

DIPLOMA IN CREATIVE AND MEDIA

Supporting Employer Engagement

This document forms part of a toolkit of resources developed by the Diploma Development Partnership (DDP) for the Creative and Media line of learning. The purpose of the toolkit is to support delivery consortia in how they approach and establish effective employer engagement

PART 3: Menu of Engagement

Many employers support the curriculum through the planning and delivery of work-related learning. Below are a **few examples** that we hope will inspire you to think about how you can work with employers to support the delivery of the Diploma in Creative and Media.

How Employers can Support Work Related Learning

Real Assignments

In some cases, students are able to work on briefs where the output is used or incorporated into a real project, such as developing web pages, digital imaging or input on architecture projects. This provides invaluable experience of working as part of a team, being accountable and working to deadlines. Opportunities for real assignments could be sought locally, where employers may have needs that could be met through creative solutions, such as the development of a website to promote a product or service. Local businesses or public services may offer a commission for a creative solution that students could take on as a formal assignment.

Virtual Assignments

Virtual assignments seek to emulate briefs that would be received in a real working environment. Employers can publish online actual briefs for projects that they are running, which teachers and students can download. Students are able to work on briefs as if contributing or inputting to a real assignment. The resulting output may also be of interest to the employer, as it can deliver interesting and unexpected approaches to problem-solving and project delivery. You could contact local or regional employers and suggest this activity, inviting them to review the students' work in response to the brief.

On Line Learning Resources

Employers support the development of learning through the provision of online learning resources and activities. Employers in the sector are being encouraged to enhance this provision; however, there is already a great deal available online. This form of support is important in the context of access and diversity, facilitating access to direct employer engagement regardless of geographic location. With emerging technologies, there is the scope to extend current provision and enable more interactive engagement by students to support their learning.

School Visits



For effective delivery of the Diploma, it is essential that learning is not restricted to the classroom. Students should be given the opportunity to see and experience first hand creative activities in practice within real work environments.

Taster Days

Some employers or creative organizations host taster days. Investigate such opportunities in your region, either by contacting employers directly or by liaising with regional employer networks.

Practitioner Workshops

By allowing trained and practicing professionals to support the delivery of aspects of the Diploma, students gain an invaluable insight into the reality of potential career paths, the different skills associated with job roles and how individuals worked towards the roles they now hold. These workshops could be delivered as one-off one hour sessions, or could be delivered as part of a series over a number of weeks to support a longer project.

CPD for Teachers

Some larger employers offer CPD opportunities for teachers; a fantastic offer which could be extended in order to support the delivery of the Diploma. Training and CPD opportunities are sometimes coordinated by industry networks or creative organizations that aim to support the training and learning within the creative and media sectors.

In House Learning Centres

Many leading employers and creative and cultural organisations support work-related learning through dedicated learning centres that enable students to experience the world of work. These centres replicate aspects of the core business and allow students to effectively run their own project, supported by key members of the company's staff. Projects are typically started in the classroom using online learning resources, then continued and completed in the centre, where they are brought to life.

Mobile Learning Centres

Some leading employers have found it easier to take learning to students by offering mobile learning resources that can be set up in any school or college. They are often accompanied by highly trained staff who are able to support teachers on a diverse range of activities and projects.

Business Mentoring

Many employees are keen to support students in their career progression. There are specialist providers offering safe online infrastructures for employees to share their experience and insight with aspirants who wish to enter the creative and media industries. These providers carry out all the necessary security checks and then connect students with suitable mentors based on interest and experience. Mentoring can be delivered as a one-off advice session or through more regular contact for the duration of a project.

Careers Guidance

Employers can get involved in helping students understand what an employer looks for when recruiting and what makes a strong application or CV, covering educational requirements, personal development and employability skills. Employers can outline what their recruitment and application processes are. They can also advise on preferred progression routes into further training and future employment, providing information on the diverse range of employment opportunities in the sectors and guidance on those sectors where specific training or learning is essential.

