

## **Project Name: E-LEARNING TASTER PROJECT - CAREERS IN THE CREATIVE INDUSTRIES**

### **Amendment History:**

Version      Date              Reason for Amendment  
No.

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### **Document Distribution**

<b><i>Name</i></b>	<b><i>Location</i></b>	<b><i>Responsibility</i></b>	<b><i>Action/Information</i></b>
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Viv Bell	LLN	Progression and Learner Support Coordinator	LLN Technology Coordinator
Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott	UW	Members of the Steering Group	To approve the proposal
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Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

### **Background**

In spite of the fact that there is evidence to suggest that Creative Industries are growing faster than other areas of the economy there still remains a lack of knowledge and information about what in fact these career opportunities are and how these opportunities may be accessed and achieved successfully.

Although progression routes are identified within the creative industries towards employment within the sector as a whole there are few opportunities to isolate subject specific routes from Key stage 4 upwards and toward Higher Education (HE).

By selecting two distinct sectors in the Creative Industries we are proposing to design and develop subject specific routes as Taster pages for the Wider Horizons web site that clearly map the journey to HE for a key stage 4 student.

### **Objectives of the Project**

To create material for the LLN web based information environment “Wider Horizons” which provides information, advice and guidance to prospective HE students.

Enhance information available for specific career routes and subsequent application to HE and beyond

Help a targeted group of students succeed in achieving a place in HE

To provide a bridge between Key stage 4, FE, and HE with the objective of widening participation in HE and employment in the Arts specifically

Map and identify regional FE provision for sector specific routes into current HE regional provision in specifically Illustration and Textile Design

Provide engaging and informative material for Information Advice and Guidance (IAG) about how to progress into and through FE/HE.

To offer progressing students a taste of how, what, where and when they can access their sector specific progression route

### **Project Approach**

Action plan

1. Initial scoping:

Desk and telephone research to map regional FE provision specific to identified disciplines at HE eg from regional institutions including Worcester College of Technology, New College Bromsgrove, Kidderminster

Desk research and telephone research to map regional HE provision to match subject specific progression routes eg University of Worcester, New College Bromsgrove

2. Studio and workshop location filmmaking in identified discipline/sector areas and associated examples of work

3. In-depth examination of single case student experiences of progression

4. Recording HE tutors and practitioners information, advice and guidance re progression within sector area

5. Design and development of accompanying course information breakdown in collaboration with regional FE and HE colleges to specify appropriate progression routes

6. Design and develop student taster questionnaire in collaboration with LLN Technology coordinator

### **Scope:**

#### **A Key Products from the project**

The key product will include:

- Substantial on line resource for students supported and promoted by established web site
- Information about the availability of opportunities to develop sector specific progression skills for HE and employment

- Indications of progression opportunities from traditional and non traditional routes
- Examination of provision may identify gaps in provision and any issues preventing successful uptake of current opportunities
- Provision of subject specific HE provision for Diploma Consortia re the higher level learning opportunities
- Production of information useful to careers staff (Connexions etc) or as the basis of further development in the wider IAG arena

## **B Out of Scope**

- Any subsequent development of new material for Wider Horizons
- Uploading material onto Wider Horizons portal
- Additional work related to the development of IAG materials

## **Constraints**

Resulting IAG material will be subject/sector specific but if funding allows information on additional options will be offered

Initial uploading of resulting material will be made by LLN technical support

The rural nature of the area may make face to face discussions difficult for case studies with ex students

## **Initial Project Case**

The project proposal is to request funding to engage a film maker to document and record specific HE courses, studios and student interviews for voice over and a member of staff to undertake and coordinate the collection of mapping data, case studies, interviews with practitioners/employers in these specific fields and coordinate material for Wider Horizons.

## **Benefits of the Project**

### ***For HCA***

- To give clear information about the needs for students progressing into and through FE/HE within specific disciplines and into employment within those sectors
- To give clarity to sector specific progression routes
- To potentially enhance student recruitment and widen participation

### ***For LLN***

- Adds exciting and informative student centred IAG material to Wider Horizons
- Adds to data and information being reviewed in the progression and learner support area for sector specific career routes
- Gives a clear focus on vocational progression with the potential of creating new subject specific agreements
- Cross references sector specific progression routes for all regional institutions

### ***For potential student/careers advisors***

- Clarification of subject specific progression opportunities
- Clarification of routes from school into and through FE/HE and into subsequent potential sector centred employment

### ***For Employers***

- Engage employers in the process of progression and in identifying how graduates can meet their needs

### **Key Assumptions**

That staff and appropriate filmmaker are available over the projected timeframe.

### **Timescale**

Process of mapping progression for selected disciplines from Yr 11 to HE: April 2009  
Start filmmaking and recording interviews for voice-overs with students: April 2009

Interviews with practitioners and employers: April 2009

Case study interviews made and documented: May 2009

Collation and coordination of material, questionnaires, text and film, for Wider Horizons: May/June 2009

### **Costs**

The costs associated with this project will be the

1. Time spent by HCA staff undertaking the mapping, documenting case study work and coordinating and collating outcomes and devising student questionnaire for Taster pages
2. The engagement of a film maker to document and record student work and studio environment, and to interview and subsequently edit a selection of students suitable for case studies (editing, audio, interviewing & researching) estimate £2000
3. Final 1000 word summary of process, evaluation and conclusions and design and development of on-line evaluation questionnaire

This is estimated to be no more than £5000  
(15 days research/manage/coordinate/collate + 4 days filming/interviewing/editing);  
actual times worked will be identified on the project closure form.

Additional support costs for travel, subsistence and administrative support will be met by HCA. Approx 20%

### **How will the project be evaluated?**

- The project process and immediate outcomes will be evaluated in the summary document at the end of the project.
- Working with LLN Technical Development team, success of project material will be evaluated through tracking and monitoring hits on Wider Horizon web site over a pre-determined period of time
- On line questionnaire to record student response

### **How will the project be sustained?**

This project will be sustained by regular review and updating of visual materials and written content in coordination and collaboration between HCA and Wider Horizons for the lifetime of the web site. This will be undertaken by the HCA marketing team and sustained via Moodle

## Implications for Equality and Diversity

This project addresses the issues of equality and diversity by developing accessible IAG materials through the use of video and through supporting the work of existing career services – particularly in career planning. In addition the development of an on-line resource for progression routes that is appropriate to students following traditional and non-traditional routes, allows all students access to information on the options available in HE and in the workplace.

## Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

<b>Risks</b>	<b>Probability</b>	<b>Impact</b>	<b>Containment Plan</b>
Staff availability	L	H	LLN contribution to release staff time through this project
Film Maker	L	H	Data base of audio visual practitioners + student practitioners available
Availably of students/employers/tutors for interview and filming	L	H	Action plan for interviews against timescale

## Project Team

Helen Vine – HCA  
Kate La Barre - HCA  
Viv Bell - LLN

**E-LEARNING TASTER PROJECT: LLN BID**  
**Document to support Application for E-learning Taster Feb 27<sup>th</sup> 2008**

**CAREERS IN THE CREATIVE INDUSTRIES**



