

Unit 3: The Creative Media Sector

Aim and purpose

The aim of this unit is to develop learners' knowledge of how the creative media sector is structured, what types of jobs are available, what those jobs involve, and how they might be obtained.

Unit introduction

It is important that those who are thinking about working in the creative media should understand how the sector is structured, what types of jobs are available, what those jobs involve, and how they might be obtained.

This unit focuses on developing learners' understanding of the sector and the ways in which it is organised. They will learn how the sector is structured as a whole and about the structure of individual companies in a specific industry within the sector. They will develop an understanding of specific job roles in that industry, the skills needed to be able to successfully apply for a job, and how people are recruited into these roles. Learners should approach this unit with reference to the creative media sector (or possibly industries) in which their production work will take place.

Learning outcomes

On completion of this unit a learner should:

- 1 Know how the creative media sector is structured
- 2 Know about job roles and conditions of employment in a creative media industry
- 3 Know how to gain employment in a creative media industry.

