

# Creative Media: Modern Apprenticeship

**Bring your brand to life. Make your brand stand out with professional video, audio and image content.**

This Creative Media Diploma includes areas such as social media marketing communications and video journalism. This course will give employees the ability to develop their own professional practice, and working with digital media. In addition, the Creative Media Apprenticeship includes managing and marketing yourself as a freelancer and ensuring your own actions reduce risks to health and safety in a creative industry environment

## Entry Requirements:

- Learners must be aged 16-24 to qualify for funding.
- Learners must have a willingness to learn and develop.
- Learners may be eligible for funding up to aged 29 if they are care-experienced or have a disability.

**Call 01355 698 011 to get started today!**



# What does it Involve?

- Units such as Present Ideas and Information to Others in the Creative Industries and Work Effectively with Others in the Creative Industries teach learners how to work in creative teams.
- Work with Digital Media, Prepare Image Output and Write for Print and Online Distribution develops the learners creative skills.
- Other units can be chosen for creatives who work with audio, video, photo, radio and podcasts.

## An Ideal Qualification for:

- Marketing Executives
- Social Media Administrators
- Online Content Creators
- Photographers/Videographers
- Website Developers
- Online Advertisers

**“Amazing experience with Sixth Sense Training. My assessor was very helpful, and always around when needed.”**

**Robbie Lyons**  
Rainbow Rooms International

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# SCQF 7 Qualification Structure

| Mandatory Units: Candidates must complete 7 units from this group |          |                                                                        |            |              |
|-------------------------------------------------------------------|----------|------------------------------------------------------------------------|------------|--------------|
| SQA Code                                                          | SSC Code | Title                                                                  | SCQF Level | SCQF Credits |
| J3Y3 04                                                           | CDM1     | Present Ideas and Information to Others in the Creative Industries     | 7          | 6            |
| J3Y4 04                                                           | CDM2     | Work Effectively with Others in the Creative Industries                | 6          | 4            |
| J3Y5 04                                                           | CDM3     | Develop Own Professional Practice in the Creative Industries           | 7          | 6            |
| J3Y6 04                                                           | CDM4     | Manage Media Content, Data and Information                             | 6          | 6            |
| J3Y7 04                                                           | CDM5     | Comply with Legal Requirements for Creative Media                      | 7          | 7            |
| J3Y8 04                                                           | CDM6     | Manage and Market Yourself in the Creative Industries                  | 7          | 7            |
| J465 04                                                           | CDM7     | Ensure Responsibility for Actions to Reduce Risks to Health and Safety | 6          | 3            |

| Optional Units: Candidates must complete 5 units from this group |       |                                                                               |   |   |
|------------------------------------------------------------------|-------|-------------------------------------------------------------------------------|---|---|
| J3Y9 04                                                          | CDM8  | Write Text-Based Material for Multi-Platform Use                              | 7 | 5 |
| J3YA 04                                                          | CDM9  | Support Pre-Production Activities on a Film or Television Production          | 7 | 6 |
| J3YB 04                                                          | CDM10 | Identify Sources of Information and Present Findings to Meet a Research Brief | 6 | 5 |
| J3YC 04                                                          | CDM11 | Prepare Camera Equipment for the Production                                   | 5 | 4 |
| J3YD 04                                                          | CDM12 | Ingest Material for Editing                                                   | 6 | 7 |
| J3YE 04                                                          | CDM13 | Record Audio                                                                  | 7 | 5 |
| J3YF 04                                                          | CDM14 | Edit and Mix Audio Content                                                    | 7 | 6 |
| J3YG 04                                                          | CDM15 | Undertake Research for Radio and Audio Content                                | 6 | 5 |

# SCQF 7 Qualification Structure

| SQA Code | SSC Code | Title                                                                                                    | SCQF Level | SCQF Credits |
|----------|----------|----------------------------------------------------------------------------------------------------------|------------|--------------|
| J3YH 04  | CDM16    | Operate a Radio and Audio Studio                                                                         | 6          | 7            |
| J3YJ 04  | CDM17    | Present a Radio or Audio Programme or Podcast                                                            | 7          | 7            |
| J3YK 04  | CDM18    | Prepare for and Conduct Interviews in Creative Media                                                     | 6          | 4            |
| J3YL 04  | CDM19    | Comply with Codes of Conduct, Regulations and Standards when Working in Radio and Audio Content Creation | 7          | 6            |
| J3YM 04  | CDM20    | Comply with Codes of Conduct, Regulations and Standards when Working in Journalism                       | 7          | 6            |
| J3YN 04  | CDM21    | Undertake Technical Adjustments of Images                                                                | 6          | 7            |
| J3YP 04  | CDM22    | Communicate Using Marketing/Sales Channels                                                               | 6          | 5            |
| J3YR 04  | CDM23    | Record Audio and Video Material                                                                          | 6          | 5            |
| J3YS 04  | CDM24    | Edit Audio and Video Material                                                                            | 7          | 6            |



Get Started with an Apprenticeship

[www.sixthsense.scot/creative-media](http://www.sixthsense.scot/creative-media)