Communicate with clarity and detail to convey meaning and ideas effectively. 4.2 Write following conventions of sentence structure, punctuation, paragraphing, spelling and grammar.

		4.3	Use appropriate style and register which shows an awareness of audience.
5	Be able to understand and use a standard form of referencing.	5.1	Use accurately a standard form of referencing that reflects a range of sources.

Access to HE Diploma Unit

Title:	Preparation for Higher Education		
Unit Code:	QU025532		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Other		
Suggested Assessment details:	Refer to assessment grid.		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand how to identify opportunities for Higher Education.	1.1 Use information sources to research Higher Education courses. 1.2 Analyse processes and procedures necessary to gain entry to Higher Education. 1.3 Analyse information on Higher Education courses and make appropriate realistic choices.
2 Understand the process of completing a Higher Education application form.	2.1 Complete an application form with excellent attention to detail, meeting a given deadline. 2.2 Summarise and evaluate personal experiences, achievement and goals, communicating these clearly in a personal statement.
3 Understand preparation required for the interview process.	3.1 Conduct further personal research into courses at relevant institutions in preparation for an interview. 3.2 Prepare provisional answers to anticipated questions, making excellent use of previous experience and recent study.

4 Understand the need to prepare for the transition to Higher Education.	4.1 Analyse the personal and academic qualities needed for successful study in Higher Education. 4.2 Explain likely practical problems and barriers in moving to higher education and seek strategies for overcoming these. 4.3 Analyse the nature of study in Higher Education.

Indicative Content: Preparation for Higher Education
Learning Outcome 1: This can also include Higher and Degree Apprenticeships.

Access to HE Diploma Unit

Title:	Study Skills for Creative Arts
Unit Code:	QU025980
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded
Grade Descriptors:	Ungraded
Academic subject content/other:	Other
Suggested Assessment details:	Refer to Assessment Grid

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Know how to research for a creative arts project.	1.1 Demonstrate understanding of the use of primary and secondary information. 1.2 Research a topic making use of primary and/or secondary data. 1.3 Select information for a specific topic, justifying choices.
2 Be able to develop a sketchbook of inspiration and ideas.	2.1 Develop an organised sketchbook. 2.2 Use a sketchbook to collate ideas on a specific topic. 2.3 Use a sketchbook to express personal and original ideas, as a basis for final outcomes.
3 Know how to identify influences on own work.	3.1 Research the work of other related artists. 3.2 Evaluate how this may impact on own work.

Optional Units: Ungraded

Access to HE Diploma Unit

Title:	Academic Reading Skills
Unit Code:	QU018346
Unit Level:	Level 3

Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	• Ungraded		
Academic subject content/other:	Other		
Suggested Assessment details:	Please refer to assessment grid.		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Be able to demonstrate the use of different reading techniques.	1.1 Annotate text after using skimming, scanning and active reading techniques. 1.2 Summarise text after using skimming, scanning and active reading techniques.
2 Explain, with examples, how language used in texts can reveal assumptions and prejudice.	2.1 Identify and explain instances of opinion and bias in text. 2.2 Analyse the use of objective and emotive language in a text.
3 Demonstrate how to apply critical reading techniques to texts.	3.1 Analyse the strengths and weaknesses of an argument from at least two texts. 3.2 Critically evaluate an argument.

Access to HE Diploma Unit

Title:	Communication - Speaking and Listening
Unit Code:	QU007560
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded
Grade Descriptors:	• Ungraded
Academic subject content/other:	Other
Suggested Assessment details:	Refer to assessment grid.

This unit has 2 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Give a short presentation about a straightforward subject.	1.1 Speak clearly using language, tone and style appropriately to the purpose, subject, audience and situation. 1.2 Present information in a structured sequence so that ideas and concepts are easily followed by the audience. 1.3 Use appropriate supporting material to illustrate presentation. 1.4 Respond appropriately and sensitively to questions from the audience.
2 Take part in discussions.	2.1 Give and obtain information and exchange ideas in discussion on both familiar and unfamiliar subjects. 2.2 Organise contributions to match the demands of the discussion, use vocabulary precisely, deal with sensitive issues appropriately and take account of the audience, subject, situation and purpose of the discussion and own role in it. 2.3 Take forward the discussion and create opportunities for others to

| | contribute by asking follow up questions, listening to and interpreting other points of view sensitively or inviting others to contribute their views. |
| | 2.4   Respond appropriately to questions. |

Access to HE Diploma Unit

Title:	Developing Professional Attributes		
Unit Code:	QU025278		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Other		
Suggested Assessment details:	SWOT analysis (200 words), professional development plan (300 words), essay (1,000 words)		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the difference between positive and negative professional attributes.	1.1 Evaluate both positive and negative professional attributes. 1.2 Link positive attributes to the role of a professional.
2 Be able to reflect on own professional attributes and areas for development.	2.1 Produce SWOT analysis of own professional attributes. 2.2 Evaluate SWOT analysis. 2.3 Produce an individual professional development plan linked to the SWOT analysis.
3 Understand which attributes are considered important by employers in a specific sector and are valued in the workplace.	3.1 Analyse which professional attributes are valued highly by employers within a specific sector. 3.2 Analyse why these professional attributes are important in a sector specific workplace.
4 Understand the link between professional attributes and emotional intelligence.	4.1 Analyse the links between professional attributes and emotional intelligence.

Access to HE Diploma Unit

Title:	Introduction to 3D		
Unit Code:	QU008279		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Academic Subject Content		
Suggested Assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to develop ideas in 2D and 3D.	1.1 Evaluate a range of sources and apply a variety of materials and methods.
2. Be able to demonstrate competence in a range of media and techniques in 3D.	2.1 Use appropriate formats for investigations that provide evidence of problem solving.
3. Be able to explore a wide range of research and experimentation selecting appropriate sources and construction techniques.	3.1 Make use of 3D media and processes, explaining a choice of materials and construction techniques.
4. Be able to identify influences, historical and contemporary, on own practice.	4.1 Undertake sketchbook research using both primary and secondary resources, reflecting a critical understanding of media and materials and including a record of exhibitions.

Access to HE Diploma Unit

Title:	Introduction to Drawing & Painting
Unit Code:	QU030575
Unit Level:	Level 3	**Unit Credit:** 3
Grading type:	Ungraded
Grade Descriptors:	Ungraded
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Refer to assessment grid

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to use and experiment with a range of materials, methods and techniques in painting and drawing.	1.1 Apply a variety of painting and drawing media and processes selecting appropriate surfaces and supports.
2. Understand formal two-dimensional principles.	2.1 Compare examples of work from observational and secondary sources that show an analytical understanding of: • line • tone • mark making • positive and negative space.
3. Be able to use colour theory principles.	3.1 Demonstrate mixing of primary and secondary colour, tertiary colour and greys, cool and warm tones.
4. Be able to use a sketchbook as a means of developing and recording ideas.	4.1 Produce independent sketchbook research using both primary and secondary sources. 4.2 Demonstrate how ideas recorded may influence painting projects.

Access to HE Diploma Unit

Title:	Presentation Skills		
Unit Code:	QU018352		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Other (ungraded)		
Suggested Assessment details:	Timed presentation		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Develop and plan a structured presentation.	1.1 Demonstrate skills to plan a timed presentation. 1.2 Develop the structure for a presentation.
2 Conduct research for a presentation from a number of sources.	2.1 Identify topic and aims of research. 2.2 Select appropriate resources from different sources. 2.3 Select appropriate information pertinent to the topic.
3 Demonstrate ability to deliver a presentation on a complex subject.	3.1 Convey information on a chosen topic in the form of a presentation to a group. 3.2 Demonstrate effective use of audio-visual aids appropriate to the topic. 3.3 Demonstrate appropriate eye contact and body language. 3.4 Respond effectively to questions and challenges.
4 Evaluate own skills and performance.	4.1 Critically evaluate own presentation. 4.2 Critically evaluate own delivery of the presentation.

	4.3 Identify strategies for improvement.

Access to HE Diploma Unit

Title:	Presenting Information Using ICT	
Unit Code:	QU025450	
Unit Level:	Level 2	**Unit Credit:** 3
Grading type:	Ungraded	
Grade Descriptors:	Ungraded	
Academic subject content/other:	Other	
Suggested Assessment details:	Notes from a range of sources (300 words) Presentation (200 words) Presentation lecture notes and handouts (1,000 words)	

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Know how to combine text and other types of information to create a presentation using presentation software.	1.1 Create a presentation using presentation software. 1.2 Use built-in slide layouts to present different information effectively. 1.3 Apply a design template to a presentation appropriate for the audience. 1.4 Combine text, images, charts to present information.
2. Know how to use tools within the presentation software to edit and enhance the presentation.	2.1 Present information in a way that is appropriate for the audience of the presentation by: • formatting text • creating and formatting tables • creating and editing charts. 2.2 Format images and drawn objects to enhance the presentation. 2.3 Use animation and transition effects appropriate for the audience.

3.	Understand factors that affect the effective communication of information whilst using presentation software.	3.1	Recognise copyright and constraints which may affect the presentation and its content.
		3.2	Describe how to deliver the presentation to meet the needs of the audience and communicate effectively.
4.	Review the presentation.	4.1	Check timings, spelling, transitions and make any necessary corrections to ensure that the presentation is fit for purpose.
5.	Be able to deliver a completed presentation to an audience.	5.1	Produce a commentary for the slide presentation.
		5.2	Produce handouts, lecture notes and prints of the slideshow as required.
		5.3	Deliver the presentation.
		5.4	Identify how to improve presentations for the future.

Access to HE Diploma Unit

Title:	Professional Interpersonal Skills		
Unit Code:	QU025796		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	SWOT analysis - 250 words, case study - 750 words, reflective account - 500 words		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand how verbal and non-verbal communication is used in a professional interpersonal interaction.	1.1 Analyse the verbal and non-verbal skills used in a range of contexts within a given profession.
2. Understand the importance of an awareness of cultural diversity for a given profession.	2.1 Evaluate the importance of an awareness of cultural diversity across a range of contexts for a given profession.
3. Be able to evaluate own interpersonal skills, analysing strengths and areas to develop.	3.1 Evaluate own interpersonal skills, analysing strengths and areas to develop. 3.2 Evaluate ways of addressing areas to develop.

Access to HE Diploma Unit

Title:	Promoting Wellbeing and Building Resilience		
Unit Code:	QU028487		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Other		
Suggested Assessment details:	1500 word report		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand the physical and psychological impact of pressure and stress on mental wellbeing.	1.1 Explain the physical and psychological impact of pressure and stress on mental wellbeing.
2. Understand the connection between mental wellbeing and resilience.	2.1 Analyse the connection between mental wellbeing and resilience.
3. Understand the factors that can improve wellbeing and build resilience.	3.1 Explain factors that can improve wellbeing. 3.2 Explain factors that can negatively affect wellbeing and how to avoid them. 3.3 Explain the behaviours associated with resilience. 3.4 Explain ways to build resilience.
4. Understand how to manage an individual's mental wellbeing and the support available to them.	4.1 Evaluate the methods for managing and maintaining mental wellbeing and building resilience. To include practical and theoretical methods such as breathing exercises to reduce stress, mindfulness techniques.

	4.2 Analyse the types of support available from different sources.

Access to HE Diploma Unit

Title:	Study Skills
Unit Code:	QU018318
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded
Grade Descriptors:	Ungraded
Academic subject content/other:	Other
Suggested Assessment details:	Refer to assessment grid.

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Know how to manage and organise study time.	1.1 Produce, revise and evaluate a personal schedule of study that accommodates own time constrains. 1.2 Where necessary, prioritise and reschedule study plan explaining changes. 1.3 Prioritise and meet assignment deadlines, negotiating new deadlines if needed. 1.4 Devise a strategy for organising coursework.
2 Know how to participate in learning activities.	2.1 Prepare efficiently for tutorials and classroom activities. 2.2 Participate appropriately in classroom activities.
3 Understand assignment requirements.	3.1 Analyse assignment effectively identifying aims and objectives. 3.2 Determine suitable format for assignment, effectively explaining decisions made.
4 Understand learning preferences.	4.1 Analyse different methods of learning.

		4.2	Analyse methods of identifying own learning preferences.
5	Be able to retrieve information from a range of sources.	5.1	Retrieve information from a range of written texts using a range of reading skills.
		5.2	Scan source material, critically evaluating information, selecting accurate and detailed notes to suit purpose.
		5.3	Demonstrate the use of a recognised referencing system for retrieved information.

Access to HE Diploma Unit

Title:	Sustainability Project		
Unit Code:	QU033854		
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded		
Grade Descriptors:	Ungraded		
Academic subject content/other:	Academic subject content		
Suggested Assessment details:	Report, including project plan and reflection – 1,000 words		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Be able to plan a project to promote sustainability within a specific sector.	1.1 Identify a project to promote sustainability within a chosen sector, justifying your choice. Produce a project plan for own project including: 1.2 • Aims and objectives • Time scales • Methods • Resources required • Any health and safety considerations.
2. Be able to carry out a sustainability project.	2.1 Carry out a sustainability project. 2.2 Produce a report on the findings of the sustainability project.
3. Be able to review the success of a sustainability project.	3.1 Evaluate the extent to which the project has met the aim and objectives.

		3.2	Evaluate the extent to which the project has met the aim and objectives.

Access to HE Diploma Unit

Title:	The Fundamentals of Environmental Sustainability
Unit Code:	QU033880
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded
Grade Descriptors:	Ungraded
Academic subject content/other:	Academic subject content
Suggested Assessment details:	Report – 1500 words

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Know the importance of sustainability within a specific sector.	1.1 Explain what is meant by sustainability. 1.2 Explain the importance of supporting environmental sustainability within a chosen sector.
2. Know how environmental sustainability can be supported within the chosen sector.	2.1 Describe environmental issues relevant to a chosen sector. 2.2 Describe the impact of the chosen sector on the environment. 2.3 Explain how these environmental issues could be minimised within a chosen sector. 2.4 Analyse factors to consider when working towards environmental sustainability in a chosen sector.

3.	Know how the 3 Rs of sustainability can be applied within the chosen sector.	3.1	Explain the 3 Rs of sustainability.
		3.2	Analyse ways that a chosen sector can implement the 3 Rs of sustainability.
4.	Understand the importance of waste management within the chosen sector.	4.1	Explain the importance of having a waste management strategy within a chosen sector.
		4.2	Explain environmental hazards or risks that could be caused by poor waste management within a chosen sector.

Access to HE Diploma Unit

Title:	Writing reports
Unit Code:	QU026155
Unit Level:	Level 3	**Unit Credit:**	3
Grading type:	Ungraded
Grade Descriptors:	Ungraded
Academic subject content/other:	Other
Suggested Assessment details:	Report plan - Plan Presentation of report plan - 2-3 minutes Report - 1000 words

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1 Understand the significance of the report title in determining the content.	1.1 Analyse the requirements of the question or task. 1.2 Analyse the main points which must be covered, omitting irrelevant detail.
2 Be able to plan and present the plan for a report.	2.1 Produce a plan for a report. 2.2 Present the plan for the report.
3 Be able to structure a report.	3.1 Produce an introduction which sets out how the subject will be dealt with in the report. 3.2 Use evidence and examples to strengthen information provided in the report. 3.3 Use linking sentences in paragraphs to produce a cohesive report. 3.4 Provide a conclusion which sums up the main findings of the report.

4	Be able to write in an appropriate style.	4.1	Write in a detached, balanced, and objective manner.
		4.2	Write formal English avoiding emotive language and colloquialisms.
5	Know the conventions for acknowledging sources.	5.1	Acknowledge the work of other authors both during the report and in a list of references.
		5.2	Use recognised approaches for acknowledging sources.

7. What to do next

For existing Centres please contact your named Development Manager or Development Officer.

For organisations, not yet registered as a Gateway Qualifications Centre please contact:

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

8. Gateway Qualifications

Gateway Qualifications, a not for profit registered charity, is an Awarding Organisation and authorised Access Validating Agency based in Colchester. We work with learning providers and industry experts to design and develop qualifications that benefit the learner and the employer.

We support flexible, responsive and quality assured learning opportunities whether it's in the classroom, at work, in the community or through distance learning.

We are recognised by Ofqual, to design, develop and submit qualifications to the Regulated Qualifications Framework (RQF) and by the Quality Assurance Agency for the development and approval of Access to Higher Education Diplomas.