



AIMQUALIFICATIONS

Handbook
for centre staff



AIM Qualifications

Level 3 Certificate in Creative and Digital Media (601/3355/7)

Version 7 - February 2022

“

I would like to convey my thanks to you all at AIM for the support and guidance you have provided during our first year as a training centre. I am aware we have asked a lot of questions and sent a lot of emails and you have dealt with every query swiftly and efficiently combined with a lot of patience.

It has been a roller coaster of a year setting up everything from scratch but it has been made easier by having access to you all.

Carol Harmston, AIM Centre

”

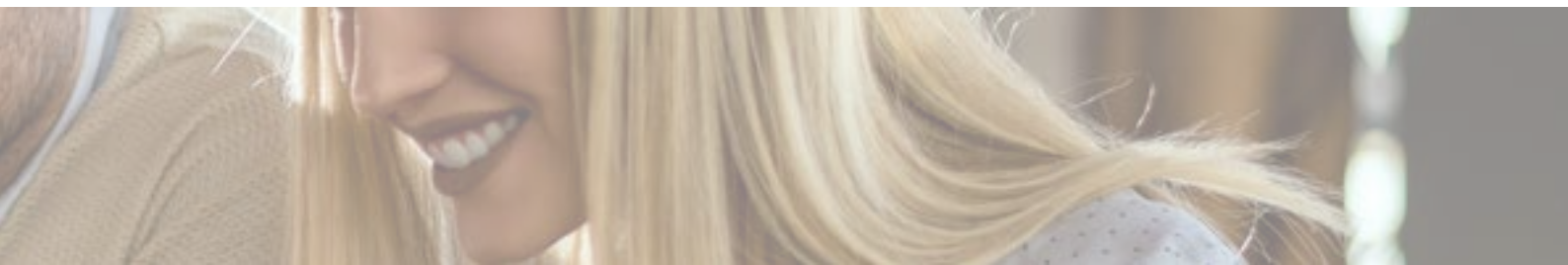
Document Version History

Version Number	Date	Description
2	15/02/2019	Following review update to TQT value (pages 8)
3	26/03/2019	Review date extended until 31/07/2021 (Page 8)
4	September 2019	Rebrand - 'AIM Awards' changed to 'AIM Qualifications' Qualification family added to qualification details grid (page 8)
5	01/10/2020	Review date extended from 31/07/2021 to 31/07/2023 (page 8)
6	14/01/2021	Typo/incorrect credit value amended (page 12/13/14) F/600/6538 - Level amended to L2 H/601/3045 - Credit amended to 9 F/600/6460 - GLH amended to 30
7	February 2022	- Qualification withdrawal dates added for: <i>(see pages 8)</i> 'AIM Qualifications Level 3 Certificate in Creative and Digital Media (601/3355/7)'



Contents

Introduction	5
SECTION ONE - QUALIFICATION OVERVIEW	
About this qualification	7
SECTION TWO - QUALIFICATION STRUCTURE	
Qualification structure and components	12
SECTION THREE - ASSESSMENT	
Centre staff requirements	16
How this qualifications are assessed	17
SECTION FOUR - OPERATIONAL GUIDANCE	
Offering this qualification	23
Approval to offer this qualification	23
Registration and certification	23
SECTION FIVE - APPENDICES	
A Guide to Assessing AIM Qualifications	25



Introduction

Welcome to the AIM Qualification Level 3 Certificate in Creative and Digital Media Qualification Handbook. This Handbook contains everything you need to know about this qualification and is intended for Tutors, Assessors, Internal Verifiers and other staff involved with the planning, delivery and assessment.

This is a live document and as such will be updated when required. You will be informed via email when changes are made and it is your responsibility to ensure the most up-to-date version of the Qualification Handbook is in use.

About us

We are a national Awarding Organisation, offering a large number of Ofqual regulated qualifications at different levels and in a wide range of subject areas. Our qualifications are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally. We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs. We are also licensed by the Quality Assurance Agency (QAA) to approve and certificate Access to Higher Education Diplomas.

Qualification overview

Section One



About this qualification

The AIM Qualifications Suite of Creative and Digital Media qualifications comprise two qualifications; the level 3 certificate (knowledge) and the level 3 diploma (competence) and together are included in the Advanced Apprenticeship in Creative and Digital Media. This apprenticeship is designed to attract and develop creative and digitally competent work-ready apprentices who are multi-skilled and can work across different technologies. The qualifications give learners the opportunity to develop the knowledge and competence required for their intended progression route.

Learners may progress onto higher level training and roles within the industry. Some of these roles include advertising, art director, animator, computer games designer, media researcher, radio producer, TV film editor/director etc.

Qualification details

Qualification	
AIM Qualifications Level 3 Certificate in Creative and Digital Media	
Qualification Family	Technical
Assessment	Internally set, internally marked and externally verified portfolio of evidence
Grading	Pass/Fail
Geographical Coverage	England
Operational Start Date	01/06/2014
Last Learner Registration Date	31st July 2022
Last Certification Date	31st July 2025
Sector	9.3 Media and Communication
Qualification Number	601/3355/7
Learning Aim Reference	60133557
Credit Value	20
Guided Learning Hours (GLH)	120
Total Qualification Time (TQT)	200
Learner Age	16-18; 19+
Rules of Combination	Learners must achieve a minimum of 20 credits from the chosen components to achieve this qualification. A maximum of 5 credits may be achieved at level 2.



Total Qualification Time and Guided Learning Hours

Total Qualification Time (TQT) is the number of notional hours it takes a typical learner to achieve the full qualification and is made up of two elements:

- the minimum number of Qualification Guided Learning Hours (GLH) - the number of Tutor-led contact hours
- the number of hours spent on preparation, studying and the assessment that is non-guided

For example, the number of tutor-led contact hours (GLH) for a qualification is 30 and the number of hours spent by the learner (non-GLH) on preparation, studying and the assessment is 6 hours. Therefore the Total Qualification Time (TQT) for the qualification is 36 hours.

Progression opportunities

This qualification can help learners progress to the next stage of their learning journey or into employment.

Entry guidance

Learners must complete or have completed one of the English transferable skills qualifications, one of the mathematical transferable skills qualifications and one of the ICT transferable skills qualifications listed in the creative and digital media (England) framework document (see link below) in order to successfully complete their apprenticeship and this will carry the five credit values. If they do not have these qualifications as part of their evidence, an Apprenticeship certificate cannot be awarded.

Qualification dates

The qualification review date is the date by which we will have carried out a review of the qualification. We work with sector representatives to make any changes necessary to meet sector needs and to reflect recent developments. In most cases, we'll extend the qualification and set a new review date. If we make a decision to withdraw a qualification, we'll set an operational end date.

We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated. The certification end date will be three years from the operational end date.

Resource requirements

There are no specific resource requirements for this qualification. You must ensure that your centre has appropriate resources in place to deliver the components in this qualification.

Employee rights and responsibilities

The Employee rights and responsibilities (ERR) component of the apprenticeship is embedded within the Level 3 Diploma in Creative and Digital Media qualification. The Preparing to Work in Creative Media components (essential components in the level 3 diploma qualification) are ideal ways of reiterating some of the ERR outcomes and these will be explained in the template provided by Creative Skillset.

Creative Skillset will provide a template which specifies the nine ERR outcomes and must be used to record achievement and evidence of each outcome. For further detail on the signposting and documentation for ERR, please visit <http://www.creativeskillset.org/acdm>

Personal learning and thinking skills assessment and recognition

The six Personal Learning and Thinking Skills (PLTS) have been signposted to essential components within the level 3 diploma qualification for apprentices.

Please refer to the Advanced Level Apprenticeship in Creative and Digital Media (England) document issued by Creative Skillset for further details – [here](#).

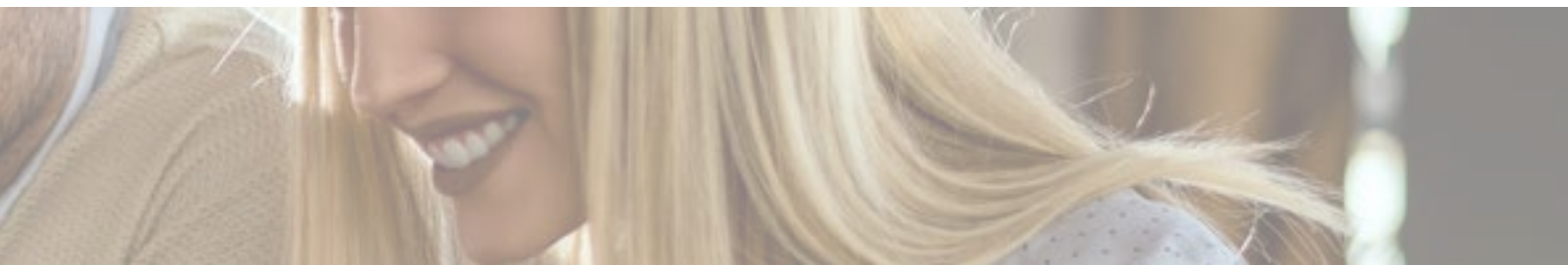


Section Two

Qualification structure

[Back to contents](#)

11



Qualification structure and components

This section details the rules of combinations for this qualification. Select the component titles to view the component details.

Rules of combination for: AIM Qualifications Level 3 Certificate in Creative and Digital Media				
Learners must achieve a minimum of 20 credits from the chosen components to achieve this qualification. A maximum of 5 credits may be achieved at level 2.				
Component code	Component title	Level	GLH	Credit Value
Optional				
J/502/5663	2D Animation Production	Three	60	10
F/600/6538	2D Digital Art for Computer Games	Two	60	10
H/502/5668	3D Animation	Three	60	10
A/600/6599	3D Environments	Three	60	10
K/600/6601	3D Modelling	Three	60	10
M/600/6602	Advertisement Production for Television	Three	60	10
M/600/0119	Audio Production Processes and Techniques	Three	60	10
Y/600/6609	Communication Skills for Creative Media Production	Three	30	5
K/502/5672	Computer Game Story Development	Three	60	10
F/600/6703	Creative Media Production Management Project	Three	60	10
Y/600/6612	Critical Approaches to Creative Media Products	Three	60	10
D/600/6613	Designing Idents for Television	Three	60	10

Component code	Component title	Level	GLH	Credit Value
Optional				
M/600/6616	Digital Communication	Three	60	10
A/600/6621	Digital Graphics for Computer Games	Three	60	10
F/600/6622	Digital Graphics for Interactive Media	Three	60	10
L/600/6624	Digital Graphics for Print	Three	60	10
T/502/5674	Digital Video Production for Interactive Media	Three	60	10
A/502/5675	Drawing Concept Art for Computer Games	Three	60	10
Y/600/6626	DVD Menu Design and Authoring	Three	60	10
T/600/6634	Film Studies	Three	60	10
J/600/6637	Flash for Computer Games	Three	60	10
H/601/3045	Freelance Employment Techniques	Three	60	9
J/600/6640	Graphic Narrative Production	Three	60	10
J/502/5680	Interactive Media Design	Three	60	10
A/601/3049	Internet Broadcasting Techniques	Three	60	9
M/600/6471	Media Audiences and Products	Two	30	5
M/600/6647	Motion Graphics and Compositing Video	Three	60	10
M/600/6650	Music Video Production	Three	60	10



Component code	Component title	Level	GLH	Credit Value
Optional				
R/600/6656	Object-Oriented Design for Computer Games	Three	60	10
H/600/6659	Photography and Photographic Practice	Three	60	10
K/600/6517	Photography Techniques	Two	60	10
J/502/5694	Pre-Production Techniques for the Creative Media Industries	Three	30	5
J/600/6511	Print Production	Two	60	10
F/600/6667	Radio Studies	Three	60	10
F/600/6460	Research for Creative Media Production	Two	30	5
L/600/6669	Research Techniques for the Creative Media Industries	Three	60	10
A/601/3021	Researching, Recording and Presenting Information	Three	60	7
L/502/5776	Sound for Computer Games	Three	60	10
Y/502/5778	Sound in Interactive Media	Three	60	10
H/502/5699	Soundtrack Production for the Moving Image	Three	60	10
L/502/5700	Stop Motion Animation Production	Three	60	10
D/600/6675	Television and Video Studies	Three	60	10
M/600/6681	Understanding the Creative Media Sector	Three	60	10
H/600/6483	Video Production	Two	60	10
A/502/5661	Web Animation for Interactive Media	Three	60	10

Section Three

Assessment



Centre staff requirements

As an Awarding Organisation, we require that:

Tutors have relevant teaching experience and/or a qualification, and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:

- Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
- Level 3 Education and Training or above
- Diploma or Certificate in Education
- Bachelors or Masters Degree in Education

Assessors have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Certificate in Assessing Vocational Achievement
- A1 Assess Candidate Performance Using a Range of Methods
- D32 assess candidate performance and D33 assess candidate using differing sources of evidence

In addition, Assessors must have:

- **current and relevant occupational experience of working in the interactive media sector and, where possible, a relevant qualifications(s)**

Internal Verifiers (IV) have an internal verification qualification or evidence of recent relevant experience. Suitable internal verification qualifications include:

- Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
- V1 Conduct Internal Quality Assurance of the Assessment Process
- D34 Internally Verify the Assessment Process

In addition, Internal Verifiers (IV) must have:

- **current and relevant occupational experience of working in the interactive media sector and, where possible, a relevant qualifications(s)**

How this qualification is assessed

This qualification is assessed through an internally set, internally marked and externally verified portfolio of evidence. Each component is graded Pass, Merit or Distinction. A minimum of Pass must be achieved for each of the components to achieve the qualification.

A summary of the assessment of each component is shown below. Guidance on our expectations is available in Appendix 1 – A Guide to Assessing AIM Qualifications.

Components		Set by the centre			Set by AIM			
Component code	Component title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
J/502/5663	2D Animation Production	Three	✓	–	✓	–	–	–
F/600/6538	2D Digital Art for Computer Games	Three	✓	–	✓	–	–	–
H/502/5668	3D Animation	Three	✓	–	✓	–	–	–
A/600/6599	3D Environments	Three	✓	–	✓	–	–	–
K/600/6601	3D Modelling	Three	✓	–	✓	–	–	–
M/600/6602	Advertisement Production for Television	Three	✓	–	✓	–	–	–
M/600/0119	Audio Production Processes and Techniques	Three	✓	–	✓	–	–	–
Y/600/6609	Communication Skills for Creative Media Production	Three	✓	–	✓	–	–	–



Components		Set by the centre			Set by AIM			
Component code	Component title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
K/502/5672	Computer Game Story Development	Three	✓	–	✓	–	–	–
F/600/6703	Creative Media Production Management Project	Three	✓	–	✓	–	–	–
Y/600/6612	Critical Approaches to Creative Media Products	Three	✓	–	✓	–	–	–
D/600/6613	Designing Idents for Television	Three	✓	–	✓	–	–	–
M/600/6616	Digital Communication	Three	✓	–	✓	–	–	–
A/600/6621	Digital Graphics for Computer Games	Three	✓	–	✓	–	–	–
F/600/6622	Digital Graphics for Interactive Media	Three	✓	–	✓	–	–	–
L/600/6624	Digital Graphics for Print	Three	✓	–	✓	–	–	–
T/502/5674	Digital Video Production for Interactive Media	Three	✓	–	✓	–	–	–
A/502/5675	Drawing Concept Art for Computer Games	Three	✓	–	✓	–	–	–
Y/600/6626	DVD Menu Design and Authoring	Three	✓	–	✓	–	–	–
T/600/6634	Film Studies	Three	✓	–	✓	–	–	–

Components		Set by the centre			Set by AIM			
Component code	Component title	Level	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
J/600/6637	Flash for Computer Games	Three	✓	–	✓	–	–	–
H/601/3045	Freelance Employment Techniques	Three	✓	–	–	–	–	–
J/600/6640	Graphic Narrative Production	Three	✓	–	✓	–	–	–
J/502/5680	Interactive Media Design	Three	✓	–	✓	–	–	–
A/601/3049	Internet Broadcasting Techniques	Three	✓	–	–	–	–	–
M/600/6471	Media Audiences and Products	Two	✓	–	–	–	–	–
M/600/6647	Motion Graphics and Compositing Video	Three	✓	–	✓	–	–	–
M/600/6650	Music Video Production	Three	✓	–	✓	–	–	–
R/600/6656	Object-Oriented Design for Computer Games	Three	✓	–	✓	–	–	–
H/600/6659	Photography and Photographic Practice	Three	✓	–	✓	–	–	–
K/600/6517	Photography Techniques	Two	✓	–	✓	–	–	–
J/502/5694	Pre-Production Techniques for the Creative Media Industries	Three	✓	–	✓	–	–	–



Components		Set by the centre			Set by AIM			
<i>Component code</i>	<i>Component title</i>	<i>Level</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>
J/600/6511	Print Production	Two	✓	–	✓	–	–	–
F/600/6667	Radio Studies	Three	✓	–	–	–	–	–
F/600/6460	Research for Creative Media Production	Two	✓	–	✓	–	–	–
L/600/6669	Research Techniques for the Creative Media Industries	Three	✓	–	✓	–	–	–
A/601/3021	Researching, Recording and Presenting Information	Three	✓	–	–	–	–	–
L/502/5776	Sound for Computer Games	Three	✓	–	✓	–	–	–
Y/502/5778	Sound in Interactive Media	Three	✓	–	✓	–	–	–
H/502/5699	Soundtrack Production for the Moving Image	Three	✓	–	✓	–	–	–
L/502/5700	Stop Motion Animation Production	Three	✓	–	✓	–	–	–
D/600/6675	Television and Video Studies	Three	✓	–	✓	–	–	–
M/600/6681	Understanding the Creative Media Sector	Three	✓	–	✓	–	–	–
H/600/6483	Video Production	Two	✓	–	✓	–	–	–

Components		Set by the centre			Set by AIM			
<i>Component code</i>	<i>Component title</i>	<i>Level</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>
A/502/5661	Web Animation for Interactive Media	Three	✓	–	✓	–	–	–



Section Four

Operational guidance

Offering this qualification

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website (www.aim-group.org.uk).

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

Approval to offer the qualification

Centres wishing to offer this qualification must complete and submit a Qualification Approval request (found on the AIM website). Some qualifications require centres to have specific resources in place and/or their assessors/ internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

Registration and certification

Once your centre has approval to offer a qualification, you will be able to register learners using the AIM portal. Learners must be registered onto the correct qualification via the portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website (www.aim-group.org.uk). Details of assessment, internal verification and external verification can be found in Appendix 1 - A guide to assessing AIM qualifications of this handbook.

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

Fees and charges

The AIM Fees and Charges brochure includes all qualification charges and is available on our website. Please note that registrations will not be processed if centre fees have not been paid.



Section Five

Appendices

Appendices and links

Select an appendix from the list below to view the document.

Appendix Name

A Guide to Assessing AIM Qualifications





+44 (0)1332 341822



enquiries@aim-group.org.uk



www.aim-group.org.uk

AIM Qualifications and Assessment Group

3 Pride Point Drive

Pride Park

Derby

DE24 8BX