

Specialist Knowledge, Skills and Understanding

Digital and Creative Industries Specialism Level 2

This document defines the additional subject-specific criteria required to quality assure **Digital and Creative Industries provision**.

It must be read in addition to the Core EQA Role Profile.

Scope of Subject Coverage (Additional to Core EQA Profile)

The Subject Specialist must be competent to quality assure assessment decisions for:

- Gateway Qualifications **Level 2 Digital and Creative Industries**, including:
 - Award
 - Certificate
 - Diploma
 - Extended Diploma

This encompasses a **broad, integrated digital and creative vocational domain**, including design, media, ICT, games, marketing and project-based creative practice.

Digital and Creative Occupational Knowledge

The Subject Specialist must possess sufficient occupational knowledge to judge learner competence across digital and creative contexts, including:

- digital content creation and manipulation
- creative design processes and conventions
- basic programming, data and system concepts
- platform-appropriate production decisions
- awareness of industry expectations and roles at entry level

This knowledge must enable judgement of whether learner evidence reflects **vocationally realistic and level-appropriate practice**, rather than purely academic or theoretical responses.

Creative Process and Production Judgement

The Subject Specialist must be able to evaluate evidence relating to the **creative process**, including:

- interpretation of briefs and project requirements

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- idea generation, planning and development
- selection and use of appropriate digital tools and techniques
- production of creative outputs aligned to purpose and audience

Judgements must consider both **process and outcome**, including how learners have justified decisions during development.

Digital Tools, Techniques and Technical Accuracy

The Subject Specialist must be able to judge learner evidence relating to the **use of digital tools**, including:

- software and platform selection
- file formats, resolutions and outputs
- basic coding or configuration accuracy
- testing and refinement of digital products

Judgement must focus on whether use of tools is **appropriate, accurate and sufficient for Level 2**, rather than expecting specialist or professional-level mastery.

Design, Media and Communication Contexts

The Subject Specialist must be able to judge assessment decisions across multiple creative contexts, including:

- visual, audio and interactive media
- graphic, web and app-based design
- digital narratives and communication
- marketing and audience-focused content

This includes evaluating whether learner outputs demonstrate:

- consistency with the agreed brief
- appropriate visual or media conventions
- clarity of purpose and communication

Project-Based Assessment Judgement

Where learners complete integrated or synoptic projects, the Subject Specialist must be competent to judge evidence relating to:

- planning and organisation of creative projects
- integration of skills and knowledge from multiple units
- management of time, resources and workflow
- reflection on outcomes and own working practices

Judgement must ensure that final outcomes are supported by **credible evidence of process**, not presentation alone.

Level Differentiation

The Subject Specialist must be able to confirm that learner evidence reflects **Level 2 expectations**, including:

- application of skills rather than demonstration alone
- explanation of choices rather than description only
- basic evaluation of outcomes and methods
- independence within structured tasks

Evidence must go beyond **reproduction of content** and demonstrate informed decision-making appropriate to Level 2

Scope Clarification

This specialist template **does not restate**:

- Generic EQA or IQA competencies
- Quality assurance methodology or sampling practice
- Reporting, professional conduct or customer service expectations

These are fully covered in the **Core EQA Role Profile**.