

Proceedings of the Institute of Acoustics

THE TRAINING INITIATIVE FOR PROFESSIONAL SOUND AND THE DEVELOPMENT OF NATIONAL VOCATIONAL QUALIFICATIONS FOR THE PROFESSIONAL SOUND PRACTITIONER

P.A.TURNER

SANDWELL COLLEGE OF FURTHER AND HIGHER EDUCATION.

THE TRAINING INITIATIVE FOR PROFESSIONAL SOUND THE LEAD BODY FOR THE PROFESSIONAL SOUND PRACTITIONER.

T.I.P.S. was formed by the following representative bodies and learned institutes;

The Association of Professional Recording Studios (APRS)

The Audio Engineering Society, UK Section (AES)

The Sound and Communications Industries Federation (SCIF)

The Institute of Acoustics (IOA)

together with individuals who represent all Professional Sound Practitioners in every sector and sub-sector of the Media Industry along with Educationalists and Trainers.

T.I.P.S. has used the terminology "The Professional Sound Practitioner" as a generic term to describe those people who earn their living in the Professional Sound Sector which can be sub-divided into the following major areas of work as follows:-

1. Recording Studios
2. Record Preparation, Production and Distribution.
3. Radio Broadcasting.
4. Permanent Sound Reinforcement, Installation and Maintenance.
5. Temporary P.A. Equipment Installation and Operation.
6. Test Equipment and Equipment Design, Manufacture and Distribution,
7. Equipment Sales and Service.
8. Studio Design, Construction and Commissioning.
9. System Design and Commissioning.
10. Environmental Noise Specialists.
11. The Educators and Trainers
12. Motion Picture Production, Distribution and Exhibition
13. Television Pre-Production, Production and Post- Production Network
14. Theatre Sound.
15. Audio-Visual Media.

The Sector is estimated to offer job opportunities for professional employment of the Sound Practitioner, employing approximately 82,500 people.

Proceedings of the Institute of Acoustics

The identification of occupational areas for the Professional Sound Practitioner is of prime importance to this study but, as an example of the types of employment available, we could illustrate the potential in music related activities.

For live performance there would be required:-

Musicians	Agents	Personal Management
Tour Management	Business Management	Front of House Engineers
P.A. Technicians	Monitor Engineers	P.A. Riggers
Road Crew	Lighting Engineers	Lighting Crew
Lighting Design	Equipment Technicians	Instrument Technicians
Merchandising Sales	Graphics and Design	Travel Agents
Drivers	Caterers	Wardrobe
Lawyers	Accountants	Venue Staff
Local Radio	Local Papers	Rehearsal Studios
Equipment Hire	Truck Hire	Computer Operators
		and Programmers

In record companies there would be:-

Acts and Repertoire	Marketing	Duplication Plants
Record Cutting	Record Pressing	Distribution
Master Production	Lawyers	Accountants
Graphics	Printing	Administration
Publishing	Computer Operators	
	and Programmers	

Recording Studios would require:-

Studio Owners	Producers	Sound Engineers
Tape Operators	Technicians	Equipment Suppliers
Studio Engineers	Specialised Contractors	Maintenance
Manufacturers	Acousticians	Computer Operators
Music Computer Programmers		

Video studios offer:-

Studio Owners	Management	Production
Direction	Cameramen	Continuity
Make Up	Hairdressing	Design
Sound and Vision	Sound and Vision	Script and Story
Technicians	Engineers	Boardwriting

Suppliers to the Industry offer employment in:-

Retail Outlets	Manufacturers	Wholesalers
Distributors	Marketing and Sales	

There is an inter-relationship and cross-fertilisation of skills between all categories of employment for the Professional Sound Practitioner and, as can be seen, the Professional Sound Practitioner is necessary to other Sectors such as Film, Television and Theatre. The

Proceedings of the Institute of Acoustics

skills of Management, Administration and Finance are necessary and common to all categories and, whilst these will be addressed by TIPS, it is recognised that other Lead Bodies will be addressing these issues TIPS though would wish to augment them where appropriate.

Employment for the Professional Sound Practitioner varies from permanent to short term contracts, to various freelance arrangements. The Sector contains a number of large employers of labour and also a considerable number of small companies in terms of their employment size. As an example a manufacturer may have a permanent work force of one hundred or more, but a promoter of a major musical tour may only employ ten people on a permanent basis but will be employing one hundred and fifty or more freelance and contract personnel during the length of the tour. A further example is the Broadcasting Station which employs fifty or more individuals on a permanent or contract basis, and the commercial Production Company supplying the Station which employs five.

In practice there are as many staffing structures, and within them working practices, as there are companies within the Professional Sound Sector.

Despite there being Further and Higher Education courses aimed at the Sector together with privately run courses, manufacturers product training and familiarisation packages together with retail companies short training courses and seminars there is no coherent pattern of Education and Training for the Professional Sound Practitioner.

This lack of cohesive, structured, formal pattern of pre and post-entry Education and Training for all aspects of Professional Sound, from the technical and creative skills needed together with the organisational and management skills necessary, can lead to a situation where a market of quality staff in our dynamic Sector is not guaranteed, where the utilisation of new technology will not be achieved to the full, with there undoubtedly being many unidentified and unsatisfied Education and Training needs.

The situation also projects a bad image to the young and talented aspirant, who not only has difficulty discovering the organisations offering Education and Training but also cannot receive any real careers advice from either within the Sector or from the Careers Service.

Moreover it does not enable there to be any sensible, structured programmes of post-entry career development, an increasingly important aspect of Education and Training as the technology of our Sector becomes ever increasingly complex in shorter time spans. It is necessary to address the steep learning curves we all have to tackle with these advances in new technology and their application within our Industry.

Alternatively effective and efficient methods of Education and Training could enable there to be a stable recruitment pattern, an improvement of standards, better implementation of new technology, a more

productive Professional Sound Sector and an improved public perception.

These problems became apparent through informal, succeeded by formal, discussions between the four major representative organisations in the Professional Sound Sector, together with Educationalists and Trainers which led to the formation of the Training Initiative for Professional Sound (TIPS).

In June 1989 TIPS commenced a mapping study of the Professional Sound Sector. This study was jointly funded by the Training Agency, the Lead Body, and the Professional Sound Sector.

The study is based at Sandwell College of Further and Higher Education which acts on behalf of TIPS to deal with Administrative and Financial matters.

The study was undertaken by a project team consisting of:-

Project Director	Research Manager
Research Manager (Data)	Administration Manager

The study is monitored by the Executive Committee of TIPS comprising of 14 members; this committee met at the commencement of the study to set guidelines and will meet at the completion of the study to receive the following report.

A steering group consisting of seven members meets on a six weekly basis to monitor the study. The Project Director and the Research Managers submit progress reports to the Steering Group and will present the final report. The Training Agency is co-opted into the membership of both committees.

The aim of the study is to carry out a preliminary occupational manpower study with the following objectives:-

- a) To identify the occupations to be covered by TIPS in pursuance of its role as a Lead Body and the development of work-placed assessable standards of competence, ultimately for national certification through National Vocational Qualifications.
- b) To provide TIPS with the basic information required to undertake a systematic analysis of the occupational area and to allow the derivation of elements of competence and associated performance criteria.
- c) To identify those Lead Bodies and Industry Training Organisations (statutory and non-statutory) whose work will influence the Professional Sound Sector and to develop cross-sector co-operation.
- d) To identify other bodies not yet consulted.
- e) To identify all Training courses in both public and private sectors aimed at the Professional Sound Practitioner.
- f) To assess the level and quality of careers advice.
- g) To develop a database.
- h) To liaise with both the National Council for Vocational Qualifications and Scottish Vocational Education Council.

Proceedings of the Institute of Acoustics

- i) To liaise with National Awarding Bodies.

At the time of writing the study is half way through its six month period but is already able to present tangible, measurable outputs relating to the objectives.

We are able to:-

- a) Identify the occupations to be covered by TIPS in pursuance of its role as a Lead Body. This provides TIPS with the information required to undertake systematic analysis of the occupational areas allowing derivation of elements of competence and associated performance criteria and the development of work placed assessable standards ultimately for National Certification through National Vocational Qualifications
- b) Identify those LB's and ITO's whose work will influence the Professional Sound Sector and the identification of other bodies to enable the development of cross sector co-operation.
- c) Identify Education and Training Courses in both private and public sectors aimed at the Professional Sound Practitioner.
- d) Assess the level and quality of careers advice.
- e) Liaise with NCVQ and SCOTVEC. Both of these organisations have developed a close working relationship with TIPS which will facilitate organised, structured, flexible, efficient and effective National Vocational Qualifications for the Professional Sound Sector.
- f) Liaise with National Awarding Bodies. TIPS has developed relationships with both City and Guilds and the Business and The Technician Education Council. These bodies at present validate some of the courses aimed at the Professional Sound Practitioner and discussion is on the way aimed at joint validation with TIPS.

THE DEVELOPMENT OF NATIONAL VOCATIONAL QUALIFICATIONS

The mapping study terminates at the end of November. At the end of October we aim to have comprehensive data to enable us to prepare the final report of this phase. The next phase will begin in December and will commence with functional analysis of the occupational areas.

During the mapping study we have also expanded the base of TIPS so that it becomes even more representative of the whole of the industry.

AIM OF THE STUDY

To enable the Training Initiative for Professional Sound in partnership with its Sector to establish work based assessable competences leading to National Accredited Vocational Qualifications.

Proceedings of the Institute of Acoustics

OBJECTIVES OF THE STUDY AND METHODOLOGY

1. Functional Analysis

- to define the key purpose(s) for those employed in the sector (as defined by the occupational mapping study)
- to identify further the functions and activities of those employed within each area - to complete this analysis for ten priority areas

2. Review of Functional Analysis

- to decide which qualifications currently assess the competences identified
- to propose a structure for new qualifications, where required
- to identify the order of priority in which the new qualifications will be developed and to assign two areas to each consultant

3. Deriving Competences and Performance Criteria

- to prepare full units of competence for the first ten priority areas

4. Design Assessments

- to prepare guidance on how each individual unit should be assessed

5. Field Trials of Assessments

- to run field trials of the assessments in suitable companies with individuals who would be prospective candidates of the qualifications

6. Design the Verification System(s)

- to establish the requirements of assessors
- to design the administrative systems to assure the ongoing quality of the qualification

7. Submission to NCVO and SCOTVEC

- to enable joint development of national standards

8. Continuation of qualifications development work

- to continue to develop qualifications in the other occupational areas

Proceedings of the Institute of Acoustics

To aid TIPS in this developmental stage it is proposed that we will utilise the skills of Moloney and Gealy, consultants in Assessment and Training, with Doctor Karen Moloney, the Principal, acting as our lead consultant together with another of the company's consultants. Throughout the project the consultants will work closely with the staff of the Lead Body.

It is proposed that functional analysis will take place for ten priority areas and that working parties will be established in these areas. These ten areas would have in them the majority of the skills of the Professional Sound Practitioner.

Each of these working parties will be co-ordinated by either one of two consultants, the Project Director or the two Research Managers, each having responsibility for two of the ten areas. Each working party will be led by one member of the Executive Committee representing one of the areas together with four representatives from the area.

The ten areas will be:

1. Recording Studios
2. Record Preparation, Production and Distribution.
3. Radio Broadcasting.
4. Permanent Sound Reinforcement, Installation and Maintenance.
5. Temporary P.A. Equipment, Installation and Operation.
6. Test Equipment and Equipment Design, Manufacture and Distribution.
7. Equipment Sales and Service.
8. Studio Design, Construction and Commissioning.
9. Environmental Noise Specialists in Industry.
10. System Design and Commissioning.

Functional Analysis of these ten areas will allow the derivation of a commonality of core skills and competences and the knowledge and understanding underpinning them for the Professional Sound Practitioner. It will further enable an effective and efficient method of building upon this core for specialist skills and competences in the ten areas together with the five remaining areas;

11. The Educators and Trainers
12. Theatre Sound.
13. Audio-Visual Media.
14. Motion Picture Production, Distribution and Exhibition
15. Television Pre-Production, Production and Post Production Network and Station Operation

This developmental stage will be undertaken by the project team consisting of the Project Co-ordinator, two Research Officers and two Administrative Officers, together with the Consultants. It will be based at Sandwell College of Further and Higher Education. Sandwell College will make available office accommodation as a base for the

Proceedings of the Institute of Acoustics

project and will remit two-thirds of the Project Directors time to work exclusively for TIPS together with funding one of the Administrative Officers' posts.

The project will be monitored by the Executive Committee of the Training Initiative. This Executive Committee will be composed of the original members of the TIPS Executive Committee and will be joined by those previously mentioned. It will comprise at least 25 members representing amongst them all fifteen sub-sectors. This committee will meet on five occasions, at the commencement of the study to set guidelines, at the end to receive the final report and on three other occasions throughout the project.

A Steering Group consisting of 9 members will meet on eight occasions to monitor the project.

Ten working parties will also be initiated. Each of these working parties will be led by a member of the Executive Committee representing a sub-sector and will be co-ordinated by either of the two Consultants, the Project Co-ordinator or the two Research Officers.

Progress reports of these working parties will be submitted to both the Executive Committee, the Steering Group and the Training Agency.

PROJECTED TIMETABLE

PHASE	ACTIVITY	DATES
One	Executive Committee Orientation	December 1989
Two	Functional Analysis	January 1989 to May 1990
	Steering Group	January 1990
	Steering Group	March 1990
	Executive Committee	May 1990
Three	Steering Group	June 1990
	Review of Functional Analysis	
Four	Deriving competences and performance criteria	July 1990 to November 1990
	Steering Group	July 1990
	Steering Group	September 1990
	Executive Committee	November 1990
Five	Design assessments	December 1991 to February 1991
	Executive Committee	January 1991
Six	Field trials	March 1991 to May 1991

Proceedings of the Institute of Acoustics

Seven	Steering Group	March	1991
	Design the verification systems	June to	1991
Eight	Steering Group	July	1991
	Executive Committee	June	1991
	Submission to NCVQ	August	1991

