## Unit 33 Working in the performing arts industry

## Image result for technology and the makeup industryImage result for health and safety  and the makeup industry80S POWER LIPSHigher National Certificate/Diploma in PERFORMING ARTS (MEDIA MAKE-UP)

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| **Student Name/ID Number:** |  |
| **Unit Number and Title:** | **Unit 33: working in the performing arts industry** |
| **Academic Year:** |  **2020** |
| **Unit Assessor:** | **Philomena Liston** |
| **Assignment Title:** | Preparing to work in the performance industry. |
| **Issue Date:** |  **20/1/2020** |
| **Submission Date:** | **30/3/2020**  |
| **Internal Verifier Name:** | **Gemma Mulrooney** |
| **Date:** |  |

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| **Submission Format:** |
| Your assignment will be word processed with all spelling and grammar correct. You should present your assignment with the correct referencing and include images and a clear layout. |
| **Unit Learning Outcomes:** |
| LO1 Analyse own career goals and accessibility to employment of your chosen role.LO2 Analyse the importance of health, safety and wellbeing within the work place and own career.LO3 Review sustainability of a career in the performing arts industry and strategies to support long term employability.LO4 Create a marketing strategy that will enhance and prolong your chosen career. |
| **Assignment Brief and Guidance:** |
| **Scenerio**As a Make-up artist you must be aware of the ever changing and evolving world of technology and social media, the importance of being able to market yourself to gain employment. This unit will enable you to explore the world of marketing within your chosen career path and you will create marketing strategies and will present an online presence to present to the industry. You will also explore and analyse Health and wellbeing awareness so that you may work in a healthy working environment and increase longevity as a worker in this challenging industry.  **Task 1**- **Analyse own career goal and accessibility to employment of chosen role: look at your skills in relation to the skills you require to work within the performing arts industry. You will discuss areas of strength as well as areas for improvement or further training.**Look at your own personal development relevant to career goal**Your personal development goals must include your:**-Skills audit-Technical skills-Development needs-Time management skills-Financial management skills-Administrave skills-Self-promotional skills-Technology skills-Updating of skills relevant to industry needs.**Working under contract :**-Self-employed-PAYE-Contract length-Legal rights-Clauses and commitments**Finance:**-Financial planning-National insurance-Banking-Financial records and documentation-Accountants.**Job interviews:**-Auditions-closed calls, open calls, interviews**Job applications tools:**-C.V/ portfolio, e.g. resume, C.V, show reel, portfolio, photos, online profile**Performing arts workforce:**-Diversity of the performing arts industry-Areas of imbalance relevant to your career aims and specialist area.By completing this task you will be able to manage and analyse own career goal and accessibility to employment within your chosen role, seek employment using appropriate technology tools and create strategies to manage finances effectively.**Task2 –** **Analyse the importance of health, safety and wellbeing within the work place and own career: you will investigate the high demands of working within the performing arts industry, the effects it can have upon its workforce, strategies to manage work load and where to gat support when needed.****Management of health and wellbeing:**- Mental health -Eating disorders -Stamina -fitness -Nutrition -Hydration -Injury prevention and management- Healthy working environment - Team building and support -Mentoring -Associations and organisations **Management of Health and Safety:** -Legislation -Risk assessment  -First aid -Legal responsibilities  -Associations and organisations **Professional health and wellbeing development:** -Fitness levels and management -Nutrition management  -Mental health awareness and management By completing this task you will have an understanding of the importance of managing your health, safety and wellbeing when working within this high pressured industry or working on your own. You will be able to make judgments around a safe environment to work and what associations and organisations are there to support you.- **Task 3 –** **Review sustainability of a career in the performing arts industry and strategies to support long term employability: You will investigate how the industry is ever changing, Industry trends and strategies to sustain of your long term on going employment.****Professional health and wellbeing development:**-Keeping up with industry trends -Skills updating in response to industry need -Technological advances and changes -Legislation changes -Fitness levels **Resting:**-Part-time work-Flexibility-Contract length clauses and commitments**Agents**-How to access agents-Working with agents-Contractual obligations**Associations and organisations:**Unions and professional memberships relevant to your specialist area.By completing this task you will gain knowledge of the ever increasing changes in the use of Technology in your chosen career, you will have a solid understanding of the importance of sustainability and developing your skills within your own career in the performing arts industry.**Task - 4** **Create a marketing strategy that will enhance and prolong the chosen career:** **Investigate and discuss ways in which you can promote and market yourself, what tools are there both offline and online to assist you, discuss online portfolio, C.V. explore emerging Technology and possible future developments and your own personal targets to invest in the fast moving industry.**-Marketing: Promoting yourself -Creating a ‘buzz’ -Difference between offline and online promotion  -Marketing management -Role of agent in promotion -Marketing costs ‘**Offline’ marketing activities:** -Networking -Professional etiquette  -live performances and showcases CV/portfolio: photos, CV/resume, show reel **CV/portfolio:** #-Photos -CV/resume -Show reel Emerging technology and future developments Branding relevance ease of use range of activities to match audience **Career goals:** -Career target  -Intended audience -Aims and objectives  -Personal development -Future-proofing own brand and product **Audience:****-** Audience research -Aims and objectives -TargetsBy completing this task you will know how to enhance and prolong in your chosen career, Create marketing strategies to assist you in gaining employment, you will understand the importance using both online and offline marketing and networking to promote yourself in your chosen career.

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| **Learning Outcomes and Assessment Criteria:** |
|   | Pass | Merit | Distinction |
| **LO1**  Analyse own career goal and accessibility to employment of chosen role  |  **P1**  Analyse own career goal within the wider performing arts industry **P2** Assess the accessibility of your career goal. |  **M1** Discuss the barriers to accessibility within the performing arts industry and specific to your role  |  **D1** Critically analyse the workforce diversity of own specific career goal and how this may impact on own accessibility routes  |
|  **LO2** Analyse the importance of health, safety and wellbeing within the workplace and own career development  |  **P3** Analyse the risks associated with sustaining health and wellbeing in a career in the performing arts industry **P4** Analyse own health and wellbeing strategies relevant to own career development |  **M2** Discuss own areas for development based on an analysis with a clear improvement/maintenance plan  |  **D2** Critically analyse the health, safety and wellbeing issues in the wider performing arts industry using specific examples  |
|  **LO3** Review the sustainability of a career in the performing arts industry and strategies to support long-term employability  |  **P5** Assess the sustainability of employment in your chosen career role **P6** Explore strategies to support sustainability in the performing arts industry |  **M3** Create a sustainability skills development plan specific to own career role  |  **D3** Critically analyse why keeping up with industry trends is essential to long-term employability  |
|  **LO4** Create a marketing strategy that will enhance and prolong the chosen career  |  **P7** Justify suitable online and offline marketing activities for own personal career goal **P8** Create a marketing plan for own personal career goal |  **M4** Construct a detailed strategy that can sustain your career over time, keeping up with trends  |  **D4** Critically analyse the development of offline and online marketing activities in the performing arts industry and how they could affect own marketing |

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