

GUIDANCE NOTE

Junior Content Producer (ST0105)

Issued: 1 October 2020

END-POINT ASSESSMENT & STANDARD MISALIGNMENT

The following guidance is designed to support End-Point Assessment Organisations (EPAOs) in their delivery against the Junior Content Producer apprenticeship standard. Concerns have been raised around a number of criteria within the assessment plan that are not fully aligned with those presented within the apprenticeship standard. The concern is that this difference could create disadvantage for apprentices who have been trained prescriptively against the standard criteria as written and may be unfairly marked down during the end point assessment process, as a result of this misalignment.

The discrepancies highlighted are as follows:

Junior Content Producer Apprenticeship Standard Version 1 (updated 16/01/2020)	Junior Content Producer Assessment Plan ST0105/AP02
<p>Within the Knowledge and Understanding Criteria (Content Creation and Evaluation section), the criterion states:</p> <p>“How to publish web pages using mark-up and style sheets.”</p>	<p>The corresponding criterion within the assessment plan sits within the Workplace Observation (Skills Section), defined as:</p> <p>“Demonstrating how to publish web pages using mark-up and style sheets.”</p>
<p>No behavioural criteria relating to ‘remaining calm’ or ‘creativity’ within the apprenticeship standard.</p>	<p>There is an additional criterion within the Set Brief Test (Behaviours Section):</p> <p>“The ability to remain calm and think creatively within limiting parameters.”</p>

The prescriptive mark scheme dictated within the assessment plan could lead to a situation whereby an individual may not meet the grading required as a result of losing a mark in either, or both, of these areas highlight above. The respective change to and addition to the assessment plan also create design and delivery implications for End Point Assessment Organisations in delivery for this standard.

SUPPORTING GUIDANCE

To ensure the avoidance of risk, End Point Assessment Organisations who are delivering against this standard should take the lead from the apprenticeship standard design in the assessment of these two criteria, as follows:

Current Approach	Revised Approach
<p>The existing criterion,</p> <p>‘Demonstrating how to publish web pages using mark-up and style sheets.’</p> <p>Currently sitting within the assessment plan under the skills criteria for the ‘Workplace Observation’.</p>	<p>Should change to:</p> <p>‘How to publish web pages using mark-up and style sheets.’</p> <p>and sit within the assessment plan under the knowledge criteria for the ‘Workplace Observation’.</p>
<p>The existing criterion:</p> <p>‘The ability to remain calm and think creatively within limiting parameters.’</p> <p>Currently sitting within the Set Brief Test (Behaviours Section).</p>	<p>Should be removed from the Set Test assessment criteria and not impact the apprentices’ assessment outcome.</p>