**Unit Title:** Principles Of Keeping Up To Date With Trends And Developments Within The Arts

**Unit Credit Value:** 2
**Unit Level:** Two
**Unit Guided Learning Hours:** 12
**Ofqual Unit Reference Number:** H/503/0255
**Unit Review Date:** 31/12/2016
**Unit Sector:** 9.2 Crafts, Creative Arts and Design

**Unit Summary**
The aim of this unit is to develop learners' knowledge and understanding of how to keep up to date with developments and trends in the sector, including the importance of developing and using networks to gain a wide range of information, support and resources.

**Unit Information**
It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 2 learning outcomes

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<th>LEARNING OUTCOMES</th>
<th>ASSESSMENT CRITERIA</th>
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<td>The learner will:</td>
<td>The learner can:</td>
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| 1. Know how to keep up to date with trends and developments within the arts | 1.1. State the **importance** of keeping abreast of current trends and developments in the arts  
1.2. Describe the type of **information needed** to keep up to date with trends and developments in the arts  
1.3. Identify **where to find information and advice** about trends and developments in the arts  
1.4. Describe **research methods** that can be used to keep up to date with trends and developments in the arts |
LEARNING OUTCOMES | ASSESSMENT CRITERIA
--- | ---
The learner will: 2. Know the importance of networking in the sector | The learner can: 2.1. Describe the benefits of developing networks 2.2. Describe how to build personal contacts and form networks 2.3. Describe how to use networks to keep up to date with developments and trends 2.4. State the importance of maintaining confidentiality

Assessment Guidance
Learners can present their evidence in a number of ways. Learners could present their findings to the rest of the class either individually or in groups. Learners could write reports summarising their findings and witness testimonies of class discussions can also be used. Oral questioning can be used if necessary to confirm the learners’ underpinning knowledge.

Learning Outcome 1 1.1 Importance: identify areas of development, emerging technology, customer requirements, economic situation (effect on organisational offer, impact on projects, customer choice).

1.2 Information needed: emerging technology, economic and political situation, funding issues, audience/customer feedback.

1.3 Where to find information and advice: for example creative and arts related websites.

1.4 Research methods: market research (primary research, interviews, surveys); secondary research (data and statistics, reports, articles).

Learning Outcome 2 2.1 Benefits: referrals, relationships, leads, keeping abreast of developments in the arts.

2.2 Build personal contacts and form networks: face-to-face at meetings, conferences and social gatherings, phone, email, social and business networking websites, specific groups, customer/visitor databases, similar organisations.
2.3 Use networks: keep own business profile up to date, use blogs/forums, share experiences, joint meetings, conference, workshops etc.

2.4 Importance of maintaining confidentiality: for example for data protection.

**Delivery**

**Learning Outcome 1:** Know how to keep up to date with trends and developments within the arts.
The tutor could hold a discussion with learners about the importance of keeping abreast of current trends and developments in the arts. Learners should be directed to websites to research various information sources and research methods.

**Learning Outcome 2:** Know the importance of networking in the sector.
Learners could brainstorm in groups the benefits of networking. The tutor should direct learners to websites to look at various methods of networking. From this learners could produce a report outlining the various methods. The tutor could outline the importance of maintaining confidentiality through taught input and then generate a discussion with learners on the consequences of not maintaining confidentiality.

**Resources**

**Books**

Davies R and Sigthorsson G – *Introducing the Creative Industries: From Theory to Practice* (Sage Publications Ltd, 2013)


**Journal**
*Creative Industries Journal* (first published in 2008)

**Websites**
www.artscouncil.org.uk Arts Council, England: Advice and guidance on different types of arts activity; education and learning, audience development, diversity and resource development.

ccskills.org.uk The Sector Skills Council for Creative and Cultural.
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[creativeeconomy.britishcouncil.org/resources/our-publications](https://creativeeconomy.britishcouncil.org/resources/our-publications) The British Council (Creative Economy): useful tools and resources regarding the creative and cultural economy.


[www.museumsassociation.org/home](http://www.museumsassociation.org/home) Museum Association: a membership organisation providing information on museums, galleries and heritage.