

Specification

Level 3 Production Assistant – Screen and Audio v2.0

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Welcome to Innovate Awarding

Welcome to the Level 3 Production Assistant – Screen and Audio v2.0. Our Innovate Awarding Specifications are designed to ensure the employer, provider and apprentice have the appropriate support and guidance to allow successful completion of an apprenticeship, providing further confidence and assurance having chosen us as an Assessment Organisation.

We are an Ofqual approved Assessment Organisation (AO), experienced in operating within a regulated market. Driven by the employers we work in partnership with, we deliver qualifications and apprenticeships in the Health, Care, Education, Leadership, Management, Leisure, Customer Service, Creative, Hospitality, Retail, Transport and Logistics sectors.

Delivering an apprenticeship is an extremely rewarding role. We recognise the need for a clear specification, resources and support, so more valuable time can be spent delivering to an apprentice.

At Innovate Awarding we stand by our 'no surprises' approach to assessment, making an apprenticeship journey as simple as possible, ensuring the best chance of success for every apprentice who undertakes their assessment with us.

About Innovate Awarding

We are an AO with a collaborative approach to doing business. We work with providers to deliver fit for purpose assessments for a wide range of apprenticeship Standards, certificating thousands of apprentices, continuing to learn and improve with each experience.

We have experienced and responsive teams to ensure the assessment experience is smooth and efficient, working closely with our provider partners.

Please see our website for the range of Standards we are approved to deliver:

<https://innovateawarding.org>

The Apprenticeship Standard and Assessment Plan

An Apprenticeship Standard details the knowledge, skills and behaviours (KSBs) required to be occupationally competent:

- **Knowledge** - the information, technical detail, and 'know-how' that someone needs to have and understand to successfully carry out the duties. Some knowledge will be occupation-specific, whereas some may be more generic.
- **Skills** - the practical application of knowledge needed to successfully undertake the duties. They are learnt through on and/or off-the-job training or experience.
- **Behaviours** - mindsets, attitudes or approaches needed for competence. Whilst these can be innate or instinctive, they can also be learnt. Behaviours tend to be very transferable. They may be more similar across occupations than knowledge and skills. For example, team worker, adaptable and professional. Behaviours will be verified by employers.

Apprenticeships are an invaluable tool for upskilling in areas that matter most to employers. They are a highly effective route to recruit and train future talent, address skills shortages and develop careers across core parts of the business.

The Level 3 Production Assistant – Screen and Audio v2.0 apprenticeship has been developed by employers working in the sector detailing the knowledge, skills and behaviours required to be occupationally competent and outlining the training and assessment journey for an apprentice.

The apprentice will typically spend nine months on-programme, working towards the Level 3 Production Assistant – Screen and Audio v2.0 Standard, combining practical training in a job with study. The extent of the on-programme time should be decided for each apprentice based on their prior learning, skills and experience. If employers are using this Standard for an existing employee, it is important to be aware that the role must represent new learning. Providers should support employers with this.

It is vital the apprentice is prepared and fully ready before they commence their assessments.

Summary of Assessment

An Apprenticeship Standard details the knowledge, skills and behaviours (KSBs) required to be occupationally competent:

Standard name	Production Assistant – Screen and Audio v2.0
Level	3
Sector	Creative and Design
Typical duration	9 months
Minimum time on programme	8 months
Assessment methods	• Simulated Task • Professional Discussion and Portfolio of Evidence
Grading	Distinction/Pass/Fail

The Apprentice

This occupation is found in a wide range of organisations, primarily but not exclusively based in the creative industries. This includes screen and audio sectors such as Film, TV, Radio, Podcast and online content producers. Employers range in size from small independent production companies to large multi-national organisations.

The broad purpose of the occupation is to provide support and assistance to editorial or technical colleagues to ensure the smooth delivery of content for productions. Production Assistants are involved in the end-to-end process of a production. They work to a brief and collaborate with a wide range of stakeholders to plan productions.

Production Assistants contribute to the research and development of production ideas.

They may also provide support to colleagues in technical areas such as camera, lighting and sound. and offering up solutions to production problems.

They research and identify resources, logistics and equipment. They have to consider production requirements and take into account project constraints such as budgets.

Production Assistants are typically office based but they are also likely to work on set or within a studio.

In their daily work, an employee in this occupation interacts with a production team. They need to be adaptable and able to learn quickly on the job; building their knowledge and skills of screen and audio activities as they move across production teams.

The Production Assistant will also work with a wide range of external stakeholders throughout the production process. This will typically include clients, cast, crew members and suppliers.

They typically report to a Production Co-ordinator, Production Manager, Assistant Producer or Producer, depending on the size of the production.

An employee in this occupation will be responsible for supporting and assisting the production team throughout the end-to-end production process. They initiate and complete production tasks and have responsibility for the quality of their own work. They have the autonomy to carry out their duties in line with parameters set by the production team.

Off-the-Job Training

Off-the-job training is a statutory requirement for an English apprenticeship. It is training, which is received by the apprentice during the apprentice's normal working hours, for the purpose of achieving the knowledge, skills and behaviours of the approved apprenticeship the apprentice is completing.

It is an important aspect of apprenticeship training, as it gives the apprentice time to properly develop knowledge and skills from the programme.

Off-the-job training allows the apprentice to take full advantage of the programme, improving the return on investment in training costs for the employer. A developed and upskilled apprentice will lead to an increase in productivity, a clear benefit to the business.

Examples of off-the-job training include:

- Learning new skills at work through shadowing other members of the team, where this activity has been agreed and documented as part of the agreed training plan
- In-house training programmes relevant to the apprenticeship
- Coaching sessions
- Attendance at workshops, training days and webinars relevant to the apprenticeship

- Completion of online learning
- Self-study that includes reading or watching videos
- Training in new working practices or new equipment
- Role-playing or simulation exercises
- Industry visits/conferences relevant to apprenticeships
- Writing assessments, assignments and completing projects or activities
- Practical training or training in the workplace relevant to the apprenticeship

Assessment

The apprentice may choose to end the assessment method early. The apprentice must be confident they have demonstrated competence against the assessment requirements for the assessment method.

The Independent Assessor must ensure the apprentice is fully aware of all assessment requirements.

The Independent Assessor cannot suggest or choose to end the assessment methods early, unless in an emergency.

The Independent Assessor is responsible for ensuring the apprentice understands the implications of ending an assessment early if they choose to do so. The Independent Assessor may suggest the assessment continues. They must document the apprentice's request to end the assessment early.

Assessment Method 1: Simulated Task – Scenario test, presentation and questions

The Simulated Task could be Innovate Assessed or Centre Assessed.

Scenario test

The purpose of the scenario test is to enable the apprentice to show how they react to a production brief, interpret information, test their creative thinking, resourcing and planning skills as well as their skills in presenting a persuasive pitch of their findings and proposals for a screen, online or audio production.

Apprentices will be given an unseen scenario brief designed to test their creative thinking, resourcing and planning skills.

The scenario will relate to the field in which they have been working e.g. screen or audio.

The apprentice will be given 2.5 hours to:

- Interpret a production brief and branding requirements
- Identify the audience/end user requirements for the production
- Scope, evaluate and develop production ideas for a screen, online or audio production as appropriate and establish concepts for the production
- Prepare a storyboard and outline script of ideas
- Develop a proposed episode or programme structure for a production in line with customer requirements/parameters specified in line with the brief provided
- Identify resource requirements (including cast, crew and equipment) and legislative and regulatory requirements
- Consider logistics and budget constraints that are adaptable to operational change
- Consider sustainability when defining resource requirements
- Complete a call sheet or schedule
- Prepare a presentation of the findings. This should include the proposed episode or programme structure for production

After 1 hour into the scenario test, the apprentice will be provided with further information that represents an operational or creative change. The purpose is to enable the apprentice to demonstrate their ability to adapt their plans at short notice.

Examples of changes might typically include one of the following:

- A change to the client brief/specification requirements
- A change in production budget
- A change in production location
- The date of filming/recording being changed
- Some of the crew or resources not being available

Presentation and questioning

Following the scenario test, the apprentice will be required to present their response to the Independent Assessor, pitching their ideas for an episode or programme structure for a screen or audio production. They should be sure to include a summary detailing how the proposal satisfies the production brief. The way in which the content of the presentation is delivered is not prescriptive but should include the use of written materials and a visual aid.

The purpose of the questioning is to explore aspects of the presentation given by the apprentice and will assess the apprentice's depth of understanding and skills.

The presentation and questioning will last for 30 minutes, +10% to allow the apprentice to finish a response. This is typically split into 10 minutes for the presentation, and a further 20 minutes for questioning. The presentation will take place remotely.

Assessment Method 2: Professional Discussion and Portfolio of Evidence

The Professional Discussion and Portfolio of Evidence will be Innovate Assessed.

Portfolio of Evidence

The Portfolio of Evidence can be submitted for assessment towards the end of the apprenticeship.

The Portfolio of Evidence must be uploaded to Proficient, by inserting a link.

Portfolio of evidence requirements:

- Apprentices must compile a portfolio of evidence during the on-programme period of the apprenticeship
- It must contain evidence related to the Knowledge and Skills statements that will be assessed by the Professional Discussion
- Evidence must be mapped against the Knowledge and Skills statements
- Evidence may be used to demonstrate more than one Knowledge or Skills statement; a qualitative as opposed to a quantitative approach is suggested

Evidence sources may include:

- Audio/video clips (maximum total duration 15 minutes); the apprentice must be in view and identifiable
- Production pitches/briefs created/showreels
- Reference materials and research undertaken
- Work products
- Colleague feedback/statements
- Work instructions
- Workplace documentation/records, for example workplace policies/procedure/records

This is not a definite list: other evidence sources can be included

Professional Discussion

In the professional discussion, the Independent Assessor and apprentice will engage in a formal two-way conversation in which the apprentice can refer to and illustrate their answers with evidence from their Portfolio of Evidence.

The apprentice will have submitted the Portfolio of Evidence, before the assessment to allow time for the Independent Assessor to assess it. The Independent Assessor will have used this to formulate some of the Professional Discussion questions. The

purpose of these questions is to authenticate evidence, and to assess any knowledge and skills not shown in the Portfolio of Evidence.

The topics for discussion will cover:

- Industry awareness
- Obtaining and storing assets
- Planning
- Collaboration
- Production documentation
- Technical assistance
- Editing
- Evaluation
- Continuing Professional Development

The Professional Discussion will last for 60 minutes, +10% to allow the apprentice to finish a response. It will take place remotely.

Assessment Booking

Assessments should be taken at the appropriate time for the apprentice to be able to demonstrate their knowledge and skills fully.

Please refer to the assessment booking process for further details.

Passing the Apprenticeship

For an apprentice to pass their apprenticeship they will need to demonstrate that they can reliably and effectively meet all the requirements in the knowledge, skills and behaviours.

The Simulated Task will be graded as distinction, pass or fail.

The Professional Discussion and Portfolio of Evidence will be graded as distinction, pass or fail.

The overall grade for this apprenticeship will be distinction, pass or fail.

The behaviours will be verified by the employer.

Grades from individual assessment methods must be combined in the following way to determine the overall grade.

Scenario Test	Professional Discussion and Portfolio of Evidence	Overall Grading
Distinction	Distinction	Distinction
Distinction	Pass	Pass
Pass	Distinction	Pass
Pass	Pass	Pass
Any Grade	Fail	Fail
Fail	Any Grade	Fail

Knowledge

Knowledge	Assessment Method
K1: The effect organisational structures, regulations, commissioning processes and funding has on new productions and production activities.	Simulated Task
K2: The differences between genre and how this affects the type and scale of production.	Professional Discussion and Portfolio of Evidence
K3: The methods, tools and techniques used to scope and evaluate ideas and problem solving concepts for a production.	Simulated Task
K4: The methods used to segment and understand audience engagement.	Simulated Task
K5: The different styles of writing and tone of voice that is appropriate to the platform and the audience.	Simulated Task
K6: The use of grammar, punctuation and spelling to facilitate clear and concise communication.	Simulated Task
K7: The end-to-end production workflow and planning process, the key stages including post production, and own role within this.	Simulated Task

Knowledge	Assessment Method
K8: The regulatory and legal requirements when using media assets, such as copyright, intellectual property rights, non-disclosure agreements and licensing.	Professional Discussion and Portfolio of Evidence
K9: How to incorporate the relevant branding into the production such as use of brand identity templates and logos for screen, online and audio production.	Simulated Task
K10: How to source and identify media assets.	Professional Discussion and Portfolio of Evidence
K11: Principles of budget allocation and methods used to monitor costs for a production and the potential impact.	Simulated Task
K12: How organisational priorities, commercial pressures, project deadlines and working practices impact on production schedules.	Professional Discussion and Portfolio of Evidence
K13: The legislation and organisational policies including health and safety, contingency planning and licensing as they apply to crew and contributors.	Simulated Task
K14: The processes to follow when authorising the use of resources, and methods of monitoring usage in line with the production plan.	Professional Discussion and Portfolio of Evidence
K15: Typical production hierarchies, the roles and responsibilities within production teams and the etiquette to follow.	Professional Discussion and Portfolio of Evidence
K16: The communication and reporting processes to follow when acting as point of contact on a production.	Professional Discussion and Portfolio of Evidence
K17: How to interpret a call sheet/schedule prior to a shoot.	Professional Discussion and Portfolio of Evidence
K18: How to securely store and access captured materials and media assets for future use in line with GDPR and organisational policies.	Professional Discussion and Portfolio of Evidence

Knowledge	Assessment Method
K19: Own responsibilities for creation, maintenance and storage of production documentation.	Professional Discussion and Portfolio of Evidence
K20: Methods used to transcribe documents/footage accurately and in line with production requirements.	Professional Discussion and Portfolio of Evidence
K21: Processes to follow when scoping out and interpreting resource requirements from production documentation.	Simulated Task
K22: Considerations when establishing optimal set or studio locations for the equipment.	Professional Discussion and Portfolio of Evidence
K23: The organisational procedures to follow when sourcing and obtaining locations, catering, accommodation, transport and technical equipment for productions.	Professional Discussion and Portfolio of Evidence
K24: Sustainability and the typical activities which contribute to their 'professional carbon footprint' and steps to reduce this.	Simulated Task
K25: How camera setup, function and application vary according to genre and budget.	Professional Discussion and Portfolio of Evidence
K26: Principles to consider when operating media content capture equipment in a studio and on location.	Professional Discussion and Portfolio of Evidence
K27: The particular characteristics of omni directional, directional, cardioid microphones, and accessories and the impact on recording.	Professional Discussion and Portfolio of Evidence
K28: Methods used to identify the editorial intent, required artistic effect and target audience for audio material.	Professional Discussion and Portfolio of Evidence
K29: The effect of the production environment on own role and the wider production.	Professional Discussion and Portfolio of Evidence
K30: How to cut, edit and caption production content to meet output requirements.	Professional Discussion and Portfolio of Evidence

Knowledge	Assessment Method
K31: The importance of archiving, preserving and conserving media assets.	Professional Discussion and Portfolio of Evidence
K32: Principles of online and broadcast resolution, ingesting, editing and exporting content and how to prepare a timeline.	Professional Discussion and Portfolio of Evidence
K33: The audience data, and metrics selected and applied by own organisation, to evaluate the impact and success of a production against its objectives.	Professional Discussion and Portfolio of Evidence
K34: Approaches to maintaining up-to-date knowledge of existing and evolving technology, trends and platforms and managing and marketing own skills and services.	Professional Discussion and Portfolio of Evidence

Skills

Skills	Assessment Method
S1: Interpret a production brief and identify the audience/end user requirements for the production.	Simulated Task
S2: Scope and evaluate ideas and problem solving concepts for a production.	Simulated Task
S3: Develop creative ideas and proposals for screen, online or audio productions.	Simulated Task
S4: Create a brief for a production, including documents such as a storyboard or treatment or outline script of ideas.	Simulated Task
S5: Present persuasive pitches, ideas and proposals for screen, online or audio productions.	Simulated Task
S6: Work in line with agreed workflows, adapting to operational and creative changes as they occur and inform relevant stakeholders.	Simulated Task

Skills	Assessment Method
S7: Support the end-to-end process of production by monitoring budgets, resources and progress and adhering to legislation, regulations, organisational processes and procedures.	Professional Discussion and Portfolio of Evidence
S8: Identify and minimise hazards and risks in the workplace such as Covid compliance.	Professional Discussion and Portfolio of Evidence
S9: Assist cast and crew members and act as a point of contact with the production office and other departments.	Professional Discussion and Portfolio of Evidence
S10: Develop and maintain positive working relationships when in production, establishing and using professional networks.	Professional Discussion and Portfolio of Evidence
S11: Provide progress reports to your production coordinator or producer.	Professional Discussion and Portfolio of Evidence
S12: Create, use and store production documentation throughout the end-to-end production workflow.	Professional Discussion and Portfolio of Evidence
S13: Manage and store media assets, creating accurate records of material produced in line with workflows and organisational policies.	Professional Discussion and Portfolio of Evidence
S14: Complete a call sheet/schedule prior to a shoot.	Simulated Task
S15: Scope resource requirements; identify and prevent potential supply problems.	Simulated Task
S16: Identify and assist with sourcing resources for a production, including locations, catering, accommodation, transport, equipment, crew, budget and existing media assets.	Professional Discussion and Portfolio of Evidence
S17: Identify opportunities to deliver sustainable solutions in line with industry standard recommendations.	Simulated Task
S18: Select microphones taking into account conditions and environments.	Professional Discussion and Portfolio of Evidence

Skills	Assessment Method
S19: Select and set up camera equipment as required.	Professional Discussion and Portfolio of Evidence
S20: Monitor the sound levels and bit rate, identifying any issues during the capturing process.	Professional Discussion and Portfolio of Evidence
S21: Work to a visual technical specification such as resolution, frame rate, pixellation.	Professional Discussion and Portfolio of Evidence
S22: Operate current industry standard equipment and software safely during and post recording.	Professional Discussion and Portfolio of Evidence
S23: Edit and optimise audio or visual material saving in the required format.	Professional Discussion and Portfolio of Evidence
S24: Compress digital assets.	Professional Discussion and Portfolio of Evidence
S25: Select edit points to create a smooth transition in the material and achieve required audio effects using sound and acoustic effects as required.	Professional Discussion and Portfolio of Evidence
S26: Review edited material to ensure appropriateness for the target audience, house style and platform.	Professional Discussion and Portfolio of Evidence
S27: Gather audience data to evaluate the impact and success of a production against its objectives.	Professional Discussion and Portfolio of Evidence
S28: Use lessons learned to evaluate the success of the production and identify areas for improvement for future productions.	Professional Discussion and Portfolio of Evidence
S29: Use continuing professional development planning to support own current and future training and development needs.	Professional Discussion and Portfolio of Evidence

Behaviours

Behaviours
B1: Seeks to continuously improve the production.
B2: Acts collaboratively to build and maintain positive relationships with colleagues, customers and suppliers.
B3: Takes ownership of work, with a strong work ethic and commitment to achieving high standards.
B4: Committed to keeping up to date with new technologies and industry best practice. Resourceful in finding creative solutions to solve problems.
B5: Acts in an ethical manner, embracing, equality, diversity and inclusion in the workplace.

Annex 1: Apprenticeship Details and Assessment Plan

The apprenticeship details and assessment plan can be accessed by following this link:

[Production assistant - screen and audio / Skills England](#)

Level 3 Production Assistant – Screen and Audio

ST0341

Version 2.0

Route: Creative and Design

EQA Organisation: Ofqual

Annex 2: Additional Information

Results and Certifications

All final assessment component results are published on Proficient within **ten working days** of the assessment taking place.

We will submit a certificate claim with the DfE within 15 working days after the final result has been uploaded to Proficient. The DfE will send the certificate directly to the employer.

For replacement certificates a request must be emailed to epa@innovateawarding.org. Within two days of receiving the email, a replacement certificate will be requested from the DfE.

Re-sits

An apprentice who fails an assessment method, will be required to re-sit the failed assessment method only.

Apprentices should have a supportive action plan to prepare for the re-sit.

~~Grades will not be capped as a result of a resit.~~

Reasonable Adjustments, Special Considerations and Appeals

Information on reasonable adjustments, special considerations and the appeals process can be accessed by using this link:

[Policies Procedures](#)

Support Materials

All the support materials for this apprenticeship can be found on Proficient.

Use of Artificial Intelligence (AI) and Referencing

Apprentice submissions as part of their portfolio of evidence must be produced by themselves. Correctly cited quotes can be used to enhance and support the document, but the document itself must be the apprentice's own work and not generated by AI. If you are using AI to amend your own words, then these are no longer your own words and this becomes plagiarism.

Innovate Awarding expects all forms of plagiarism to be treated very seriously by staff at centres, and centres should have in place their own plagiarism policy and process for handling suspected cases of plagiarism.

English and Maths Qualifications

Apprentices must follow the English and Maths formal qualification requirements as set out in the Department for Education Apprenticeship funding rules.

Annex 3: Version Record

Innovate Awarding continuously review all support material to ensure its accuracy. All amendments will be recorded in the Version Record.

Version Number	Effective From	Reason for Change	Location

Please ensure that you use the current version.

All enquiries relating to the version change of the document should be directed to epa@innovateawarding.org