

ABC AWARDS

LEVEL 3 FOUNDATION DIPLOMA IN ART, DESIGN AND MEDIA

QUALIFICATION GUIDANCE



**LEVEL 3 FOUNDATION DIPLOMA
IN
ART, DESIGN AND MEDIA**

[50084768]

QUALIFICATION GUIDANCE

About ABC Awards

ABC Awards (ABC) is one of the largest vocational awarding bodies in the United Kingdom with an established reputation for quality and customer service. ABC is recognised by the regulatory authorities. ABC is a Component Awarding Body (CAB) for 14-19 Diplomas.

The ABC portfolio of qualifications includes National Vocational Qualifications (NVQs) and Vocationally Related Qualifications (VRQs).

ABC's VRQs may also be

- Technical Certificates
- Additional and/or Specialist Learning for the 14-19 Diplomas
- Included within Foundation Learning

ABC's national operation is supported through its regional offices which provide support to centres and a full range of assessment services. ABC has a team of dedicated staff who can offer advice and guidance on the full Portfolio, Examination and Moderation services including e-Assessment offered by ABC, as well as the full range of ABC training events and conferences. The team is committed to helping you in the way that suits your requirements and is available to visit you at your convenience.

ABC encourages centres to use its on-line registration service. Registration facilities are available through our web site – <http://www.abcawards.co.uk/secure/register.php>

Sources of Additional Information

The ABC web site www.abcawards.co.uk provides access to a wide variety of information.

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Qualification Summary

ABC Awards Level 3 Foundation Diploma in Art, Design and Media

Qualifications	
Level 3 Foundation Diploma in Art, Design and Media	
Assessment	Internal assessment, internal and external moderation
Grading	Pass/Merit/Distinction To achieve a Pass grade, learners must achieve all the Learning Outcomes and Assessment Criteria in all the units completed. To achieve a Merit or Distinction Grade, learners must achieve additional grading criteria linked to the following unit D/601/4209 Personal confirmatory study in art, design and media Details of grading criteria can be found in the full specification which will be made available to approved ABC centres
Progression	Successful completion of this qualification can provide progression to a named pathway in art, design or media in Higher Education or a chosen employment opportunity. Centres should be aware that reasonable Adjustments which may be permitted for assessment may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression
Operational Start Date	01/04/2010
Review Date	31/12/2015
ABC Sector	Art, Design and Creative Industries
Ofqual SSA Sector	09.2 Crafts, Creative Arts and Design
Support from sector bodies	CCSkills - the Cultural and Creative Industries Sector Skills Council
ABC Administering Office	Additional guidance and advice to support this qualification and units is freely available to approved ABC centres. See ABC web site for the contact details of the administering office

Level 3 Foundation Diploma in Art, Design and Media

Rules of Combination:

Learners must achieve a minimum of 120 credits. 84 credits will come from the 5 Mandatory units. 36 credits will come from 3 option units chosen from Option Group A/B. All 36 credits could be achieved from units in Option Group A Level. Learners can achieve a maximum of 1 unit of 12 credits from Level 4 units in Option Group B in place of the corresponding Level 3 unit.

The overall qualification is graded Pass/Merit/Distinction with learners having to achieve additional criteria linked to unit D601/4209 Personal confirmatory study in art, design and media

Unit	Level	Credit Value	GLH	Page No.
Mandatory Units				
Information and research in art, design and media [M/601/4196]	3	10	75	6
Recording and responding in art, design and media [A/601/4198]	3	10	75	9
Experimentation with materials and processes in art, design and media [K/601/4200]	3	12	80	13
Personal preparation and progression in art, design and media [T601/4202]	3	12	70	16
Personal confirmatory study in art, design and media [D/601/4209]	4	40	240	28
Option Units				
Group A				
Information and interpretation in art, design and media [J/601/4205]	3	12	60	19
Combined experimental studies in art, design and media [R/601/4207]	3	12	60	22
Media development in art, design and media [Y/601/4208]	3	12	60	25
Group B				
Information and interpretation in art, design and media [H/601/4213]	4	12	60	32
Combined experimental studies in art, design and media [K/601/4214]	4	12	60	35
Media development in art, design and media [M/601/4215]	4	12	60	38

Numbers in box brackets indicate QCA unit Number

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification

Entry Requirements	The ABC Level 3 Foundation Diploma in Art, Design and Media is aimed at 16+ learners who wish to develop their art, design and media skills for entry into Higher Education or related employment. Learners would normally be expected to have achieved one or more A2 level qualifications or equivalent					
Section 96/97	Pre 16		16 – 18	✓	19 +	✓
LARA Aim Reference	50084768					
Recommended GLH	720					
Points Score	See ABC web site / Qualifications Directory					
Contribution to Threshold	See ABC Qualifications Directory					
ASL Option	N/A					

FLT Progression Pathways	N/A
Type of Funding Available	See LARA (Learning Aims Reference Application)
Minimum Qualification Fee	See ABC web site for current fees and charges
Unit Fee	Unit fees are based upon a unit's individual credit value. Please see the ABC web site for the current fee charged per credit.
Additional Information	<p>Learners who have achieved equivalent units in ABC Awards NQF version of this qualification 500/3766/3 ABC Level 3 Diploma in Foundation Studies in Art, Design and Media may claim exemption.</p> <p>Learners who achieve equivalent units in the following QCF qualifications may claim credit transfer:</p> <p>500/7928/1 EDEXCEL BTEC Level 3 Foundation Diploma in Art and Design</p> <p>500/5316/4 UAL Level 3 Diploma in Art and Design</p>

Introduction

The ABC Level 3 Foundation Diploma in Art, Design and Media is designed to educate learners to make informed decisions, facilitating progression to Higher Education in the areas of Art, Design and Media, or into related employment. Foundation programmes build on learners' prior experience, linking skills already acquired, with ideas and challenges which will extend learners' critical independence, and provide them with a full understanding of the career opportunities in art, design and the media.

Aims

The ABC Level 3 Foundation Diploma in Art, Design and Media is designed to meet the following aims

- to enhance learners' capacity to learn and develop those abilities and skills which lead to self reliant learning
- to develop learners' critical awareness of the contemporary visual world and it's broader cultural context
- to develop learners' ability in the methods of creative production
- to develop learners' understanding and awareness of the opportunities and demands of study in art, design and media
- to provide a context in which learners can identify their strengths and ambitions through a progressive exploration of skills and concepts central to art, design and media practice
- to develop learners' informed awareness and understanding of the relationship between their strengths and ambitions and realisable goals within Higher Education or a chosen employment opportunity

Target Group

The ABC Level 3 Foundation Diploma in Foundation Studies in Art, Design and Media is aimed at

- learners who wish to develop their art, design and media skills for entry into Higher Education or related employment

ABC expects approved centres to recruit with integrity on the basis of a learner's ability to contribute to and successfully complete all the requirements of a unit/s or the full qualification.

Progression Opportunities

Successful completion of the ABC Level 3 Foundation Diploma in Art, Design and Media can provide progression to a named pathway in Art, Design or Media in Higher Education or a chosen employment opportunity.

Centres should be aware that reasonable adjustments which may be permitted for assessment may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression.

Unit Details

Unit Title	M/601/4196 Information and research in art, design and media
Level	3
Credit Value	10
Guided Learning Hours	75
Unit Summary	In art, design and media, information gathering, evaluation and selection underpin understanding, ideas and personal development. In this unit, learners will research contemporary and historical cultural contexts in the field of art, design and media and begin to relate their own emerging practice to others' work. It also introduces learners to the attitudes and processes that will enable them to foster their own creativity and engage in self-reliant learning
Learning Outcomes (1 to 2) <i>The learner will</i>	Assessment Criteria (1.1 to 2.2) <i>The learner can</i>
1. Plan and carry out information gathering and research	<p>1.1 Select appropriate research topics / subjects / areas / themes</p> <p>1.2 Plan and carry out thorough and wide ranging research from a broad range of given contexts</p> <p>1.3 Utilise a range of processes to record information gathered</p> <p>1.4 Demonstrate the ability to challenge pre-conceptions</p> <p>1.5 Seek out and use advice to support research activity</p> <p>1.6 Demonstrate the ability to use research in support of creative activity</p>
2. Review and analyse research	<p>2.1 Review and reflect upon activities and work outcome, noting opportunities for improvement and development</p> <p>2.2 Demonstrate the ability to analyse, evaluate and communicate findings</p>

SUPPORTING UNIT INFORMATION

M/601/4196 Information and research in art, design and media - Level 3

INDICATIVE CONTENT

This unit, links with the following L3 units to form a coherent body of learning as an introduction to a broad range of art, design and media research processes and their appropriate applications at the Exploratory Stage of the qualification

A/601/4198 Recording and responding in art, design and media

K/601/4200 Experimentation with materials and processes in art, design and media

Learners should understand

- Visual and textual research techniques and how to apply them
- An extensive range of art, design and media working processes and how to apply them
- How to develop creativity by taking conceptual and technical risks
- How to apply personal development skills to more confidently sustain their own creative identity and practice
- How to begin to identify personal potential for future development

Research should be characterised by breadth. Learners should be given the opportunity to develop a growing awareness of the importance of personal responses to familiar and unfamiliar contexts.

Learners should be encouraged to personalise, develop and extend their responses.

It is important that learners understand the ways of working that ensure their own and other's safety.

This unit is common to both the ABC Level 3 and Level 4 Foundation Diplomas in Art, Design and Media

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Exploratory Stage of the Diploma along with the following units

A/601/4198 Recording and responding in art, design and media

K/601/4200 Experimentation with materials and processes in art, design and media

This is where learners begin to get to grips with the purpose and aims of the qualification. They will be encouraged to research a broad range of historical, cultural and contemporary contexts. They will be encouraged to explore the work of other's to inform their own developing practices.

Learners will develop their responses to stimuli from primary and secondary sources. They will develop their own ideas through observation, recording and documenting. Learners should explore a range of media, from traditional to contemporary. They will need to be encouraged to recognise the essential elements of visual communication and be able to build relationships between theory and practice.

It is important that learning for this unit is integrated with learning from A/601/4198 Recording and responding in art, design and media and K/601/4200 Experimentation with materials and processes in art, design and media to form a coherent whole.

The learning for this unit should be delivered, through a range of appropriately structured activities and assignments. Educational visits should be encouraged to provide breadth of experience.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

METHODS OF ASSESSMENT AND EVIDENCE OF ACHIEVEMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with those for the following units for the completion of the Exploratory Stage of the qualification

A/601/4198 Recording and responding in art, design and media

K/601/4200 Experimentation with materials and processes in art, design and media

Evidence is not prescribed. It could typically include

- investigations into materials, techniques and processes, e.g. workbooks, note books, visual development sheets, digital material, samples, test pieces
- deconstruction and reconstruction of ideas, products and texts, e.g. personal enquiry, critical investigation
- analysis and evaluation, e.g. personal reflective diary, annotations, reports, records from tutorials /seminars/critiques, peer group assessments and visits

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	A/601/4198 Recording and responding in art, design and media
Level	3
Credit Value	10
Guided Learning Hours	75
Unit Summary	In this unit learners will develop skills in observing, recording and making in response to what they see, hear, think and feel and will work with this information to push it forward into new and unfamiliar areas. In particular, learners will learn to recognise the importance and functions of communicating visually for their development as creative practitioners, through critically reviewing how it feeds the creative process across the disciplines of art, design and media
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.2) <i>The learner can</i>
1. Develop skills in the use of visual language for recording and responding	1.1 Select appropriate visual language to record topics/subjects/areas/themes 1.2 Plan and carry out thorough and wide ranging recording from a broad range of given contexts 1.3 Utilise a range of processes to record visual responses 1.4 Demonstrate the ability to challenge preconceptions 1.5 Demonstrate the ability to seek out and use advice to support the creative process 1.6 Demonstrate the ability to use recording and responding in support of creative activity
2. Review and analyse visual language	2.1 Review and reflect upon activities and work outcome, noting opportunities for improvement and development 2.2 Demonstrate the ability to analyse, evaluate and communicate findings
3. Develop skills in the use of oral and written language to support their work	3.1 Select and use appropriate oral and written language to support recording and responses activities

	3.2 Begin to build an understanding of the relationship between theory and practice
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SUPPORTING UNIT INFORMATION

A/601/4198 Recording and responding in art, design and media - Level 3

INDICATIVE CONTENT

This unit, links with the following L3 units to form a coherent body of learning as an introduction to a broad range of art, design and media research processes and their appropriate applications at the Exploratory Stage of the qualification

M/601/4196 Information and research in art, design and media

K/601/4200 Experimentation with materials and processes in art, design and media

Learners should understand

- The components and power of visual language and how to develop skills in using visual language to communicate
- The potential of oral and written language and how to develop skills in using words to communicate
- How to develop creativity by taking conceptual and technical risks
- How to apply personal development skills to more confidently sustain their own creative identity and practice
- How to begin to identify personal potential for future development

Recording and responding activities should be characterised by breadth. Drawing and other forms of visual investigation are important at this stage and learners will need to develop technical experience and expertise. Learners will need to observe and record a wide range of visual, tactile and other experiences. Learners should be able to manipulate media, tools and technologies appropriately. They should maintain records of their skills development and working methods.

Learners should be given the opportunity to develop a growing awareness of the importance of personal responses to familiar and unfamiliar contexts.

It is important that learners understand the ways of working that ensure their own and other's safety.

This unit is common to both the ABC Level 3 and Level 4 Foundation Diplomas in Art, Design and Media

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Exploratory Stage of the Diploma along with the following units

M/601/4196 Information and research in art, design and media

K/601/4200 Experimentation with materials and processes in art, design and media

This is where learners begin to get to grips with the purpose and aims of the qualification. They will be encouraged to research a broad range of historical, cultural and contemporary contexts. They will be encouraged to explore the work of other's to inform their own developing practices.

Learners will develop their responses to stimuli from primary and secondary sources. They will develop their own ideas through observation, recording and documenting. Learners can explore a range of media, from traditional to contemporary. They will need to be encouraged to recognise the essential elements of visual communication and begin to build relationships between theory and practice.

It is important that learning for this unit is integrated with learning from M/601/4196 Information and research in art, design and media and K/601/4200 Experimentation with materials and processes in art, design and media to form a coherent whole.

The learning for this unit should be delivered through a range of appropriately structured activities and assignments. Educational visits should be encouraged to provide breadth of experience.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with those for the following units for the completion of the Exploratory Stage of the qualification
M/601/4196 Information and research in art, design and media
K/601/4200 Experimentation with materials and processes in art, design and media

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- records of personal exploratory work, methods, responses in an appropriate format and dimension, e.g. experimental production in two, three or four dimensions, workbooks, notebooks, visual development sheets, drawings, recording systems, samples, test pieces
- records of analysis and evaluation, e.g. personal reflective diary, annotations, reports, records from tutorials /seminars/critiques, peer group assessments and visits

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	K/601/4200 Experimentation with materials and processes in art, design and media
Level	3
Credit Value	12
Guided Learning Hours	80
Unit Summary	Media and materials are an essential component of art, design and communication work. These may range from traditional processes through to more unusual or innovative activities. In this unit, learners will need to carry out extensive experimentation in order to explore the potential and limitations of a variety of media and processes. Learners will be encouraged to recognise the intrinsic formal qualities of different media as essential elements in visual communication and to begin to build relationships between theory and practice including the questioning of established assumptions
Learning Outcomes (1 to 2) <i>The learner will</i>	Assessment Criteria (1.1 to 2.3) <i>The learner can</i>
1. Experiment with materials and processes	<p>1.1 Identify the characteristics and uses of a wide range of materials and processes</p> <p>1.2 Carry out wide ranging experimentation with traditional and more unusual materials and processes</p> <p>1.3 Utilise a range of processes to record materials and processes explorations</p> <p>1.4 Demonstrate the ability to challenge preconceptions</p> <p>1.5 Seek out and use advice to support experimental activities</p>
2. Analyse and present outcomes of the experimentation activities	<p>2.1 Analyse, identify and evaluate the potential and limitations of materials and processes for creating ideas and developing solutions</p> <p>2.2 Review and reflect upon activities and work outcomes, noting opportunities for improvement and development</p> <p>2.3 Demonstrate the ability to communicate findings</p>

SUPPORTING UNIT INFORMATION

K/601/4200 Experimentation with materials and processes in art, design and media
- Level 3

INDICATIVE CONTENT

This unit, links with the following L3 units to form a coherent body of learning as an introduction to a broad range of art, design and media research processes and their appropriate applications at the Exploratory Stage of the qualification

M/601/4196 Information and research in art, design and media

A/601/4198 Recording and responding in art, design and media

Learners should understand

- How to work with a range of materials and processes and associated techniques and technology
- How to develop skills in selecting and applying suitable materials and processes
- How to develop creativity by taking conceptual and technical risks
- How to apply personal development skills to more confidently sustain their own creative identity and practice
- How to begin to identify personal potential for future development

Wide ranging experimentation with media, tools and materials is important. Learners should be able to manipulate media, tools and technologies appropriately. They should maintain records of their skills development and working methods.

Learners should be given the opportunity to develop a growing awareness of the importance of personal responses to familiar and unfamiliar contexts.

Learners should be encouraged to personalise, develop and extend their responses. It is important that learners understand the ways of working that ensure their own and other's safety.

This unit is common to both the ABC Level 3 and Level 4 Foundation Diplomas in Art, Design and Media

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Exploratory Stage of the Diploma along with the following units

M/601/4196 Information and research in art, design and media

A/601/4198 Recording and responding in art, design and media

This is where learners begin to get to grips with the purpose and aims of the qualification. They will be encouraged to research a broad range of historical, cultural and contemporary contexts. They will be encouraged to explore the work of other's to inform their own developing practices.

Learners will develop their responses to stimuli from primary and secondary sources. They will develop their own ideas through observation, recording and documenting. Learners can explore a range of media, from traditional to the more recent. They will need to be encouraged to recognise the essential elements of visual communication and begin to build relationships between theory and practice.

It is important that learning for this unit is integrated with learning from M/601/4196 Information and research in art, design and media and A/601/4198 Recording and responding in art, design and media to form a coherent whole.

The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with those for the following units for the completion of the Exploratory Stage of the qualification
M/601/4196 Information and research in art, design and media
A/601/4198 Recording and responding in art, design and media

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- records of in depth experimental work across a wide range of materials and processes and presented outcomes, e.g. single or multidimensional, mixed media or multi-media, static, form and time
- technical information, e.g. research journal/file, notes, workbooks
- records of tutorials/seminars/critiques
- peer group assessment
- self evaluation

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	T/601/4202 Personal preparation and progression in art, design and media
Level	3
Credit Value	12
Guided Learning Hours	70
Unit Summary	The opportunity for learners to identify future aims and possible progression routes is a significant component of the qualification. Identifying a personal direction within the breadth of available opportunities is a self-revelatory process, which requires time for personal and shared reflection. In this unit learners will in analyse their interests and ambitions, evaluating skills, and investigate directions to pursue in preparation for progression. Learners will use this analysis to confirm their progression options and to organise a portfolio which reflects and supports their progression ambitions
Learning Outcomes (1 to 2) <i>The learner will</i>	Assessment Criteria (1.1 to 2.2) <i>The learner can</i>
1. Be able to identify personal progression routes	1.1 Research and interpret information regarding progression options 1.2 Identify progression aims and opportunities that match interests and aspirations 1.3 Prepare information about themselves to suit their progression needs
2. Be able to present themselves and their work to enable progression	2.1 Select, organise and prepare work for presentation using appropriate techniques and sequencing 2.2 Present themselves and their work to others

SUPPORTING UNIT INFORMATION

T/601/4202 Personal preparation and progression in art, design and media – Level 3

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

R/601/4207 Combined experimental studies in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

K/601/4214 Combined experimental studies in art, design and media

M/601/4215 Media development in art, design and media

This unit provides learners with further opportunities to confirm their preferred pathway of personal development.

Learners should understand

- how to use analysis and evaluation to identify personal skills, strengths, and aspirations
- how to prepare and record personal information to support progression
- how to undertake in-depth and wide ranging research to confirm Stage 2 pathway options
- how to identify progression opportunities
- how to select, organise and prepare work for presentation
- how to present self and work to others

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

This unit is common to both the ABC Level 3 and Level 4 Foundation Diplomas in Art, Design and Media

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content. However, in the light of evolving HE applications timeframes it may be appropriate for centres to deliver some part of this unit within the Exploratory Stage of the programme.

The Pathway stage is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work. The learning for this unit should be delivered, through a range of appropriately structured activities and assignments both course and learner initiated.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in the Indicative Content, even if it has been partially delivered during the Exploratory Stage.

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- records of analysis and self evaluation, e.g. workbooks, personal reflective diaries, notes, journals, annotation material, records from tutorials / seminars / critiques, etc
- an organised portfolio of material relevant to the identified progression routes
- personal supporting information e.g. personal statements, curriculum vitae, letters of support, etc
- records of critical interaction with others, e.g. mock interviews, witness statements, etc

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	J/601/4205 Information and interpretation in art, design and media
Level	3
Credit Value	12
Guided Learning Hours	60
Unit Summary	Creative practitioners use their understanding of the contemporary visual world and their awareness of historical developments to inspire and inform their own creative work. This unit will enable learners to begin to develop their own understanding of contemporary and historical contexts. They will be able to use this awareness to begin to develop their own creative intentions in preferred pathways
Learning Outcomes (1 to1) <i>The learner will</i>	Assessment Criteria (1.1 to 1.4) <i>The learner can</i>
1. Interpret and evaluate the work of others to support their own creative development	1.1 Undertake research into the work of others 1.2 Identify the characteristics of the work of others and evaluate its relevance to their own development 1.3 Demonstrate an awareness of different approaches to creative activity within the work of others 1.4 Demonstrate the ability to communicate knowledge through visual and textual language

SUPPORTING UNIT INFORMATION

J/601/4205 Information and interpretation in art, design and media - Level 3

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

R/601/4207 Combined experimental studies in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

K/601/4214 Combined experimental studies in art, design and media

M/601/4215 Media development in art, design and media

Learners should understand

- how to use research skills in the exploration of a range of creative disciplines
- the characteristics of a range of others' work, e.g. conceptual, formal, emotive
- there are different approaches to creative activity, e.g. designer, craftsman, artist
- how to draw on others' work as inspiration and reference in developing ideas
- how to use visual and textual language to communicate information and knowledge

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to begin to develop a more personal direction to the development of their work.

The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in the Indicative Content

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- investigations into creative activities including ideas, materials, techniques and processes, e.g. workbooks, note books, visual development sheets, digital material, samples, test pieces
- deconstruction and reconstruction of ideas, products and texts, e.g. reports, critical investigations
- analysis and evaluation, e.g. personal reflective diary, essays, reports, records from tutorials/ seminars/critiques, peer group assessments and visits

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	R/601/4207 Combined experimental studies in art, design and media
Level	3
Credit Value	12
Guided Learning Hours	60
Unit Summary	Creating successful art, design and communication work involves a selective synthesis of skills, processes and understanding. In this unit, learners will learn how to bring together their skills in working with media and techniques, develop their ability to select research methods and processes and to apply their understanding of the creative process
Learning Outcomes (1 to 2) <i>The learner will</i>	Assessment Criteria (1.1 to 2.4) <i>The learner can</i>
1. Combine skills, processes and understanding in order to identify and develop creative intentions	1.1 Carry out substantial experimentation with chosen media, techniques and processes 1.2 Apply understanding when selecting and applying research methods and approaches to meet identified objectives 1.3 Apply understanding of chosen media in selecting and using suitable working processes
2. Plan and realise outcomes	2.1 Produce work outcomes demonstrating a synthesis of skills, processes and understanding 2.2 Maintain a commitment to developing creativity and getting results through determination and application 2.3 Use interpretation and evaluation to inform actions and progress results 2.4 Organise and appropriately present work outcomes and the working processes undertaken

SUPPORTING UNIT INFORMATION

R/601/4207 Combined experimental studies in art, design and media - Level 3

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

K/601/4214 Combined experimental studies in art, design and media

M/601/4215 Media development in art, design and media

Learners should understand

- Ways of developing work programmes from research through to conclusion and review
- How to select working methods, media and associated techniques and technology
- How to apply understanding of chosen media in selecting and using suitable working processes
- How to maintain a commitment to developing creativity and getting results through determination and application
- How to make decisions in response to the identification of personal theories
- How to use analysis and evaluation to push ideas forward

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work. The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in the Indicative Content

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- proposals for in depth experimental work within a chosen pathway, within given aims, objectives and deadlines, e.g. workbooks, personal reflective diaries
- records of extended personal work outcomes, e.g. substantial developmental work and completed outcomes demonstrating the synthesis of skills processes and understanding
- records of self development, e.g. workbooks, personal reflective diaries, annotations, records from tutorials and peer group discussions

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	Y/601/4208 Media development in art, design and media
Level	3
Credit Value	12
Guided Learning Hours	60
Unit Summary	The choice of media and materials has an influence on learner's appreciation of the form, nature and function of images and objects. In this unit, learners will explore how their own ideas development and practice can be influenced by the ways in which they exploit the characteristics and properties of chosen media and materials
Learning Outcomes (1 to 1) <i>The learner will</i>	Assessment Criteria (1.1 to 1.4) <i>The learner can</i>
1. Use and evaluate a range of media and materials	1.1 Select and use a range of media and materials 1.2 Identify the characteristics of the selected media and materials and evaluate their relevance to support their own development 1.3 Use the evaluation of the characteristics of different media and materials to inform own practice 1.4 Articulate understanding and knowledge of media and materials through visual and textual means

SUPPORTING UNIT INFORMATION

Y/601/4208 Media development in art, design and media – Level 3

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

R/601/4207 Combined experimental studies in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

K/601/4214 Combined experimental studies in art, design and media

M/601/4215 Media development in art, design and media

Learners should understand

- how to independently select, research, and evaluate media and materials to suit creative intentions
- how to exploit the potential and limitations of selected media and materials in own work
- how to use knowledge and understanding of media and materials to explore alternative and diverse ideas and forms in images and objects
- how to communicate critical understanding of media and material in both visual and textual language

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work. The learning for this unit should be delivered, through a range of appropriately structured activities and assignments both course and learner initiated.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in the Indicative Content

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- records of research into selected media in appropriate formats, e.g. workbooks, visual and textual studies, samples, test pieces, models, etc
- in depth and wide ranging developmental work in relevant formats, e.g. preparatory studies, development studies, artefacts, etc
- analysis and evaluation, e.g. personal reflective diary, annotations, reports, records from tutorials /seminars/critiques

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria.

Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	D/601/4209 Personal confirmatory study in art, design and media
Level	4
Credit Value	40
Guided Learning Hours	240
Unit Summary	In this unit learners will bring together their skills, knowledge and understanding to carry out a personal confirmatory study. They will be required to manage their own personal learning and development. Learners should support their creative and technical skills by extending their knowledge, experience and understanding through researching and recording their insights into those aspects of contemporary and historical practice which relate to their own creative intentions. They will be required to identify their project aims and objectives, clarify and agree the scope of the work, and manage their time and resources to achieve a final outcome
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.2) <i>The learner can</i>
1. Produce a proposal for a personal confirmatory study	1.1 Produce a proposal for a personal confirmatory study in no less than 500 words to include <ul style="list-style-type: none"> • reflection on progress and achievement to date • clearly identified aims and objectives 1.2 Identify and negotiate resource implications
2. Complete a personal confirmatory study within a defined time frame	2.1 Plan and carry out research within the chosen context 2.2 Record research evidence using a range of techniques and processes to include a bibliography 2.3 Demonstrate an informed contextual awareness 2.4 Plan and manage work to meet identified aims and objectives within an agreed timeframe 2.5 Progress work through a synthesis of ideas, skills, knowledge, experience, materials and processes 2.6 Use analysis and evaluation to support the development of ideas and creative activity 2.7 Record the process of work development

	2.8 Select, prepare, organise, and display work
3. Reflect on and evaluate their personal confirmatory study	3.1 Analyse their personal confirmatory study against their stated intentions 3.2 Evaluate achievements identifying opportunities for future personal and professional developments

SUPPORTING UNIT INFORMATION

D/601/4209 Personal confirmatory study in art, design and media - Level 4

INDICATIVE CONTENT

This unit aims to provide learners with an opportunity to independently initiate, research, and complete a personal confirmatory study which extends their understanding of, and creative skills within, a chosen professional context. The choice of the subject, subsequent research, and all relevant activity will be defined by the learner.

Learners should understand

- visual and textual research techniques and how to apply them within their chosen context
- the need for research which has appropriate depth and breadth within their chosen context
- how to use a range of recording techniques and associated working processes
- how to integrate theoretical understanding and practical activity
- how to use skills in analysis and evaluation to develop ideas
- how to develop creativity within a chosen context
- how to use skills in working processes to achieve identified goals
- how to evaluate their working methods and processes to identify opportunities for additional development and improvement
- how to manage their actions to achieve identified goals within a given time frame
- how to use selection and organisation to prepare and display their personal confirmatory study in a professional manner
- how to evaluate the completed personal confirmatory study

This unit is common to both the ABC Level 3 and Level 4 Foundation Diplomas in Art, Design and Media

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit constitutes the Confirmatory Stage of the Diploma. Work for this unit will lead to the production of a personal confirmatory study

At the start of this stage, learners will be required to produce a statement of intent which will define the anticipated direction and breadth of their activities for their personal confirmatory study. To contextualise their chosen programme of activity the statement will also record the evolution of their professional interests and aspirations during stages 1 and 2.

Appropriate consultation and negotiation of resources will be necessary.

Once learners' Statements of Intent have been agreed internally, they will be responsible for organising and directing their own programme of activity.

Learning support will only be provided through tutorials and seminars.

The aims and aspirations of all learners, including those with special needs, should be considered and appropriate support mechanisms need to be in place.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

This unit is graded Pass, Merit and Distinction, and determines the final overall grade awarded for both the Level 3 and Level 4 Diplomas.

To achieve a Pass grade, learners must achieve all the Learning Outcomes and Assessment Criteria in the unit details. To achieve a Merit or Distinction Grade, learners must achieve additional grading criteria which can be found in Appendix 1 of this specification

EVIDENCE OF ACHIEVEMENT

For this unit a statement of intent must be produced. It must be a minimum of 500 words but it is suggested that it should not exceed 700 words.

Other evidence is not prescribed. It could contain

- Workbooks
- A reflective diary
- Journals
- Research work, related material and processes
- Visual development work, related material and processes
- Completed art, design, media, images and artefacts
- Records of tutorials/seminars
- Witness statements by staff
- Self evaluation

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria.

Evidence can be presented in any appropriate format including electronic.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme. Appropriately equipped and updated Art, Design and Media Studios and Workshops including sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

There should also be access to IT facilities and appropriate information and research sources including the Internet.

Unit Title	H/601/4213 Information and interpretation in art, design and media
Level	4
Credit Value	12
Guided Learning Hours	60
Unit Summary	Creative practitioners use their understanding of the contemporary visual world and their awareness of historical developments to inspire and inform their own creative work. This unit will enable learners to develop their own critical understanding of contemporary and historical contexts. They will be able to use this awareness to consciously support their own creative practice in preferred pathways
Learning Outcomes (1 to 1) <i>The learner will</i>	Assessment Criteria (1.1 to 1.5) <i>The learner can</i>
1. Interpret and evaluate the work of others to support own creative development	1.1 Undertake broad, in depth, research into the work of others 1.2 Analyse the characteristics of the work of others and evaluate its relevance to support their own creative development 1.3 Through interpretation and evaluation demonstrate an informed awareness of creative activity in the work of others 1.4 Demonstrate the ability to articulate critical understanding and knowledge through visual and textual language 1.5 Use practical and theoretical understanding of the work of others to inform and develop own practice

SUPPORTING UNIT INFORMATION

H/601/4213 Information and interpretation in art, design and media – Level 4

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

R/601/4207 Combined experimental studies in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

K/601/4214 Combined experimental studies in art, design and media

M/601/4215 Media development in art, design and media

Learners should understand

- how to use research skills in the exploration of a range of creative disciplines
- the characteristics of a range of others' work e.g. conceptual, formal, emotive, etc
- the range of different approaches to creative activity e.g. designer, craftsperson, artist, etc
- how to develop skills in analyse, interpretation and evaluation and how to draw on others' work as inspiration and reference in developing ideas
- how to coherently marshal ideas and arguments to communicate critical understandings in both visual and textual language

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in the Indicative Content

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work.

The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning with other units in this Pathway Stage

METHODS OF ASSESSMENT AND EVIDENCE OF ACHIEVEMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in the Indicative Content.

Evidence is not prescribed. It could typically include

- investigations into creative activities including ideas, materials, techniques and processes, e.g. workbooks, note books, visual development sheets, digital material, samples, test pieces
- deconstruction and reconstruction of ideas, products and texts, e.g. reports, critical investigations
- analysis and evaluation, e.g. personal reflective diary, essays, reports, records from tutorials / seminars/critiques, peer group assessments and visits

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	K/601/4214 Combined experimental studies in art, design and media
Level	4
Credit Value	12
Guided Learning Hours	60
Unit Summary	Creating successful art, design and communication work involves a selective synthesis of skills, processes and understanding. In this unit, learners will learn how to bring together their skills in working with media and techniques, develop their ability to select, analyse and adapt research methods and processes and apply to their understanding of the creative process
Learning Outcomes (1 to 2) <i>The learner will</i>	Assessment Criteria (1.1 to 2.4) <i>The learner can</i>
1. Combine skills, processes and understanding in order to identify and develop creative intentions	<p>1.1 Carry out radical and extensive experimentation with chosen media, techniques and processes</p> <p>1.2 Apply analysis when selecting and prioritising research methods and approaches to meet self identified and complex objectives</p> <p>1.3 Apply in depth understanding of chosen media in selecting, adapting and using suitable working processes</p>
2. Plan and realise outcomes	<p>2.1 Produce self determined work outcomes demonstrating a synthesis of skills, processes and understanding</p> <p>2.2 Maintain a commitment to independently developing creativity and managing results through determination application and reflection</p> <p>2.3 Use analysis and evaluation to make decisions in response to the identification of personal theories, inform actions and progress results</p> <p>2.4 Organise and appropriately present work outcomes and the working processes undertaken</p>

SUPPORTING UNIT INFORMATION

K/601/4214 Combined experimental studies in art, design and media - Level 4

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

R/601/4207 Combined experimental studies in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

M/601/4215 Media development in art, design and media

Learners should understand:

- ways of developing work programmes from research through to conclusion and review
- how to select working methods, media and associated techniques and technology
- how to apply understanding of chosen media in selecting and using suitable working processes
- how to maintain a commitment to developing creativity and getting results through determination and application
- how to make decisions in response to the identification of personal theories
- how to use analysis and evaluation to push ideas forward

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content.

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work. The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in Indicative Content.

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- proposals for in depth experimental work within a chosen pathway, including records of learner identified aims, objectives and deadlines, e.g. workbooks, personal reflective diaries
- records of in depth experimental work, e.g. preparatory work, studies and final outcomes, self directed and in response to given briefs
- records of self development, e.g. workbooks, personal reflective diaries, annotations, records from tutorials and peer group discussions

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Unit Title	M/601/4215 Media development in art, design and media
Level	4
Credit Value	12
Guided Learning Hours	60
Unit Summary	The choice of media and materials has an influence on learner's appreciation of the form, nature and function of images and objects. In this unit, learners will independently explore how their own ideas development and practice can be influenced by the ways in which they exploit the characteristics and properties of chosen media and materials
Learning Outcomes (1 to 1) <i>The learner will</i>	Assessment Criteria (1.1 to 1.4) <i>The learner can</i>
1. Use and evaluate a range of media and materials	<p>1.1 Select, adapt and use a broad range of media and materials</p> <p>1.2 Identify and analyse the characteristics of the selected media and materials and evaluate their relevance to support their own development</p> <p>1.3 Use evaluation of the characteristics of a wide range of different media and materials to inform and develop own practice</p> <p>1.4 Articulate critical understanding and knowledge of media and materials through visual and textual means</p>

SUPPORTING UNIT INFORMATION

M/601/4215 Media development in art, design and media - Level 4

INDICATIVE CONTENT

This unit forms part of the Pathway Stage of the Diploma along with unit T/601/4202 Personal preparation and progression in art, design and media and the following optional units in line with the Rules of Combination for the Level 3 Foundation Diploma in Art, Design and Media

Option Group A units at Level 3

J/601/4205 Information and interpretation in art, design and media

R/601/4207 Combined experimental studies in art, design and media

Y/601/4208 Media development in art, design and media

Option Group B units at Level 4

H/601/4213 Information and interpretation in art, design and media

K/601/4214 Combined experimental studies in art, design and media

Learners should understand

- how to independently select, research, analyse and evaluate media and materials to suit creative intentions
- how to exploit the potential and limitations of selected media and materials in own work
- how to use informed knowledge and understanding of media and materials to explore a broad range of alternative and diverse ideas and forms in images and objects
- how to articulate and communicate critical understanding of media and material in both visual and textual language

It is important that learners understand and adopt ways of working that ensure their own and other's safety.

TEACHING STRATEGIES AND LEARNING ACTIVITIES

This unit forms part of the Pathway Stage of the Diploma linked to units highlighted above in Indicative Content.

This is where learners focus their attention on their chosen area of study or pathway. They will be encouraged to identify their own areas of interest and to develop a more personal programme of relevant study. They will be expected to recognise the importance of critically appraising not only their own creative practice but also the broader context in which they work.

Learners should maintain records of their research and critical evaluation activities.

Learners will be expected to take responsibility for developing a more self initiated and personal direction to the development of their work.

The learning for this unit should be delivered, through a range of appropriately structured activities and assignments.

Centres should adopt a delivery approach which supports the development of their particular learners. The aims and aspirations of all learners, including those with identified special needs, including learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

It is important that learning for this unit is integrated with learning in other units in this Pathway Stage.

METHODS OF ASSESSMENT

This unit will be internally assessed, internally and externally moderated via a learner's portfolio and other related evidence, against the unit outcomes and assessment criteria.

The assessment activities for this unit must be combined with the units in the Pathway Stage highlighted above in Indicative Content.

EVIDENCE OF ACHIEVEMENT

Evidence is not prescribed. It could typically include

- records of research into selected media in appropriate formats, e.g. workbooks, visual and textual studies, samples, test pieces, models, etc.
- in depth and wide ranging developmental work in relevant formats, e.g. preparatory studies, development studies, artefacts, etc.
- analysis and evaluation, e.g. personal reflective diary, annotations, reports, records from tutorials /seminars/critiques

This is not an exhaustive list and learners should be encouraged to develop the most appropriate evidence to demonstrate their achievement of the learning outcomes and assessment criteria. Evidence can be presented in electronic format if appropriate.

ADDITIONAL INFORMATION

Centres must have appropriate physical resources to successfully implement the programme including appropriately equipped and updated Art, Design and Media Studios and Workshops, IT facilities and appropriate information and research sources. Sufficient dedicated access in key resource areas and an adequate flexible or open access provision in more specialist areas is required.

Appendices

Appendix 1 Grading Criteria

Grading Criteria for Unit D/601/4209 Personal confirmatory study in art, design and media

To achieve a pass grade for this unit, learners must achieve all learning outcomes and assessment criteria.

Confirmatory Stage Grading criteria for Unit D/601/4209 Personal confirmatory study in art, design and media	
Merit Grade To achieve a Merit grade the evidence will have to show that, in addition to meeting the pass criteria, the learner can	Distinction Grade To achieve a Distinction grade the evidence will have to show that, in addition to meeting the pass and merit criteria, the learner can
M1. Demonstrate commitment and initiative in the management of wide ranging research, recording clear and informed perceptions M2. Use research material to creatively support the development of a range of predominately personal ideas relevant to the stated aims and objectives M3. Manage the development, organisation and execution of the personal confirmatory study consistently, efficiently and creatively M4. Demonstrate well developed levels of skill and control with materials and processes M5. Demonstrate consistency and effectiveness in the use of analysis to evaluate and support the final confirmatory study All criteria must be met to achieve this grade.	D1. Demonstrate commitment and initiative in the management of wide ranging and in depth research, imaginatively recording clear, informed and reflective perceptions D2. Use research material to creatively support the development of an extensive range of distinctly personal ideas relevant to the stated aims and objectives D3. Manage the development, organisation and execution of the personal confirmatory study with exceptional consistency, efficiency and creativity D4. Demonstrate exceptionally developed levels of skill and control with materials and processes D5. Demonstrate consistency and effectiveness in the use of analysis to perceptively evaluate and creatively support the final confirmatory study All criteria must be met to achieve this grade.

This grading determines the overall grade of the qualification.

Accreditation of Prior Learning (APL), Exemption and Credit Transfer

ABC encourages its centres to recognise the previous achievements of learners through Recognition of Prior Learning (RPL), Exemption and Credit Transfer. Prior achievements may have resulted from past or present employment, previous study or voluntary activities. Centres should provide advice and guidance to the learner on what is appropriate evidence and present that evidence to the external moderator in the usual way.

Learners who have achieved equivalent units in ABC Awards NQF version of this qualification 500/3766/3 ABC Level 3 Diploma in Foundation Studies in Art, Design and Media may claim exemption.

Learners who achieve equivalent units in the following QCF qualifications may claim credit transfer:

500/7928/1 EDEXCEL BTEC Level 3 Foundation Diploma in Art and Design
500/5316/4 UAL Level 3 Diploma in Art and Design

Certification

Learners will be certificated for all units and qualifications they achieve.

ABC's policies and procedures are available on the ABC web site.