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Collaborative Delivery

The Diploma in Creative and Media and Work-related Learning

Gini Stirling
Clive Lissaman

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Why should industry collaborate with education?

'In the 21st century, our natural resource is our people – and their potential is both untapped and vast. Skills will unlock that potential. The prize for our country will be enormous – higher productivity, the creation of wealth and social justice.'

Leitch Report 2006

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Challenges…

- Cost and capacity issues – staff/employees not available to support teachers.
- 16% of employers prepared to offer work experience for 14-16s
- Level 1 & 2 learners too young to benefit from (10 days) work experience
- Learners present an unacceptable risk in the workplace
- Increased demand to support vocational qualifications - Apprenticeships

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Challenges

- 72% graduate entry places huge demand across the sector to provide internships.
- Cost and capacity issues – staff/employees not available to support teachers.
- School timetables are inflexible
- Majority of creative and media employers located in Central London
- Employers deterred by CRB disclosures
- Sector too small to support work experience for every learner at all levels
- Sector too fragmented to support work experience

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Benefits for Industry

Industry has the opportunity to inform the delivery of the curriculum

WRL enables employers to equip young people with future skills relevant to industry

Opportunity to enrich work-life of employees

WRL enables employers to work with more learners than WEX

Industry involvement brings learning to life

WRL is often more realistic (and safer) than WEX

Builds brand equity with tomorrows consumers

Cost determined by provider offer

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What can industry offer?

- Web based learning resources
- School visits
- Taster days
- Practitioner workshops
- In House Learning Centres
- Mobile Learning Centres
- Mentoring
- Real Assignments and Virtual Assignments
- Support events and festivals

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What can industry offer?

National Portrait Gallery

Continuing Professional Development for Teachers

The NPG welcomes the new Creative and Media Diploma 14-19
8 July 2008 & 8 July 2009
10.00 - 17.00

Collaborating with LONSAS to provide the National Pilot, our Learning and Access team are offering **Free** Continuing Professional Development days, for tutors.

A full day that will mirror our up and coming Study Days to support students taking **Unit 5 Campaign Level 2** (Edexcel) and other equivalent exam units (including Applied GCSE, A-Level & BTEC vocational study) from September.

The course will allow teachers to build their own understanding and Expertise in how an institution such as National Portrait Gallery Conducts a campaign to successfully promote a major exhibition, namely the **'Face of Fashion'**, a highly successful exhibition held in 2007.

Teachers will have the opportunity to meet Staff from the Gallery's Marketing, Exhibitions, Visitor Services and Learning Departments and will examine what it takes to conduct a successful campaign.

The day will offer teachers the chance to observe how students can learn from industry by focusing on how creative approaches and sharing best practice will inform those undertaking teaching this unit from September 2008 onwards.

For further information for on the CPD sessions or the Study Days Please call Learning and Access on **0207 312 2483**
Or e-mail: **education@npg.org.uk**

Engage with the Creative and Media Diploma: Work related learning with galleries and visual arts organisations

Friday 20 June, 10am – 3pm

Starr Auditorium, Tate Modern
Bankside, London SE1 9TG

engage, **ArtsInform** and **Tate Modern** invite London teachers and lecturers delivering the Diploma and visual arts educators in London to a one-day event at Tate Modern. The day will explore the potential for schools, colleges and visual arts organisations to work in partnership on the **Creative and Media Diploma**.

Find out about the Creative and Media Diploma; pilot projects in which arts organisations and schools developed programmes of work related learning and current work related learning programmes in galleries.

Participate in a workshop exploring galleries, school and colleges developing work related learning.

Meet potential teachers, lecturers and visual arts partners through a structured networking session.

Facilitated by **Fran Wilde** with contributions from:

Karen Langston, Skillset

Frances Morrell, Artsinform with National Portrait Gallery, English Touring Opera and Plumstead Manor School

Alice Walton, Alex Schady and Anna Cutler, Tate Modern

Annie Bicknell, Bow Arts Trust

Rachel Tranter, Orleans House Gallery

BOOM! MAKING THE MUSIC VIDEO

DIPLOMA IN CREATIVE & MEDIA
MEDIA PRODUCTION PILOT PROJECT

FEATURING MUSIC TRACKS CONTRIBUTED BY A HOST OF ESTABLISHED AND EMERGING ARTISTS INCLUDING: SUPERGRASS, HOT CHIP, ALPHABEAT, AND MANY MORE...

Supported by MTV and EMI, BOOM! is an exciting media production project for schools and colleges wanting to pilot and be ready for the new Diploma in creative and media. Through BOOM!, students are challenged and enabled to make a music video to a creative brief set by a group of established and emerging artists. The project is being offered by DV8 Training in collaboration with TomTom nation, the educational marketing specialist.

"WORK RELATED LEARNING IS AT THE CORE OF THE NEW DIPLOMA IN CREATIVE AND MEDIA, AND PROJECTS LIKE BOOM! ALLOW STUDENTS TO GAIN SKILLS AND KNOWLEDGE THAT ARE RELEVANT TO THEIR ASPIRATIONS AND ARE CREDIBLE TO INDUSTRY"
CLIVE LISSAMAN, 'SKILLSET' EDUCATION BUSINESS MANAGER

BOOM! EMI tomtom nation DV8

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Collaboration with Higher Education

- Curriculum design – Extended Projects
- Information and guidance – course level requirements
- Progression agreements – Life Long Learning Networks
- Delivery – particularly high level
- Continuous professional development - specialism and pedagogy
- Mentoring – students and staff
- Assessment and quality assurance

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Benefits for HE:

- Develop contacts and enhance reputation locally and regionally
- Contribute to recruitment
- Contribute to widening participation
- Provide relevant focus and experience for undergraduate and post graduate students
- Foster close working relationships between staff
- Communicate IAG to feeder institutions
- Influence preparation for HE

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HE Engagement Projects:

- University of Sunderland – CPD modules
- University of Teesside – Bridging Module
- Bournemouth Media School – MA
- Thames Valley Uni. – Extended Project
- Central School of Speech and Drama – celebration of applied learning – 3 July Embassy Theatre, London
- UKADIA / NALN – communication, web site development
- Nottingham Trent Uni. & New College Nottingham – bridging module with CPD
- Southampton Solent – working with Solent Productions and local consortia
- Nottingham Trent University – working with local employers and consortia
- Bournemouth University – working with Cambridge consortium and The Junction.

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