

Unit Title: Awareness of Converging Digital Technology in the Creative Media Sector	
Level:	Two
Credit Value:	5
GLH:	40
OCNLR Unit Code:	KA2/2/LQ/003
Ofqual Unit Reference Number:	Y/600/8506

This unit has 4 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the use of digital technology within the Creative Media sector.	1.1. Identify the uses of digital technology within a specific Creative Media industry. 1.2. Outline the key copyright issues related to the use of digital technology within this specific industry.
2. Understand the implications of converging technology on the workforce in a particular Creative Media industry.	2.1. Identify what is meant by 'converging technology'. 2.2. Identify examples of converging technologies and their impact on a particular Creative Media industry.
3. Know how converging technology has been exploited to reach new audiences and generate revenue.	3.1. Identify the changing expectations of audiences and consumers within a chosen Creative Media industry. 3.2. Outline examples of how ideas for multi-platform content have been used to reach new audiences and generate revenue.
4. Be able to plan a research exercise to test an idea for exploiting converging technology.	4.1. Identify opportunities for exploiting converging technology. 4.2. Plan a test for an identified opportunity. 4.3. Carry out the planned test.

Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

P = Prescribed This assessment method *must* be used to assess all or part of the unit.

O = Optional This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	
Written question & answer/test/exam		Role play/simulation	
Essay	O	Practical demonstration	O
Report	O	Group discussion	O
Oral question and answer		Performance/exhibition	
Written description	O	Production of artefact	
Reflective log/diary		Practice file	