

Unit 4: Professional Behaviour in the Creative Media Sector

Unit code: L/600/9040

QCF level: 3

Credit value: 5

Guided learning hours: 30

Unit aim

The aim of this unit is to prepare the learner with an understanding of appropriate behaviours and conduct in the workplace and how to plan to deliver effectively. The unit also assesses the learner's understanding of the importance of CPD.

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 appropriate conduct for a particular Creative Media workplace

1.1 Describe and compare the cultures of different Creative Media workplaces

1.2 Describe examples of challenging behaviours and issues in the workplace

1.3 Explain the role of the key people to inform in relation to these examples

1.4 Explain the impact of different behaviours and conduct in the workplace

2 Know how to plan and manage workload

2.1 Describe effective time management skills needed to plan workload

2.2 Describe how to specify and agree timescales, budgets and resources

2.3 Explain how to construct a simple project plan

2.4 Explain the use of a contingency plan

2.5 Explain the importance of storing work, using version control and observing file naming conventions

3 Understand the importance of continuous professional development

3.1 Explain what is meant by 'continuous professional development'

3.2 Create and justify a personal development plan

3.3 Describe opportunities for training and development and explain the relevance

