

Applied Art, Design and Media

National First Award

National Award

National Certificate

Mandatory units

Unit 1 Working as a team in applied art, design and media

Unit 2 Investigating the applied art, design and media sector

Unit 3 Introducing practical skills in applied art, design and media

Unit 4 Investigating options for work in applied art, design and media*

Unit 5 Communication skills in applied art, design and media**

Unit 6 Problem solving in applied art, design and media***

Introduction

The OCR Level 1 National First Award, National Award and National Certificate in Applied Art, Design and Media have been developed to provide candidates with an introduction to the skills, knowledge and understanding required to prepare for work in the applied art, design and media sectors. They have also been designed to help candidates develop their personal skills in the areas of team working, career planning, communication and problem solving. They accredit candidates' abilities to carry out a range of tasks and have been designed to accredit candidates' achievements in a modern, practical way that is relevant to the workplace.

The OCR Level 1 National First Award, National Award and National Certificate in Applied Art, Design and Media are qualifications that have been accredited by QCDA to the National Qualifications Framework.

* To achieve the OCR Level 1 National First Award, candidates must achieve mandatory units 1 – 4

** To achieve the OCR Level 1 National Award, candidates must achieve mandatory units 1 – 5 plus optional units

*** To achieve the OCR Level 1 National Certificate, candidates must achieve mandatory units 1 – 6 plus optional units

Unit content

Mandatory units

- Unit 1 Working as a team in applied art, design and media
- Unit 2 Investigating the applied art, design and media sector
- Unit 3 Introducing practical skills in applied art, design and media
- Unit 4 Investigating options for work in applied art, design and media
- Unit 5 Communication skills in applied art, design and media
- Unit 6 Problem solving in applied art, design and media

Optional units

Applied Art and Design specialist pathway

- Unit 7 Working in 2D
- Unit 8 Working in 3D
- Unit 9 Working to design briefs
- Unit 10 Introducing fine art
- Unit 11 Introducing fashion and textiles
- Unit 12 Introducing graphic design
- Unit 13 Creative studies

Media specialist pathway

- Unit 14 Introducing music in television, film and radio
- Unit 15 Introducing new media
- Unit 16 Introducing radio
- Unit 17 Introducing television and video
- Unit 18 Introducing film
- Unit 19 Introducing publishing
- Unit 20 Introducing photography

Approval and funding

The OCR Level 1 National First Award, National Award and National Certificate in Applied Art, Design and Media have been accredited at Level 1 of the National Qualifications Framework and are eligible for funding under the Learning and Skills Council's Section 96/97 arrangements.

Qualification structure

Candidates can be entered for the OCR Level 1 National First Award, National Award and National Certificate in Applied Art, Design and Media in a variety of ways:

- **For the full qualification**
- **For an individual unit**

For the OCR Level 1 National First Award in Applied Art, Design and Media, candidates **must** achieve mandatory units 1 – 4.

For the OCR Level 1 National Award in Applied Art, Design and Media, candidates **must** achieve mandatory units 1 – 5 and complete three optional units.

For the OCR Level 1 National Certificate in Applied Art, Design and Media, candidates **must** achieve mandatory units 1 – 6 and complete six optional units.

Candidates may also take units from the complementary optional unit list. This list contains units from unrelated sector areas that are complementary to a programme of study that focuses on applied art, design and media. **One** unit from this list may be taken within the National Award. **Two** units from this list may be taken within the National Certificate. The list can be found in the Tutor's Handbook.

Where candidates have gained Distinction and/or Merit grades for some units in the Level 1 National Award or National Certificate, they may still achieve a full qualification even if they have failed one or two optional units. Further details of the compensation that applies to these awards can be found in the Tutor's Handbook.

For candidates attempting individual units, unit achievement will be individually certificated.

Specialist pathways in the National Certificate

If a candidate achieves a minimum Pass grade for at least four of the six optional units from either specialist pathway, the National Certificate will be endorsed with the pathway specialism.

To achieve an **OCR Level 1 National Certificate in Applied Art, Design and Media (Applied Art and Design)** candidates must achieve:

- six mandatory units
- at least four optional units from Units 7-13
- up to two different optional units.

To achieve an **OCR Level 1 National Certificate in Applied Art, Design and Media (Media)** candidates must achieve:

- six mandatory units
- at least four optional units from Units 14-20
- up to two different optional units.

Form of assessment

All units are centre-assessed and externally moderated by an OCR Visiting Moderator. All units are graded: Pass, Merit, Distinction, Fail.

Full award certificates will be graded: Pass, Merit, Distinction.

Progression routes

Progression into employment

These qualifications are designed to offer candidates the opportunity to develop skills, knowledge and understanding that will prepare them for entry into employment at trainee level within some health and social care environments. Many such candidates would normally enter employment through a work-related training programme after first achieving a related qualification at Level 2.

Progression to further qualifications

These qualifications have been designed to develop the skills, knowledge and understanding required to enable progression to further qualifications.

For example, candidates who achieve these qualifications will be prepared to undertake additional Level 1 qualifications or undertake Level 2 qualifications part-time or full-time in further education.

Qualification support

The **Tutor's Handbook** offers centres a comprehensive guide to the structure and administration of these qualifications.

Our website, www.ocr.org.uk, contains all the most up-to-date and relevant information about the qualifications. This includes the Tutor's Handbook and model assignments.

OCR runs regular programmes of training workshops for tutors to help centres maintain best practice in their delivery of these qualifications. For more details contact OCR Training on 024 76 496398.

If in doubt over any aspect of the specifications, assessment or administration for these qualifications, please contact OCR's Customer Contact Centre in Coventry where staff will be available to help. Telephone 024 76 851509.

Fees

Centre approval Free

Candidate entry For current fees consult the Administrative Guide to OCR Nationals (A028)

What to do next?

To seek approval to offer the qualification(s), please apply on-line following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential candidates and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the candidates and a smooth running centre operation

For further information, please get in touch with our **Customer Contact Centre** by phone: **(024 7685 1509)**; email: vocational.qualifications@ocr.org.uk; or in writing: **OCR Customer Contact Centre, OCR, Westwood Way, Coventry, CV4 8JQ.**

A summary of how the approval process works is provided in our **Admin Guide for Vocational Qualifications** (publication ref. code: A850). Our **Fees List** contains the charges for centre evaluation, candidate entries and certification. Both documents are available to download from our website www.ocr.org.uk

www.ocr.org.uk

OCR customer contact centre

Vocational qualifications

Telephone 024 76 851509

Facsimile 024 76 851633

Email vocational.qualifications@ocr.org.uk

General qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

OCR

1 Hills Road, Cambridge CB1 2EU

Telephone 01223 552552

Facsimile 01223 553377



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