

Broadcast Production Assistant Assessment Plan Apprenticeship Level 3

Broadcast Production Assistant – Assessment Plan Apprenticeship: Level 3

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1. Broadcast Production Assistant – Assessment Plan

Introduction

The Broadcast Production Assistant Level 3 Apprenticeship for England will typically take 12-18 months to complete and will provide a well-rounded introduction into production roles within the broadcast industry.

This Apprenticeship is comprised of core skills and knowledge for production roles in TV and/or Radio with a choice of specialising in roles in either:

- Editing and post production
- Technical Support
- Production co-ordination
- Live content Creation or
- Commercial

The Assessment Plan has been designed to ensure that apprentices meet the skills, knowledge and behaviour outcomes as defined in the Apprenticeship Standard.

Employers will set their own entry requirements, but typically candidates will be expected to have English and Maths at GCSE at grade C or above.

<https://www.gov.uk/government/publications/apprenticeship-standard-broadcast-production-assistant>

This Apprenticeship requires a strong work ethic and passion for media to meet the requirements of this fast moving industry.

The emphasis of the Apprenticeship and training is on the acquisition of practical skills and underpinning knowledge to effectively support the production of broadcast programmes and content. Optional areas of study can be chosen depending on the genre and broadcast specialism of the employer and the apprentice's role.

At this level it is expected that apprentices will be able to work on their own initiative and develop creative thinking and research skills.

In order to support the acquisition of practical skills and technical knowledge to the required standard, the following principles will inform our approach:

- Assessment should motivate apprentices to do their very best, regardless of the size of their employer – for example by ensuring standards reached meet what is required to work across industry;
- The assessment process should support a clear progression route for all employees and should position the apprenticeship as the starting point for a career in the broadcast industry;
- The competencies and skills of the employees should allow for transferability across the broadcast and media industry in England;
- The assessment methods should ensure consistency of standards irrespective of where companies are located in England.

The assessment process suggests a unified approach should be taken to ensure the successful delivery of this Apprenticeship for the apprentice and the employer. The employer will continuously

support the apprentice through 'on the job' training that meets the standards and demonstrates their development of skills, knowledge and behaviours.

Entry Requirements Employers will set their own entry requirements.

2. Broadcast Production Assistant Apprenticeship Assessment Plan

Learning and Continual On programme Assessment

Continual assessment – delivered during workplace ‘on the job’ training by the employer with optional support from a training provider or within a further education college, typically over a **12-18 month period**. Regular reviews are encouraged to track progress. This is recommended rather than mandatory and employers may choose to use different on-programme methods.

Training log of evidence and reflective account



Theory and practical skills will be reviewed via demonstration of content creation skills



Knowledge and Learning outcomes reviewed by observation in the workplace and questioning

Apprentice – Carries out work as instructed by their employer or trainer gathering specific evidence for their training log to form the portfolio of work based projects. Completes core skills and knowledge as specified in the Standard and supporting optional qualification units (if employer requirement).

Line manager/Mentor/Supervisor - Directs and instructs the apprentice to carry out work processes and produce outcomes that confirm the apprentice is ready for the final project – end assessment.

Awarding Organisation – Provides support in designing the qualification that can support the delivery of the Standard if the employer chooses it. This will include a supporting qualification criteria handbook to aid delivery for Training Providers. The Awarding Organisation External Verifier (EV)/External Moderator (EM) signs off completion of the vocational qualification.

Training Provider – Will engage with employers to deliver the vocational qualification or on-programme

Assessment Gateway

The employer and training provider will review the work the apprentice has done on-programme to decide if the apprentice is ready to progress to the end final project assessment. 360 degree feedback may also be used as a tool for testing apprentice readiness for the gateway.

If the employer chooses to use a qualification in development that can also act as part of the gateway for the end point assessment.

Successful achievement of the on-programme phase.

Formal end assessment

Research project 40%

Set test creative exercise 20%

Professional discussion 40%

Assessment organisation – The Assessment Organisation will be on the SFA Register of Apprentice assessment organisations. The Assessment Organisation will arrange the Assessment Day, set the research project and sit on the panel for the Set Test creative exercise and professional discussion elements of the end point assessment. They will make the final decision regarding the apprentice passing and the grade given.

Apprentice – Plans, prepares and completes the research project, attend the Assessment Day to undertake the set test and professional discussion interview.

training. They can assist the employer to navigate the delivery of the qualification.

Level 3 vocational qualification attainment (**Optional**)



3. On- Apprenticeship Programme Assessment

On-Apprenticeship Programme delivery should ensure that the apprentice has progressed through a rigorous approach that is fair and consistent allowing flexibility for individual employers. The apprentice will usually spend a minimum of 12 months on-programme, gaining skills, knowledge and behaviours in a broadcast or production organisation. This will include all assessment and the end test.

It is recommended that the apprentice maintains a log of evidence of their on-programme work to be used as reference in their professional discussion element of the end point assessment. They may also wish to keep a reflective diary containing notes and dates of key achievements throughout the Apprenticeship; this would provide a good guide for both the apprentice and the employer and provide evidence to ensure learning is taking place. Examples of items to keep may include: observations, reflective statements, peer reviews, witness testimonies, products including voice recordings, film, reports, photographs, blogs and Q&A.

The Training Provider and the line manager/employer mentor should discuss the apprentice's progress on regular occasions. Although recommended this will usually be an important element in demonstrating that there is an integrated approach when assessing practical skills throughout the continual on-programme period.

For delivery of the recommended qualification, employers should have a close relationship with the Training Provider to ensure there is constructive alignment in the process. The apprentice will usually be required to pass the continual assessment units of the qualification in order to progress to the end test. The employer will ensure that the Apprentice has every opportunity throughout the process to learn all the skills, knowledge and behaviours to meet the agreed Standard.

The Training Provider along with the employer may provide support in ensuring there is quality and consistency in the system to create ongoing progress reports for the apprentice.

4. The Gateway Process (Progress review discussion)

Prior to the discussion with the apprentice, the employer will review the on-programme work the apprentice has completed and decide if the apprentice is ready to progress to the end final project assessment. 360 degree feedback on the apprentice's performance may also be a useful measure of readiness for the end-point assessment gateway.

The employer may wish to use the attainment of the Level 3 vocational qualification to contribute to on-programme evidence to inform the gateway process.

The progress review discussion between employer and apprentice will assess progress to date enabling the apprentice to present / discuss evidence of skills, knowledge and behaviours that they may wish to include as examples for their end point assessment discussion.

Once the employer decides that the on-programme requirements have been achieved, they will meet with the provider to confirm successful achievement of the on-programme phase.

The apprentice will then be put forward for the end point assessment.

5. End point assessment

This will be provided by an Assessment Organisation who will assess all the end point assessment components and then make the final decision regarding the grade it is given. The Apprentice Assessment Organisation will be on the SFA Register of Apprentice Assessment Organisations. This should be someone with a minimum of 3-5 years working experience in the creative industries. If an optional on programme qualification is taken, the appropriate Awarding Organisation criteria for assessment and verification/moderation will need to be applied.

As well as containing on programme training and assessment, all apprenticeship standards must contain an end-point assessment.

An independent organisation must be involved in the end-point assessment of each apprentice so that all apprentices following the same standard and are assessed consistently.

The register of apprentice assessment organisations (the register) is a list of organisations that have been assessed as being suitable to conduct independent end-point assessment of apprentices and be in receipt of public funds. Only these organisations are eligible to conduct independent end-point assessment of apprentices. Although a number of different people and organisations may be involved in an apprentice's end-point assessment, only the independent organisation needs to apply to and be listed on the register.

Employers of apprentices will select an organisation from the register to conduct independent end-point assessment of their apprentices. The register is regularly updated as more organisations successfully apply.

End Point Assessment components

This will take place in the last 4 weeks of the apprenticeship

Assessment method 1 – Research project 40%

This will be a small research project to test the knowledge and skills related to the learner's workplace specialism in either:

- Editing and post production;
- Technical support;
- Production co-ordination;
- Live content creation;
- Commercial.

The purpose of the research project is for the apprentice to demonstrate knowledge gained during the apprenticeship and the application of this knowledge in developing their skills to produce a project report and an artefact which could include a visual or audio short broadcast piece, web content supporting a production or a developed programme idea. The Assessment Organisation will develop guidelines for the apprentice and their employer regarding advice on:

- Duration/time taken;
- Form of project;
- How it will be assessed.

This will ensure consistency of assessment across the range of deliverables that could compromise this element of the end test.

The employer will set the research project for the apprentice based on their specialism, and the Apprentice Assessment Organisation will approve, mark and grade this in advance of the Assessment Day. This will then feed into the combined mark for the apprentice after all the components of the End Point Assessment are completed.

Assessment method 2 – Set test 20%

This will be carried out on the Assessment Day, and will test the apprentice's ability to respond to a commission and to develop a pitch or programme idea in a short timescale of 30 minutes. It will test the following skills and knowledge from the Standard:

Skills

- Interpreting the production brief, research and identify the audience for the TV/Radio production
- Researching and developing creative ideas and concepts for a TV/Radio production
- Presenting persuasive ideas, pitches and proposals for TV/Radio productions

Knowledge

- How new productions in TV/Radio are commissioned
- The differences between genre and the type of TV/Radio production being developed
- How to use tools and techniques to research ideas and concepts for a TV/Radio production
- How to segment audience as part of research and evaluation
- How to work within a budget allocation for a production
- How to use technology to create, distribute and consume content

There will then be 15 minutes allocated to deliver the proposal to the Assessment Panel. This will then be followed by the professional discussion with the Assessment Panel.

Assessment method 3 - Professional Discussion – 40%

The professional discussion element of the end point assessment will begin after the Set test presentation is completed. The Assessment Panel will consist of an Assessment Organisation representative and a representative from the employer/training provider. They will carry out the professional discussion together which will take 45 minutes.

The apprentice will be questioned about elements of their research project, their set test presentation and reflect on their on-programme development (using their portfolio of evidence for reference) as well as wider skills, knowledge and behaviours learnt during the apprenticeship.

This will allow the apprentice to present their work in a professional manner. This will also reveal how they made key decisions on the work they produced, how their role on a production helped to meet the needs of the programme/product commissioners and how they worked with their employer organisation and immediate team.

The key areas to be tested by the Professional discussion are:

- Industry awareness;
- Content Creation;
- Production Development.

Behaviours to be tested will include:

- Good interpersonal skills;
- The ability to remain calm and think creatively;
- Verbal communication skills.

At the end of the Assessment Day, the panel will agree the mark for the Set Test and Professional Discussion elements and combine these with the Project mark to give the final decision on Fail, Pass or Distinction.

The Assessment Organisation representative will have the final say on the grading given. The Assessment Organisation will be guided by the indicated weightings and the following grading criteria set against the apprentice's submission and performance level.

6. Assessment Weighting and Grading (Table)

Assessment Method	Area Assessed	Assessed by	Grading	Weighting
<i>Research Project</i>	<p>Knowledge-Demonstrates knowledge of the broadcast industries, developing a production or specific element of a production</p> <p>Skills – Test their specialist skills in producing the artefact</p>	Assessment Organisation	<p>Fail 49% and under</p> <p>Pass – 50 -69%</p> <p>Distinction – 70%+</p>	<p>40% - total marks possible 40</p> <p>30 marks for a distinction</p> <p>20 marks for a pass</p>
<i>Set test</i>	<p>Skills- Research, idea development</p> <p>Knowledge – knowledge of the commissioning processes, how to develop an idea to pitch, production resource requirements</p> <p>Behaviours- Communication skills, passion for broadcasting, ability to work under pressure</p>	Assessment Organisation	<p>Fail 49% and under</p> <p>Pass – 50-69%</p> <p>Distinction – 70+%</p>	<p>20%- total marks possible 20</p> <p>15 marks for a distinction</p> <p>10 marks for a pass</p>
<i>Professional presentation and discussion</i>	<p>Knowledge- Understanding of the full process of supporting production in the broadcast industry.</p> <p>Behaviours- A focus on the requirements of the customer/organisations commission.</p> <p>Good communication skills to explain the work they have achieved and skills they have developed</p>	<p>Mentor</p> <p>Supervisor/Provider and Assessment Organisation (Assessment Organisation will make the final decision)</p>	<p>Fail 49% and under</p> <p>Pass – 50 - 69%</p> <p>Distinction – 70+%</p>	<p>40% - total marks possible 40</p> <p>30 marks for a distinction</p> <p>20 marks for a pass</p>

during the apprenticeship.

An ability to work effectively both individually and as part of a team.

Broadcast Production Assistant:

GRADING AND CRITERIA TABLE FOR ALL ASSESSED ACTIVITIES

Grade	Criteria
Distinction 70%+	<ul style="list-style-type: none"> • Outstanding achievement in some or more areas and a good achievement or standards in others. The work is worthy of commendation. • High presentation standards during professional discussion showing progression of application of understanding and knowledge, skills and behaviours. • An advanced level of understanding and knowledge in how to respond to commissions, research ideas and support the production of broadcast content. • Set Test demonstrates an advanced ability to work to a brief within a short timescale, the ability to interpret information and pitch well constructed ideas. • The research project demonstrates a thorough knowledge and understanding of their chosen specialism and its contribution to the wider broadcast industry.
Pass 50 - 69%	<ul style="list-style-type: none"> • The work produced demonstrates the required standard for a good/average performance in most production roles undertaken. • The Set Test shows a good level of understanding and knowledge of the broadcast production sector and how ideas are commissioned and pitched. • Research project demonstrates a good understanding of their specialism and how it interacts with other parts of the production chain. • The professional discussion shows how knowledge and skills have been learned and consistently applied in the workplace to provide support and assistance in the production of TV and Radio programmes.

7. Affordability

In developing this assessment approach we are balancing the cost against the need to fully test the skills, knowledge and behaviours gained during the apprenticeship. The combination of a research

project, set test and professional discussion provides a rounded approach and allows for apprentices to demonstrate how they have met the standard.

The working group of employers has, however, considered costs and the most appropriate form of assessment in great detail. A key driver for our assessment model has been to ensure our approach is consistent and directly linked to the Standard.

We are also mindful of the fact that this is an Apprenticeship that will have relatively low numbers of apprentices in comparison to other sectors, however, we imagine there will be around 50 apprenticeships per year.

The costs allocated to end point assessment equates to approximately 10-15% of the overall costing for the delivery and assessment requirements for the Apprenticeship.

We envisage that there will be between 50-100 apprenticeships per year. Estimated costs for end point assessment includes the following items:

Set project assessment – 0.5 days

Set test, Professional Presentation and Discussion (Preparation and Delivery) – 2.5 hrs

Employer "Final sign off" report - 2.5 hrs

Apprenticeship Certificate - 0.5 day (admin)

8. Implementation of the Apprenticeship

Internal Quality Assurance and Quality Control

The Assessment Organisation will be required to demonstrate appropriate quality assurance arrangements in respect of support for the End Point Assessment. Independent Assessors will need to have relevant professional industry experience, of which at least 12 months should be within the last 3 years to ensure current and relevant sector knowledge and understanding.

The Assessment Organisation will make assessment guidance available to independent assessors. We would envisage that assessors and verifiers/moderators, will undertake validation meetings and moderation meetings as required but at least two each year to ensure consistency of marking and grading.

Guidance Documents will be produced by the Assessment Organisation for each of the End Point Assessments.

Implementation Plan

The approach to development and implementation will continue to be informed by close consultation with Awarding Organisations, training providers and Assessment Organisations. Industry will work closely with all those involved in the training and assessment to learn any early lessons, to identify any required remedial actions and to share best practice across the delivery of this apprenticeship.

External Quality Assurance (EQA)

We are developing a model for External Quality Assurance with BIS and the Assessment Plan will be updated once those arrangements are confirmed.