



THE WORLD OF WORK

Unit 11: Preparing for Progression in Creative Media Production

UAL Level 3 Extended Creative Media Production and Technology

Start Date: 6th January 2021

Deadline: 12th February 2021

Project Length: 6 weeks

Internal Verifier: Matthew Anderson

Referral Week: 24th February 2021

THE INDUSTRY

The media industry has thousands of job roles both in front of, and behind the camera. There are many more job opportunities than the director and cinematographer, and each of these bring their specialist skills to help bring the final product together. The aim of this unit is help you map the appropriate skills needed to reach those roles, and use this to prepare for your own upcoming further work and study plans.



THE BRIEF

You will research job roles and skillsets and produce a showreel, portfolio and CV in preparation for securing this position. You will analyse the structure, intent and implementation of showreels, consider your authentic voice and prepare for a mock job interview, where you will be expected to demonstrate an understanding of professional conduct and practice.

THE TASKS

To complete this unit, you **must** submit the following:

TASK 1 – Career Plan (1.1)

You will research your chosen specialism and develop an actionable and realistic career plan to help you reach these goals. This can be linked to future study or work aims, and must focus on the skillset required and the deliverables needed to help you succeed.

TASK 2 – Showreel (2.1)

You will critically analyse your previous work and use it to identify a set purpose and voice which can be applied to your showreel. You will secure peer and tutor feedback on your first draft to ensure it is as effective as possible, using this to create a showreel which has demonstrable benefit in your future interview and application processes.

TASK 3 – Media Interview (2.2, 3.1)

You will take part in a mock job interview where you will be expected to conduct yourself professionally, dress appropriately and answer questions under pressure. You will be marked on your professionalism, your timekeeping and ability to apply what you have learnt to this situation.

TASK 4 – UCAS Application (1.2)

You will submit an application to UCAS for further education study.





ASSESSMENT CRITERIA

Unit 11: Preparing for Progression in Creative Media Production

Level: 3
Credit Value: 18

Unit Aim: This unit will require the student, through a process of research, dialogue, reflection and evaluation, to identify and prepare for specific higher education or employment progression routes appropriate to their ambitions. The unit will give students the opportunity to explore aspects of business, entrepreneurship and marketing and enable the student to demonstrate the requisite practical, intellectual and communication skills necessary for progression.

Learning Outcomes:

1. Understand progression routes and related application processes
2. Understand communication, skills and knowledge for progression routes
3. Be able to use promotion and presentation skills and knowledge to make applications for future study or work.

REACHING HIGHER GRADES

- In order to achieve a **PASS** you must submit **all** of the requirements for each task listed in the bullet points to a **SATISFACTORY** standard.
- In order to achieve a **MERIT**, you must submit **all** of the requirements to a **HIGH** standard. All of your work must be delivered to this level in order to gain this grade.
- In order to achieve a **DISTINCTION**, you must submit **all** of the requirements to a **VERY HIGH** standard. All of your work must be delivered to this level in order to achieve this grade.



To produce work that is of a HIGH or VERY HIGH standard, you should aim to:

1. Critically analyse different ways of working within the media industry in and apply this to an actionable plan for your own progression.
2. Create a distinct and consistent sense of style across your different communication methods of showreel and portfolio both in terms of design and tone.
3. Conduct yourself professionally in your interview, demonstrating detailed knowledge of your job position and the ethical and legal frameworks associated with the position.

Class Timetable

Week	Homework
What is a showreel?	h/w: collect 'best work' for editing into showreel next week.
Showreel practical	h/w: List key skills and research skills required for job role for next week.
Portfolio Extended	h/w: complete showreel edit.
Interview Prep	h/w: rehearse and prepare for mock interview next week.
Mock Interview	h/w: Write 400 reflection on how the interview went.
Career Plan	h/w: Final deadline.

Reading List

You will need to conduct some extra research in this project to best support your chances of success. Many more are listed on the course website, but you should become familiar with:

- Screenskills.com
- MyFirstJobInFilm.co.uk
- BFI Academy