

# Unit 8: Creative Media Industry Awareness

Unit code: K/600/8509

QCF level: 3

Credit value: 4

Guided learning hours: 25

## Unit aim

The aim of this unit is for the learner to develop understanding of how the Creative Media sector is structured; the role of a specific team; and individual roles and responsibilities within a Creative Media life cycle.

## 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 Know how the Creative Media sector is structured***

1.1 Describe the industries within the Creative Media sector

1.2 Describe cross-industry ownership in the Creative Media sector

1.3 Explain the relevant relationships between a range of industries within the Creative Media sector

### **2 Understand a specific Creative Media project life cycle**

2.1 Describe the stages of a specific Creative Media project life cycle

2.2 Explain and justify resources required for a specific project

### **3 Understand the role of a specific team within the organisation of which it is part**

3.1 Describe the vision, mission and values of a specific Creative Media organisation

3.2 Describe how a specific Creative Media organisation is funded, governed and regulated

3.3 Explain the role of a specific team within the organisation

3.4 Explain the relationship between the specific team and others within the organisation

**4 Understand individual team roles and responsibilities within a specific project life cycle**

4.1 Explain the individual roles within a specific team

4.2 Explain their responsibilities and outputs within a specific project life cycle

4.3 Describe examples of interdependence between team members