

MONDAY TUESDAY WEDNESDAY THURSDAY FRI

30
Cambridge TECHNICALS LEVEL 3

1



2

PERFORMING ARTS

Holiday

7

8

Campaign Days 9

Unit 32

Arts administration

13

14

15

M/615/1140

Guided learning hours: 120

Version 2: June 2017

20

21

22

Marketing Plan 27

Marketing Plan Meeting 28



LEVEL 3

UNIT 32: Arts administration

M/615/1140

Guided learning hours: 120

Essential resources required for this unit: Access to IT and research materials

This unit is externally assessed by OCR

UNIT AIM

There are vital administrative roles in the performing arts that do not require you to perform. These professional roles in arts administration are integral to the smooth running of organisations and companies, projects and productions.

The arts administrator's range of knowledge, understanding and skills is broad and reflects the diversity of the sector. Organisations require roles such as fundraising, marketing, programming and project management - just some of the areas covered by 'Arts administration'. These roles are needed whether the organisation is large or small, subsidised or commercial and irrespective of which art forms are involved.

In this unit you will gain a greater knowledge of the broader supporting functions of the sector which facilitate performance work. Whatever role you take within the performing arts you will use this knowledge and understanding to underpin your career.

TEACHING CONTENT

The teaching content in every unit states what has to be taught to ensure that learners are able to access the highest grades. Anything which follows an i.e. details what must be taught as part of that area of content. Anything which follows an e.g. is illustrative.

For externally assessed units, where the content contains i.e. and e.g. under specific areas of content, the following rules will be adhered to when we set tasks for assessment:

- a direct question may be asked about unit content which follows an i.e.
- where unit content is shown as an e.g. a direct question will not be asked about that example.

Learning outcomes	Teaching content	Exemplification
The Learner will:	Learners must be taught:	
1. Understand the considerations of arts administration	1.1 Legal	Learners will need to know what companies and organisations would need to consider in order to set up a project legally and why i.e. the requirement of music licences e.g. PRS (Performing Rights Society) and PPL (Phonographic Performance Licence), business registrations.
	1.2 Policy	Learners need to consider the policies that are required as a freelancer or within a larger organisation and why i.e. public liability and employee insurance, processes and policies for the protection of data, health and safety policies, certificates and risk assessments.
	1.3 Structures	Learners need have an awareness of the structures of arts administration in different sized organisations i.e. marketing, fundraising, programming, project managing, health and safety roles, relative to scale.
	1.4 Risk, health and safety	Learners need to know what companies and organisations would need to consider in order to work safely i.e. safeguarding and staff training policies, reference checks, DBS applications, health and safety/equipment checks and risk assessments.

Learning outcomes The Learner will:	Teaching content Learners must be taught:	Exemplification
4. Understand arts administration in practice	4.1 Contingency	Based on the knowledge and understanding they have learnt so far, learners will need to understand how to apply contingencies across a range of performing arts settings and scenarios.

LEARNING OUTCOME (LO) WEIGHTINGS

Each learning outcome in this unit has been given a percentage weighting. This reflects the size and demand of the content you need to cover and its contribution to the overall understanding of this unit. See table below:

LO1	15%
LO2	25%
LO3	30%
LO4	30%

ASSESSMENT GUIDANCE

All Learning Outcomes are assessed through an externally-set, written examination paper worth a maximum of 60 marks and 2 hours in duration.

The examination paper will have short to medium response questions and extended response questions.

SYNOPTIC ASSESSMENT

When learners are taking the assessment task for this unit they will have opportunities to draw on relevant, appropriate knowledge, understanding and skills that they will have developed through other units. We have identified those opportunities in the table below. Learners should be encouraged to consider for themselves which skills/knowledge/understanding are most relevant to apply.

Unit	Learning Outcome (LO):
1	LO1: Understand the performing arts sector LO2: Know the organisations and roles in the performing arts industry LO3: Understand progression and opportunities in the performing arts sector LO4: Be able to produce strategies for sustaining a freelance career
2	LO1: Understand the key features of projects LO2: Be able to plan and develop a project from a commissioning brief LO3: Know how to write a final proposal for a project
5	LO1: Understand issues that affect the performing arts industry LO2: Be able to plan and carry out research
17	LO1: Be able to plan a dance or movement workshop

To find out more

ocr.org.uk/performingarts

or call our Customer Contact Centre on **02476 851509**

Alternatively, you can email us on **vocational.qualifications@ocr.org.uk**



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