| Unit title | Prepare for and conduct interviews in the creative industries |
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| SQA Unit code | H6PC 04 |
| SCQF level | 6 |
| SCQF credit points | 4 |
| SSC Ref | CDM18 |

# History of changes

**Publication date:** February 2014

**Version:** 01

| Version | Description of change | Date |
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| TITLE | Prepare for and conduct interviews in the creative industries |
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| **Learning Outcomes** *The learner will* | **Assessment Criteria** *The learner can* |
| 1. Understand key contextual information relating to interviews in the creative industries | 1.1 Identify own organisation's editorial and technical requirements for content and treatment<br><br>1.2 Explain key features and requirements of different types of interviews<br><br>1.3 Explain key differences between planned and spontaneous interviews |
| 2. Be able to plan for interviews in the creative industries | 2.1 Locate suitable interviewees taking account of a need for a balance and mix of views<br><br>2.2 Confirm the suitability and authority of interviewees, drawing on background facts and personal details<br><br>2.3 Assess the level of research required for an interview<br><br>2.4 Undertake research required for an interview<br><br>2.5 Identify the purpose, focus, target audience and deadline for completion of an interview<br><br>2.6 Clarify with responsible personnel the treatment of potentially contentious issues<br><br>2.7 Carry out a risk assessment on a venue for an interview<br><br>2.8 Select a suitable conditions and a location for an interview<br><br>2.9 Identify a suitable dress code for an interview |
| 3. Be able to carry out briefing for interviews in the creative industries | 3.1 Brief interviewees clearly, fully, accurately and courteously, identifying all requirements and expectations for their contributions<br><br>3.2 Explain to interviewees how to anticipate questions and prepare answers in advance<br><br>3.3 Check the understanding of interviewees, responding sensitively to questions<br><br>3.4 Brief all relevant personnel as required, liaising closely with production and technical team members |

| 4. Be able to carry out interviews to meet own brief in the creative industries | 4.1 | Adopt an interviewing style that is appropriate to: |
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| | | • own objectives |
| | | • audience |
| | | • interviewees |
| | 4.2 | Establish and sustain rapport with interviewees, maintaining appropriate non verbal communication |
| | 4.3 | Identify each interviewee clearly during an interview |
| | 4.4 | Use questioning that sounds spontaneous and encourages the required responses from each interviewee |
| | 4.5 | Listen carefully to each interviewee, following up on answers as required |
| | 4.6 | Offer clarification for audiences in relation to instances of assumed knowledge and use of specialist terminology during an interview |
| | 4.7 | Manage interviewing to meet time constraints |
| | 4.8 | Close interviews naturally and neatly with suitable editorial impact |
| | 4.9 | Confirm that release and consent forms are signed |
| | 4.10 | Work within available resources and budget limitations |

| Additional information about the Unit |
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| **Unit purpose and aim(s)** |
| This unit assesses the ability to conduct interviews across the Creative Industries. Learners need to understand key contextual information and be able to research, plan and prepare for interviews, reflecting the needs of their organisation. Learners must also be able to adopt different interviewing styles, as required and appropriate to the context. |
| **Details of the relationship between the Unit and relevant national occupational standards (if appropriate)** |
| This Unit is based on the NOS (SKSRC30) developed by Creative Skillset. |
| **Details of the relationship between the Unit and other standards or curricula (if appropriate)** |
| N/A |
| **Assessment requirements specified by a sector or regulatory body (if appropriate)** |
| N/A |

**Assessment (evidence) Requirements**

Evidence for this Unit should be generated in the workplace or a real work environment under normal commercial operating conditions. Simulation is only acceptable under certain circumstances, please refer to section 4.1 of Creative Skillset's 'Principles of Assessment for use with SVQs and competency-based qualifications in the SCQF'

**Guidance on Instruments of Assessment**

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

**Acceptable types of evidence**

The following sources of evidence can be used in the assessment of the competency based learning outcomes:

- Direct observation of learners carrying out the relevant task;
- Portfolios (hard-copy and digital);
- Inspection and evaluation of products produced (this includes electronic evidence where appropriate);
- Questioning of learners to support performance;
- Simulation where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment);
- Expert Witness where specific expertise is required;
- Supplementary evidence (i.e. Witness Testimony);
- Recorded Internal competency assessments carried out as part of a structured in-company approach (i.e. ISO9000). Assessors should carry out only confirmatory observation.

For knowledge based learning outcomes the following sources of evidence can be used:

- Oral or written exams/test;
- Portfolios (hard-copy and digital);
- Presentations;
- Simulation on where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment);
- Assignments;
- Projects;
- Case studies.
- Professional Discussion

Please note: This is not an exhaustive list, all of the assessment methods associated with effective delivery and assessment of qualifications that attest to occupational competency may be used.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:
**http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf**