



Lesson Plan: Creative and Media

Time required for this lesson

60 minutes

Aim of the lesson

To introduce students to the Creative and Media occupational sector.

Learning outcomes

By the end of this lesson students should:

- have a greater understanding of the range of jobs in the creative and media industry and the skills and qualities that are required to work in this industry
- have experience of putting together a format for a radio station and all of the skills and qualities that are required for this
- have a greater awareness of what is happening nationally and locally in the area of Creative and Media

Resources required for this lesson

- 'Working in Essex, Southend and Thurrock - Creative and Media' leaflet obtained from www.stepon.org
- Picture Matching Worksheet and Answer Sheet
- School Radio Station Worksheet
- Creative and Media Quiz and Answer Sheet

Introduction

Explain to the students that this collection of labour market leaflets has been produced by Connexions and the Learning and Skills Council. It is intended to be used as an information, advice and guidance resource to help them understand more about the trends in the labour market in Essex and to support the introduction of the new 14-19 Diplomas. Its ultimate aim is to help students with their decision-making regarding their future career plans. This lesson is all about the occupational area of Creative and Media and can support students who are thinking about doing the Diploma in Creative and Media.



Activity 1

Picture Matching (10 minutes)

Worksheet: Picture Matching and Answer Sheet

Working in pairs or small groups hand out 'Picture Matching Exercise'. Explain to the class that the pictures show a range of jobs in the Creative and Media industry. They need to write down the job title for each picture and then discuss and record three skills and qualities that they think would be needed for each of the jobs.

You can end this exercise by having a whole class discussion on the range of jobs they have looked at here and ask for suggestions on other jobs that they can think of in this industry. You could also ask the class if anybody is considering going into a career in the creative and media industry and what skills and qualities they have that are suited to this area of work.

Activity 2

School Radio Station (30 minutes)

Worksheet: School Radio Station

Break the students up into groups of four or five and explain the scenario.

Scenario: Your school has purchased radio broadcasting equipment and has been granted an FM licence to broadcast not only at your school but also in several towns/areas around the school. Before you launch your new station, you need to plan the format for the station and then pitch it to the rest of the class.

Each group must come up with their plan for the format of the station. When they are finished, get each group to "pitch" their format to the rest of the class. The class can then decide which three pitches should then go to the Head for approval.

When the three pitches to go to the Head of School have been decided discuss with the class what they thought about this exercise. For example, how easy was it for the group to decide on the format of the station, how well did they work together as a group, what skills and qualities do they think were needed to carry out this task.

(If you do pitch the three station formats to the Head of School then extra time will be needed for this activity).

Activity 3

Creative and Media Quiz (15 minutes)

Worksheet: Creative and Media Quiz Worksheet and Answer Sheet

Pupils will need a copy of the 'Working in Essex, Southend and Thurrock – Creative and Media' leaflet to be able to find the answers to the quiz.

The pupils can work on their own or in pairs to complete the quiz.

Give the pupils 10 minutes to complete the quiz and then spend the last five minutes going through the answers.

Plenary (5 minutes)

Give everybody a sheet of paper and ask them to draw the key message that has come out of this lesson for them. Ask for volunteers to show their drawing and explain it to the rest of class.

End the session by going back over the aims and learning outcomes of the lesson with the students and asking them if they have any questions about anything that they have done.

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Activity 1

Picture Matching - Worksheet

The pictures below show a range of jobs in the Creative and Media industry.

Look at the picture and guess the job title. Write down three skills and qualities that you think would be needed for each of the jobs in the pictures.

Picture 1



Blank area for writing skills and qualities for Picture 1.

Picture 2



Blank area for writing skills and qualities for Picture 2.

Picture 3



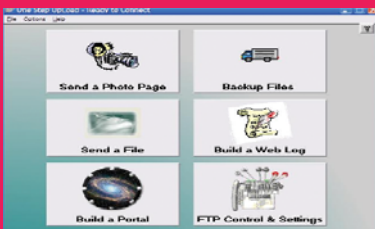
Blank area for writing skills and qualities for Picture 3.

Picture 4



Blank area for writing skills and qualities for Picture 4.

Picture 5



Blank area for writing skills and qualities for Picture 5.

Picture 6



Blank area for writing skills and qualities for Picture 6.

Activity 1

Picture Matching - Answer Sheet

The pictures below show a range of jobs in the Creative and Media industry.

Look at the picture and guess the job title. Write down three skills and qualities that you think would be needed for each of the jobs in the pictures.

Picture 1



TV Presenter

Skills and qualities: work irregular hours, enjoy meeting a variety of people, able to put people at ease, present facts clearly and concisely, work well under pressure.

Picture 2



Hat Designer

Skills and qualities: creative, imaginative, ability to work with a range of fabrics and materials, ability to work on intricate details.

Picture 3



Journalist

Skills and qualities: get on well with a variety of people, good at taking notes and remembering things, shorthand, work well under pressure.

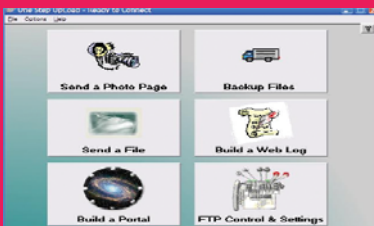
Picture 4



Musician

Skills and qualities: play an instrument, read music, write music, perform to an audience, dedication.

Picture 5



Website Designer

Skills and qualities – creative, skilled designer, up to date knowledge of computer programming languages.

Picture 6



Photographer

Skills and qualities: creative, get on well with a variety of people, work well under pressure, technical skills to develop pictures.

Activity 2

School Radio Station - Worksheet

Scenario

Your school has purchased radio broadcasting equipment and has been granted an FM licence to broadcast not only at your school but also in several towns/areas around the school.

Before you launch your new station, you need to plan the format for the new station. Each group

must come up with a detailed plan for the format of the station. When you have done this you will then "pitch" your format to the rest of the class. The class can then decide which three pitches should then go to the Head for approval.

Consider the following when you are planning the format for your new station:

- What is your logo/slogan? e.g. "More music less commercials" etc.
- What will your station format be? (Hip Hop, Soul, Rock, Rap, News/Talk, etc.)
- Who is your primary target audience? (e.g. 11 to 18 year olds, be specific)
- What are the programme elements on your station? (Types of shows and the air times)
- How will you promote your station? (e.g. how will you let the area know that your station is coming on the air and get them to tune in?)

Activity 3

Creative and Media Quiz - Worksheet

Using the 'Working in Essex, Southend and Thurrock Creative and Media' leaflet have a go at answering the questions below.

1. What are the highest employing sectors in the Creative and Media industry?

2. What is the name of the UK's national centre of excellence in film and television called?

3. How many people work in design, arts and crafts in the UK?

4. What is the annual average salary for a Make-up Artist (films)?

5. How many people are employed in the Creative and Media industry in Essex?

6. How much money is the Arts Council planning to invest in the arts across the East of England between 2008 and 2011?

7. List some of the skills and qualities that would be useful for a career in the Creative and Media industries?

8. What is the Design Council's website address?

Activity 3

Creative and Media Quiz - Answer Sheet

Using the 'Working in Essex, Southend and Thurrock Creative and Media' leaflet have a go at answering the questions below.

1. What are the highest employing sectors in the Creative and Media industry?

Photo imaging, services for film and TV, broadcast radio

2. What is the name of the UK's national centre of excellence in film and television called?

The National Film and Television School

3. How many people work in design, arts and crafts in the UK?

500,000

4. What is the annual average salary for a Make-up Artist (films)?

£16,272

5. How many people are employed in the Creative and Media industry in Essex?

21,600

6. How much money is the Arts Council planning to invest in the arts across the East of England between 2008 and 2011?

£32 million

7. List some of the skills and qualities that would be useful for a career in the Creative and Media industries?

Eye for shape and colour, creative and practical, eye for detail, awareness of trends in design and culture, technical and artistic ability, communication.

8. What is the Design Council's website address?

www.designcouncil.co.uk

Notes