

## Higher National Unit Specification

### General information for centres

**Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

**Unit code:** DH4D 34

**Unit purpose:** This Unit develops skills in evaluating audio visual presentations, and planning and delivering a short audio visual presentation.

On completion of the Unit the candidate should be able to:

1. Evaluate an audio visual presentation
2. Set up and operate audio visual equipment
3. Plan and deliver an audio visual presentation

**Credit value:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate had competence in communication as shown by possession of at least one of the following:

- ◆ National Unit EE3T 12 Communication (NC)
- ◆ Core Skill Communication at Higher
- ◆ Higher English or its component Units

**Core skills:** There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

**Context for delivery:** If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

## **General information for centres (cont)**

**Assessment:** There are three assessments in this Unit: the first is an assignment in which the candidate will analyse one audio visual presentation; the second and third are practical exercises, in the first of which the candidate will set up audio visual equipment and in the second of which he/she will prepare and produce an audio visual presentation.

All assessment within this Unit is open-book. Candidates may refer to all notes, technical information and reference materials.

## **Higher National Unit specification: statement of standards**

**Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

**Unit code:** DH4D 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Evaluate an audio visual presentation

#### **Knowledge and/or skills**

- ◆ Awareness of a range of audio visual media
- ◆ Selection of a medium or a range of media for a particular purpose and audience
- ◆ Use of language and style for particular purpose and audience
- ◆ Use of sound effects for particular purpose and audience
- ◆ Use of visual material for particular purpose and audience
- ◆ Use of lighting
- ◆ Awareness of safety requirements

#### **Evidence requirements**

The candidate will need written and/or oral evidence to demonstrate his/her knowledge and/or skills by evaluating one complete audio visual presentation of at least five minutes duration.

The response, which should be at least 500 words, should demonstrate awareness of the following, examining the choices of approach:

- ◆ purpose
- ◆ situation
- ◆ location
- ◆ audience
- ◆ lighting
- ◆ language and style
- ◆ sound effects
- ◆ visual material
- ◆ safety requirements.

The assessment will be undertaken in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

### **Assessment guidelines**

The response could be in the form of developed notes, an essay or an oral briefing commenting on details observed in the choices made of equipment and presentational approaches.

Audio visual presentations could include visitor centre audio visual presentations; one off presentations, eg exhibitions; individual presentations.

### **Outcome 2**

Set up and operate audio visual equipment

#### **Knowledge and/or skills**

- ◆ Selection of appropriate equipment
- ◆ Connection of equipment
- ◆ Positioning of equipment appropriately
- ◆ Operation of equipment
- ◆ Disassembly of equipment

#### **Evidence requirements**

Three practical exercises.

The candidate should be given three scenarios, each requiring a different medium.

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that s/he can set up, operate and disassemble safely and correctly at least three pieces of audio visual equipment in response to given briefs.

Assessment will be conducted under supervised conditions.

### **Assessment guidelines**

The equipment may include: overhead projector; single projector; single sound source; tape slide projector; multi media sound projector; digital projector; video-recorder; interactive video-recorder; CD-ROM.

### **Outcome 3**

Plan and deliver an audio visual presentation

#### **Knowledge and/or skills**

- ◆ Planning of a presentation
- ◆ Selection of audio visual equipment

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

- ◆ Writing of a script
- ◆ Delivery of an audio visual presentation
- ◆ Awareness of Copyright and Performing Rights laws
- ◆ Verbal and non-verbal techniques

### **Evidence requirements**

The candidate will demonstrate his/her knowledge and/or skills by delivering an eight - ten minute audio-visual presentation with evidence of:

- ◆ planning effective scripting techniques
- ◆ setting up, using and disassembling audio visual equipment correctly and safely
- ◆ effective verbal and non-verbal presentation skills
- ◆ effective planning skills within a given time schedule
- ◆ adherence to the laws of Copyright and Performing Rights.

Assessment will be conducted under supervised conditions. A detailed observation checklist and any supporting materials should be retained as evidence.

### **Assessment guidelines**

The presentation should be within clearly defined communication contexts, eg corporate, educational, promotional or entertainment. Material researched for subjects such as Public Relations, Marketing or Advertising could be adapted for this purpose.

The brief should be agreed with the assessor, prior to production of the script.

## **Administrative Information**

<b>Unit code:</b>	DH4D 34
<b>Unit title:</b>	Audio Visual Presentation 1: Introducing Audio Visual Presentation
<b>Superclass category:</b>	KG
<b>Date of publication:</b>	August 2004
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## **Higher National Unit specification: support notes**

### **Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

The reasons for using audio visual aids within presentations should be discussed in depth and, where possible, examples of good practice should be given through either pre-recorded or live presentations. Visits to visitor centres or museums, will enable the candidate to see a range of effective examples of professional audio visual programmes.

Candidates should have the opportunity to examine and review as many audio visual techniques as possible. Presentation skills in general should be discussed, but the emphasis should be on the audio visual aspect of the presentation.

Candidates should be given as much practical experience as possible in the design and production of such visual aids as overhead transparencies and posters and also in the use of as many items of audio visual equipment, including technology and software, as facilities and time allow.

Outcome 1 will enable candidates to study the theoretical aspects of the subject; Outcome 2 will enable candidates to become familiar with setting up and safely operating audio visual equipment, whilst Outcome 3 enables candidates to put the theory and the technical skills into practice.

The choice of medium for Outcome 3 can, in many cases, be one of personal preference. The candidate should be able to take purpose, audience, venue, and time into consideration when selecting media.

### **Guidance on the delivery and assessment of this Unit**

Integration with formative or summative assessment for other Units where oral reporting is required may be useful. The HN Unit Complex Oral Presentation will also provide opportunities for integrated assessment.

For Outcome 1 of the Unit evaluation which analyses in some depth the effectiveness of approaches taken to audio visual aspects of presentation and does not merely identify the choice of equipment used will also provide a model for skills development.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

In Outcomes 2 and 3 candidates should have developed skills in the effective use of visual and non-visual support material and competence in the use of equipment. Where overhead transparencies or handouts are used these should be produced to a professional standard and the use of the appropriate software should be encouraged. Candidates are required to adhere to the laws affecting Copyright and Performing Rights and some reinforcement of the importance of these laws may be necessary, although knowledge is not directly assessed. The candidate should be made aware of the importance of using cues, cue cards or other signpost methods in order to maintain eye contact with the audience and avoid reading a script.

Evidence for Outcome 3 is a detailed observation checklist and supporting materials. Video-recording of performance where practical would, however, provide useful internal moderation evidence and would also assist the candidate with the evaluation of the exercise. Such examples of peer competence may also provide a suitable text for Outcome 1.

### **Open learning**

This Unit does not lend itself to Open Learning due to the regular need for access to specialist equipment.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

### **Special needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).



## **General information for candidates**

### **Unit title:** Audio Visual Presentation 1: Introducing Audio Visual Presentation

This Unit is designed to develop skills in evaluating audio visual presentations and in setting up and using audio visual equipment and planning and delivering your own presentation.

You will consider a range of media, evaluating aspects such as language and style, sound effects, lighting and relation to audience. You will also look at aspects of safety.

You will be involved in setting up and operating equipment, and planning and delivering your own audio visual presentation, including scripting.

On completion of the Unit you should be able to:

1. Evaluate an audio visual presentation
2. Set up and operate audio visual equipment
3. Plan and deliver an audio visual presentation