

Higher National Unit Specification

General information for centres

Unit title: Music and Image: Video

Unit code: DJ2H 35

Unit purpose: The purpose of this unit is to allow candidates the opportunity to examine the role of the music video as a promotional and creative vehicle. Candidates will also experience the process of music video production by contributing to the creative input of a music video and experiencing the process of music video production by acting both as talent and commissioning agent. This Unit would be relevant to candidates who intended to enter the music business in any role and to those who have limited experience of video and promotion.

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

1. Research a music genre within the context of music video production.
2. Participate in the pre-production phase of a music video.
3. Participate in the production and post-production phases of a music video and evaluate the finished product.

Credit points and level: 1 HN Credit at SCQF level 8 (8 SCQF credit points at SCQF level 8*)

**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 candidates possessed or are currently studying Higher National Unit Introduction to the Creative Industries.

Candidates should also have good communication 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 Communication Unit (SCQF level 5/6).

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: This is an optional unit included in the frameworks for HNC/D Music, HNC/D Music Business and HNC/D Sound Production group awards. It is recommended that it is taught and assessed within the context of the particular group award to which it contributes.

General information for centres (cont)

Assessment: This unit should be assessed by means of:

- A research project and/or oral presentation
- A project brief
- A storyboard
- A log of activities outlining participation in production activities
- Evaluation of process and product

All Outcomes can be assessed individually however Outcomes 2 and 3 should be assessed holistically to develop and produce final product. All assessments should be open book.

Higher National Unit specification: statement of standards

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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

Research a music genre within the context of music video production.

Knowledge and/or skills

- ◆ Genre characteristics of popular music forms
- ◆ Genre characteristics of music videos
- ◆ Processes of music video production
- ◆ Roles of production personnel

Evidence requirements

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

- ◆ identify and describe the genre characteristics of popular music forms
- ◆ identify and describe the genre characteristics of music videos
- ◆ describe the processes involved in the production of a music video
- ◆ describe the roles of video production personnel.

Evidence for the knowledge and/or skills for this outcome will be in the form of an open book written project or oral presentation.

Assessment guidelines

It is recommended that the music genre candidates research is the same as the genre of music used as a basis for the production of a music video.

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.

Higher National Unit specification: statement of standards (cont)

Unit title: Music and Image: Video

Outcome 2

Participate in the pre-production phase of a music video

Knowledge and/or skills

- ◆ Project briefs creation
- ◆ Storyboard creation
- ◆ Evaluating technical and human resource requirements
- ◆ Scheduling project activities

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing, while working in groups that they can:

- ◆ create a project brief
- ◆ create a Storyboard
- ◆ maintain a comprehensive log of their contribution to pre-production planning activities

Assessment guidelines

This outcome can be combined with Outcome 3 and assessed by means of a logbook and evaluation of the processes of production of a final product. Candidates will work in teams and hold meetings to develop ideas.

Alternatively the outcome can be assessed individually by means of a logbook and evaluation of the processes of pre-production.

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

Participate in the production and post-production phases of a music video and evaluate the finished product.

Knowledge and/or skills

- ◆ Roles of production personnel
- ◆ Technical requirements
- ◆ Human resource requirements
- ◆ Production and project scheduling
- ◆ Video editing

Higher National Unit specification: statement of standards (cont)

Unit title: Music and Image: Video

Evidence requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing, while working in groups that they can:

- ◆ provide a production log for production and post-production phase of project.
- ◆ produce a final written or oral project evaluation.

The final evaluation should include:

- ◆ an evaluation of the candidates contribution to the process of production
- ◆ an evaluation of the final product in relation to its success, or otherwise, as an element of a promotion package
- ◆ a critical evaluation of the overall project process to include strengths and weaknesses of the project implementation and possible strategies to be employed in future productions.

Assessment guidelines

This outcome can be combined with Outcome 2 and assessed by means of a logbook and evaluation of the processes of production of a final product. Candidates will work in teams and hold meetings to develop ideas.

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: DJ2H 35
Unit title: Music and Image: Video
Superclass category: KF
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

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Higher National Unit specification: support notes

Unit title: Music and Image: Video

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 will provide the candidate with an opportunity to analyse music videos in relation to their creative and promotional functions. Candidates will also learn the process of music video production and the roles of personnel involved in music video production.

Candidates will build on this knowledge to plan and participate in the making of a music video for an original music piece as opposed to, for instance, music that has already been produced and marketed by a music act.

If the candidates are musicians, the music should be a piece that they have actively contributed to, either in a solo, or group capacity. If the candidates are audio engineers, the video can be based on music that they have engineered.

Candidates should avoid re-inventing a music video for an existing established act.

It is not the purpose of this unit to provide candidates with technical skills in camera use and editing. Candidates should be encouraged to work with others to produce the video, for example, candidates undertaking Audio Visual or Television courses. There is considerable scope to provide for integration of delivery both within and across frameworks.

Guidance on the delivery and assessment of this Unit

Outcome 1:

Candidates should provide a research project on a chosen music genre, although it is assumed that a range of music genres and video types will be studied formatively.

Outcome 2:

Candidates should be able to show that they have made a valid contribution to the production of the brief and storyboard. Candidates are not being assessed on their ability to produce a storyboard, however there should be sufficient evidence contained within the log to show that the candidate has made an effective contribution to the creative process and communicated ideas effectively to others involved in the production.

Outcome 3:

Candidates should be encouraged to be active participants during the process of production and postproduction. Their self-evaluation should include a critical evaluation of their contribution to the process of producing the music video. Centres may also wish to include elements of cost within the production and assign a notional budget. This may provide a useful addition to candidates who may be undertaking the unit as part of a music management course.

Higher National Unit specification: support notes (cont)

Unit title: Music and Image: Video

Candidates may also use evidence generated by others involved in the production. For example, if Television candidates are undertaking the technical and production roles, then evidence of costs and timescales will be contained within a production file.

Open learning

There may be opportunities for candidates to undertake this unit by Open Learning, however it may be problematic for Open Learning candidates with regard to the production requirements of the practical parts of the unit.

Delivering centres will be responsible for ensuring authenticity of candidate's work. For further information and advice please refer to Assessment and Quality Assurance for Open and Distance Learning (SQA, February 2001 - publication code A1030).

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: Music and Image: Video

The purpose of this unit is to provide you with an opportunity to learn about the creative and promotional aspects of music video production and to participate in the production of a music video based on an original musical piece. There are three outcome in this unit.

In Outcome 1 you will analyse a specific music genre and its associated video styles in relation to audience and the process of production. You will undertake a research project based on your chosen music genre, although you will study a range of music genres and video types generally.

In Outcome 2 you will make a valid contribution to the production of a music video brief and storyboard. You will not be assessed on your ability to produce a storyboard, however there should be sufficient evidence contained within your log to show that you have made an effective contribution to the creative process and communicated ideas effectively to others involved in the production.

In Outcome 3 you will participate in the making of a music video during the process of production and post-production. You will make a self-evaluation which should include a critical evaluation of your contribution to the process of producing the music video.