

Unit 3: Awareness of Converging Digital Technology in the Creative Media Sector

Unit code: Y/600/9039

QCF level: 3

Credit value: 6

Guided learning hours: 40

Unit aim

The aim of this unit is for the learner to develop an awareness of the current use of digital technology and the implications of converging technology in the Creative Media sector. The learner will also learn how to exploit converging technology to reach new audiences and generate revenue.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

On completion of this unit a learner should:

Learning outcomes Assessment criteria

1 Understand the use of digital technology within the Creative Media sector

1.1 Describe the uses of digital technology within the Creative Media sector and the relationships this has created between industries in the sector

1.2 Describe key Intellectual Property and copyright issues, related to digital technology and content creation

2 Understand the implications of converging technology on the workforce in a particular Creative Media industry

2.1 Explain what is meant by 'converging technology'

2.2 Explain the impact of converging technology on the workforce within a specific Creative Media industry

3 Know how converging technology has been exploited to reach new audiences and generate revenue

3.1 Describe the changing expectations of audiences and consumers within a chosen Creative Media industry

3.2 Describe examples of how ideas for multi-platform content have been used to reach new audiences and generate revenue

3.3 Describe examples of commissioning processes and funding opportunities in relation to converging technology

4 Be able to plan a research exercise to test an idea for exploiting converging technology

4.1 Explain opportunities for exploiting converging technology

4.2 Research and plan a test for an identified opportunity

4.3 Carry out planned test and evaluate and present the findings

