

AIM Qualifications Level 4 Diploma in Interactive Design and Development



Please note this qualification will be withdrawn from any new learner registrations on 31/07/2022. Please contact AIM for further information on 01332 341822.

Document Version Control

Version Number	Date	Description
5	September 2019	Rebrand - 'AIM Awards' changed to 'AIM Qualifications' Qualification family added to qualification details grid (page 8)
6	01/10/2020	Review date extended from 31/07/2019 to 31/07/2023
7	February 2022	Qualification withdrawal dates added for: <i>(see page 8)</i> 'AIM Qualifications Level 4 Diploma in Interactive Design and Development (601/2520/2)'

**AIM Qualifications Level 4 Diploma in Interactive Design and
Development**

601/2520/2 WITHDRAWING ON 31/07/2022

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Section 1

Qualification Overview

Section One

Qualification Overview

Introduction

Welcome to the AIM Qualification Handbook. We want to make your experience of working with AIM Qualifications as pleasant as possible.

AIM Qualifications is 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 licensed by the Quality Assurance Agency (QAA) to approve and certificate Access to Higher Education Diplomas.

We are also approved as an Apprenticeship Assessment Organisation (AAO)

This Qualification Handbook contains everything you need to know about this qualification/qualification suite and should be used by everyone involved with planning, delivery and assessment.

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

This document is copyright but may be copied by approved centres for the purpose of assessing learners. It may also be copied by learners for their own use.

This Qualification Handbook is mapped to the Ofqual General Conditions of Recognition with references cited for each section as appropriate and the whole document is mapped to Ofqual General Conditions of Recognition C2.5 and E3.2.

About the Qualification

Mapped to Ofqual General Conditions of Recognition: E3.2a/E3.3b

The AIM Qualifications Level 4 Diploma in Interactive Design and Development is aimed at learners who are interested in developing a new set of skills needed by creative industry employers: a fusion of creativity, technology and business. Ranging from production and editing, to animation, camerawork, radio and photo imaging, it delivers the skills required by employers to compete and progress in a digital world.

The qualification provides the vehicle for a higher level apprenticeship which will allow learners to access the key skills they require, (hands on), whilst working within the industry. This will enable employers to access and develop talent that was previously lost to them. Expanding workforce diversity is critical when supporting businesses in accessing the best talent.

The mandatory units provide the learner with an overview of the sector and grounding in the key areas that every employee needs to know about. The objective of this qualification is to prepare learners for employment in the creative Industries and provide an alternative entry route into the sector.

The qualification has been developed in collaboration with employers meaning that those who achieve it will have the skills required for entry level positions in the sector. Given that this qualification is delivered as a higher level apprenticeship learners will also gain contacts during their apprenticeship period to help them secure work upon completion of the qualification. The focus on practical skills developed in the workplace will help engage learners in the learning programme.

Qualification	
AIM Qualifications Level 4 Diploma in Interactive Design and Development WITHDRAWING ON 31/07/2022	
Qualification Family	Technical
Assessment	Internally assessed and externally moderated assessment evidence
Grading	Assessment is competent / not competent. There is no grading
Progression Opportunities	Learners from this qualification will normally progress into employment within the sector
Operational Start Date	01-Feb-2014
Last Learner Registration Date	31-Jul-2022
Last Certification Date	31-Jul-2025
Sector	9.3 Media and Communication
Qualification Number	601/2520/2
Learning Aim Reference	60125202
Credit Value	90
Guided Learning Hours (GLH)	531
Total Qualification Time (TQT)	900
Learner Age Range	18+; 19+
Rules of Combination	Learners must achieve 90 credits in total. 16 credits must be achieved from the 3 mandatory units and a minimum of 74 credits must be achieved from the Optional Group B.

Entry Guidance

Mapped to Ofqual General Conditions of Recognition: E3.2b/c

There are no specific entry requirements for this qualification.

The End of the Accreditation Period

We review qualifications that are near the end of their accreditation period, working with sector representatives to make any changes necessary to meet sector needs and to reflect recent developments.

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.

Certification End Date

The final date that certificates can be issued for this qualification is three years from the Last Learner Registration Date.

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Resource Requirements

This qualification must be delivered in the workplace; typically this will be in a creative industries company. As a general principle evidence from simulations is not permitted. Simulations will only be accepted under the following circumstances:

- performing a task that could be deemed to pose risks to the learner or others (e.g. during the evacuation of a studio following detection of a fire);
- performing health and safety operations where there could be major disruption to the work process or where events rarely occur;
- activities which would be very costly to perform in terms of time, materials and equipment;
- performing specific activities may present a business risk (e.g. presenting a pitch to an important new customer)

Centres must ensure that they have the appropriate resources in place to deliver the unit in this qualification.

For Inclusion in the Higher Apprenticeship in Interactive Design and Development - Level 4 (England)

Entry Guidance

The minimum qualification entry requirements for entry into the Higher Apprenticeship in Interactive Design and Development are the achievement of:

- GCSE qualification in English at grade C or above, or;
- GCSE qualification in English (with enhanced functional content) at grade C or above, or;
- Functional Skills qualification in English at level 2;

and

- GCSE qualification in Mathematics at grade C or above, or;
- GCSE qualification in Mathematics (with enhanced functional content) at grade C or above, or;
- Functional Skills qualifications in Mathematics at level 2.

Apart from this there are no specific entry requirements onto the Higher Apprenticeship.

Examples of other achievements that may provide a useful introduction include:

- completion of an Advanced Apprenticeship in Creative and Digital Media;
- completion of an Advanced Apprenticeship in IT;
- completion of an Advanced Apprenticeship in Marketing or Social and Digital Media or
- other digital skills related subject;
- Qualifications, Certificates or Diplomas at Level 3 in Media or ICT related subjects;
- achievement of GCSE, A or AS Levels or National Diplomas in Media or ICT related subjects;
- achievement of (14-19) Foundation or Higher Diploma, especially those which incorporate creative and digital skills development;

- a portfolio of evidence from work experience, non-accredited courses, volunteering, having previously worked or be working in the industry.

There are some direct progression and credit transfer opportunities from particular vocational qualifications, such as the Level 3 Certificate in Preparing to Work in the Creative Media and the Advanced Apprenticeship in Creative and Digital Media.

Please refer to the *Higher Apprenticeship in Interactive Design and Development - Level 4 (England)* document issued by Creative Skillset for further details.

Section 2

Structure and Content

Section Two

Structure and Content

Mapped to Ofqual General Conditions of Recognition E3.3a/b

Qualification Structure and Unit Content

Mapped to Ofqual General Conditions of Recognition: E3.2d /e/f/g/h/j

Please select the unit title to view the individual unit content and assessment guidance.

Rules of Combination for: AIM Qualifications Level 4 Diploma in Interactive Design and Development

Learners must achieve 90 credits in total. 16 credits must be achieved from the 3 mandatory units (**A**) and a minimum of 74 credits must be achieved from the Optional Group **B**.

Unit Reference Number	Unit Title	Group	Level	Credit Value	GLH
L/600/9037	Awareness of Employment in the Creative Media Sector	A	Three	6	40
H/600/8511	Awareness of Health and Safety in the Creative Media Sector	A	Three	2	15
K/504/6294	Work in Interactive Media	A	Four	8	50
L/501/8388	Business Planning and Financial Projections in the Design and Creative Industries	B	Four	8	60
T/502/8624	Communicating using Digital Marketing/Sales Channels	B	Three	4	26
A/504/6302	Conduct User Testing of Interactive Media Products	B	Four	6	35
M/504/5986	Create Animated Assets for Interactive Media Products	B	Four	9	60
M/504/6300	Create Narrative Scripts for Interactive Media Products	B	Four	8	40
M/504/5972	Create Sound Effects for Interactive Media Products	B	Four	9	60
R/501/8389	Design Development, Creativity and Business Development	B	Four	6	40
J/504/5962	Design Interactive Media Products	B	Four	15	120
R/501/8392	Design Project Management for Creative Practitioners	B	Four	6	40

L/504/5963	Design User Interfaces for Interactive Media Products	B	Four	9	45
L/601/3315	Designing and Developing a Web Site	B	Four	15	90
T/601/3308	Designing and Developing Object-Oriented Computer Programs	B	Four	15	90
K/601/6464	Develop and Extend Critical and Creative Thinking Skills	B	Three	3	18
Y/501/8393	Doing Business Globally	B	Four	7	50
D/501/8394	Finance for Designers and Creatives	B	Four	12	90
L/501/8391	Intellectual Property Management in the Design and Creative Industries	B	Four	7	50
J/501/8390	Leadership and People Management in the Design and Creative Industries	B	Four	6	40
R/504/6094	Manage Online Engagement	B	Four	7	35
F/504/6026	Manage the Use of Data in Interactive Media	B	Four	6	35
F/600/8287	Obtain Assets for Use in Interactive Media Products	B	Three	5	30
D/504/6244	Optimise Webpages for Search Engines	B	Four	6	30
D/504/5983	Plan Content for Interactive Media Products	B	Four	8	40
F/504/3093	Planning Channel and Platform Use	B	Four	4	17
A/504/5988	Prepare and Use Mark-Up in Interactive Media Products	B	Four	10	60
K/600/8297	Prepare Assets for Use in Interactive Media Products	B	Three	9	60
J/501/8387	Strategic Marketing Planning Skills within the Design and Creative Industries	B	Four	6	40
T/504/6296	Use Authoring Tools to Create Interactive Media Products	B	Four	12	60
H/504/6021	Use Programming Languages in Interactive Media Products	B	Four	12	90
T/504/6301	Use Scripting Languages in Interactive Media Products	B	Four	12	90
K/504/5999	Use Style-Sheets in Interactive Media Products	B	Four	6	30
A/504/3089	Using Digital Channels, Platforms and Social Networks to Deliver Marketing Communications – Advertising	B	Four	7	40

Y/504/5965	Write and Edit Copy for Interactive Media Products	B	Four	6	30
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Unit Format

Unit Title

The unit title will appear on the learner's certificate of achievement.

Unit Credit Value

When a learner achieves a unit, they gain the specified number of credits.

Unit Level

All units and qualifications have a level assigned to them. There are nine levels of achievement, from Entry to Level 8.

Unit Guided Learning Hours

The number of Tutor-led contact hours required to support learner achievement of the unit.

Ofqual Unit Reference Number

Each unit is assigned a unit code that appears with the unit title on Ofqual's Register of Regulated Qualifications.

Unit Review Date

The unit will be reviewed by this date. Any amendments will be notified to centres.

Unit Sector

This is the subject sector area of the unit.

Unit Summary

This gives a summary of what the unit aims to do. It provides a snapshot of the unit and the key knowledge, skills and understanding gained while studying the unit.

Learning Outcomes

The learning outcomes of a unit set out what a learner knows, understands or is able to do as the result of a process of learning.

Assessment Criteria

The assessment criteria specify the standard for which a learner must provide evidence in order to achieve the learning outcome. Additional guidance is available under the 'Assessment Guidance' section of the unit if any part of the Learning Outcomes and Assessment Criteria are in bold.

Assessment Guidance

This section provides additional guidance related to the unit to support Tutors and Assessors. This section gives information about the assessment evidence that learners must produce, together with any additional guidance if appropriate. This section should be read in conjunction with the assessment criteria.

Delivery Requirements

This sets out if there are any specialist resources needed for the delivery of this unit.

Evidence Requirements

This sets out if evidence of practical ability must be demonstrated and evidenced for the achievement of this unit.

Section 3

Assessment and Quality Assurance

Section 3

Assessment and Quality Assurance

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** should 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
- **Internal Verifiers (IV)** should 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, Assessors must**
 - **have current and relevant occupational experience of working in the interactive media sector**
 - **a relevant Level 4 qualification (where possible)**

How the Qualification is Assessed

Mapped to Ofqual General Conditions of Recognition: E3.2i

To be awarded the qualification, learners must provide evidence of achievement of all the assessment criteria for all the units specified in the rules of combination (see Section 2 for guidance on rules of combination). The assessment process is as follows:

- Suitable assessment tasks/strategies that allow learners to be able to provide evidence of achievement of the assessment criteria of the unit(s) are internally set at centres
- All assessment tasks must be scrutinised by the Internal Verifier before they are delivered to learners to ensure that they are fit for purpose
- Learners are assessed, using the IV approved assessment tasks
- The resulting assessed evidence is internally verified by an IV at the centre
- The assessed evidence is scrutinised by an AIM Qualifications appointed External Verifier (EV) to ensure reliability and validity of assessment

A range of sample assessment materials are available on our website.

For more detailed guidance on working with AIM Qualifications qualifications, please refer to “A Guide to Assessing AIM Qualifications Qualifications” in the following link:

<http://www.aimQualifications.org.uk/resources/centre-handbook-and-forms/>

Section 4

Operational Guidance

Section 4

Operational Guidance

Offering the 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.

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.

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.

Section 5

Appendices

A Guide to Assessing AIM Qualifications Qualifications can be found in the link below:

<http://www.aimQualifications.org.uk/resources/centre-handbook-and-forms/>

Contact AIM Qualifications

For any queries, please contact AIM:

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