

Higher National Unit Specification

General information for centres

Unit title: Creative Industries Infrastructure

Unit code: DJ21 34

Unit purpose: This unit is designed to enable candidates to recognise the main commercial organisations which make up the creative industries. It will provide the candidate with a general overview of the working practices of each of the organisations, and the working relationships between them and associated bodies and agencies. Through investigation of a variety of organisations providing support, advice and funding (ie formal, informal, regional, national, international and political) the candidate will develop an understanding of the type and structure of such organisations. It also investigates how to access these organisations and the nature of their role. Investigation of the opportunities for networking, promotion and education, will provide insight into the professional and economic development in the Creative Industries.

This unit is intended for candidates who are studying or working in one of the Creative Industries.

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

1. Identify and describe the “Creative Industries”.
2. Identify sources of support, advice and funding.
3. Investigate and examine networking opportunities.

Credit points and level: 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: Candidates should have good communications skills. These may be demonstrated by the achievement of core skill Communication at Higher level or by possession of Higher English and Communication or a suitable HN Communication Unit (SCQF level 7).

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.

General information for centres (cont)

Context for delivery: This is a mandatory Unit in the frameworks for the HNC/D Music, Music Business and Sound Production group awards. It is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: This Unit lends itself to one holistic assessment with candidates preparing a report on research undertaken within a specific sector.

Alternatively, each Outcome could be assessed individually.

Outcome 1 is assessed, in controlled conditions, by responses to 4 – 6 short answer questions or by preparing a report on research undertaken within a specific sector.

Outcome 2 is assessed, in controlled conditions, by responses to 4 -6 short answer questions or by preparing a report on research undertaken within a specific sector.

Outcome 3 is assessed by a written report based on sector specific research.

An assessment exemplar and marking guideline have been produced to indicate the national standard of achievement required at SCQF level 7.

Higher National Unit specification: statement of standards

Unit title: Creative Industries Infrastructure

Unit code: DJ21 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

Identify and describe the “Creative Industries”.

Knowledge and/or skills

- ◆ Types of organisation that make up the creative industries
- ◆ The role of the organisation
- ◆ Characteristics of the organisational structure

Evidence requirements

Candidates will need written evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Identify the organisations that make up the creative industries.
- ◆ Identify the defining roles and features of a creative industry
- ◆ Define the characteristics of the creative industries.
- ◆ Describe, using industry examples, the roles, structure, funding and functions of a chosen industry sector.

Evidence for this Unit could be generated through assessment undertaken in open book controlled conditions. Each Outcome can be assessed individually or holistically by responses to 4 - 6 answer questions for Outcomes 1 and 2 and by preparing a report on research undertaken within a specific sector for Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries Infrastructure

Assessment guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or in response to sector specific research. Outcomes 1, 2 and 3 could also be combined into a single holistic assessment.

In the case of research work or, where a case study is used candidates may be given a copy of this 7-10 days before the assessment event takes place. Candidates may bring notes prepared by themselves to the assessment and these must be submitted at the end of the assessment period.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 2

Identify sources of support, advice and funding.

Knowledge and/or skills

- ◆ Identification of Trade organisations
- ◆ Identification of Sources of advice and business development
- ◆ Identification of Sources of funding and finance
- ◆ Identification of Business development opportunities

Evidence requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can for a chosen sector of the creative industries:

- ◆ Identify the trade organisations.
- ◆ Identify and evaluate sources of advice and business development
- ◆ Identify and evaluate sources of funding and finance
- ◆ Identify and evaluate business development opportunities

Evidence for this Unit could be generated through assessment undertaken in open book controlled conditions. Each Outcome can be assessed individually or holistically by responses to 4-6 short answer questions for Outcomes 1 and 2 and by preparing a report on research undertaken within a specific sector for Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries Infrastructure

Assessment guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or in response to sector specific research. Outcomes 1, 2 and 3 could also be combined into a single holistic assessment.

In the case of research work or, where a case study is used candidates may be given a copy of this 7-10 days before the assessment event takes place. Candidates may bring notes prepared by themselves to the assessment and these must be submitted at the end of the assessment period.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 3

Investigate and examine networking opportunities

Knowledge and/or skills

Candidates should understand the role of:

- ◆ Conventions
- ◆ Industry forums
- ◆ Trade events
- ◆ Informal Networking

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can for a chosen sector of the creative industries:

- ◆ Describe the purpose of attendance and participation in the conventions, forums and events.
- ◆ Describe the functions of conventions, forums and events.
- ◆ Describe the potential outcome of participation in conventions, forums and events.
- ◆ Describe the purpose and benefits of networking.

Evidence for this Unit could be generated through assessment undertaken in open book controlled conditions. Each Outcome can be assessed individually or holistically by responses to 4 - 6 short answer questions for Outcomes 1 and 2 and by preparing a report on research undertaken within a specific sector for Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries Infrastructure

Assessment guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or in response to sector specific research. Outcomes 1, 2 and 3 could also be combined into a single holistic assessment.

In the case of research work or, where a case study is used candidates may be given a copy of this 7-10 days before the assessment event takes place. Candidates may bring notes preparing by themselves to the assessment and these must be submitted at the end of the assessment period.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Administrative Information

Unit code: DJ21 34

Unit title: Creative Industries Infrastructure

Superclass category: AE

Date of publication: September 2004

Version: 02

History of changes:

Version	Description of change	Date
02	Removal of Word Count and Presentation Length.	20/05/11

Source: SQA

© Scottish Qualifications Authority 2004, 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Creative Industries Infrastructure

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

This unit is intended to prepare the candidate for an overall appreciation of the roles, practices and structure of the Creative Industries. It aims to provide an understanding of the elements that make up the Creative Industries and identify the support and advisory agencies.

The unit will investigate how:

- ◆ the creative industries is identified and defined
- ◆ the associated networks function
- ◆ forums, conventions and trade events may be utilised for promotion, development and education.

Guidance on the delivery and assessment of this Unit

The Unit is delivered as a mandatory Unit in the HNC/D Music, Music Business and Sound Production frameworks. It is primarily designed to provide candidates with operational knowledge of a specific sector of the economy and the related services, agency practices and activities.

It is desirable that guest speakers from the local music industry network are invited to provide input to the delivery process.

Videos and other official materials should also be sourced to assist delivery and maintain currency. Likewise, industry organisations e.g. Creative Scotland, Scottish Enterprise, etc have extensive materials such as brochures and leaflets available for public consumption.

Online sources should be regularly utilised for industry information when delivering this Unit. Government websites contain a great deal of information the creative industries and employment therein. Candidates should therefore be strongly encouraged to make use of these information sources.

One holistic assessment may be used to cover this Unit and integrative assessment is encouraged. Alternatively, each Outcome may be assessed separately or by combination.

Assessment could be written or oral, or a combination of both.

Higher National Unit specification: support notes (cont)

Unit title: Creative Industries Infrastructure

Open learning

This unit could be delivered by open learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the single assessment for outcomes 1 and 2 are delivered in a supervised environment under controlled conditions.

For information for normal open learning arrangements, please refer to the SQA guide *Assessment and Quality Assurance of Open and Distance Learning* (SQA, 2000).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

Unit title: Creative Industries Infrastructure

This unit is intended to prepare you for an overall appreciation of the roles, practices and structure of the Creative Industries. It aims to provide you with an understanding of the elements that make up the Creative Industries and identify the support and advisory agencies.

The unit will investigate:

- ◆ how the creative industries is identified and defined
- ◆ how the associated networks function
- ◆ how forums, conventions and trade events may be utilised for promotion, development and education.

Outcome 1 looks at the general definition of the creative industries and asks what they are and how they are identified

Outcome 2 will examine the variety of advice, support and funding that is available to the creative industries.

Outcome 3 will investigate the variety of forums, conventions and events that each sector has created for promotion, development and education.