



Higher National Unit specification

General information for centres

Unit title: Working in the Creative Industries

Unit code: DJ3A 34

Unit purpose: This Unit is designed to prepare candidates for work within any of the Creative Industries by giving them the effective knowledge required to explore employment opportunities and/or develop their own business. It would be relevant to those with appropriate experience in working in the sector and to those with limited experience in this field.

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

- 1 Investigate skills required to develop a career in the Creative Industries.
- 2 Demonstrate a broad knowledge of the concepts of the commercial, legal and financial issues involved in employment in the Creative Industries.
- 3 Outline and develop a strategic plan for personal career development.

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 5/6).

This Unit should be undertaken after the Creative Industries Infrastructure Unit.

Core Skills: There are opportunities to develop the component 'Using Graphical Information' of the Core Skill of Numeracy and the Core Skill of Information Technology at SCQF level 4; and the component 'Critical Thinking' of the Core Skill of Problem Solving and the Core Skill of Communication at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

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

General information for centres (cont)

Assessment: This Unit lends itself to one holistic assessment for Outcomes 1 and 2 where candidates prepare a report on research undertaken within a specific sector of the creative industries. Outcome 3 requires the production of a personal development plan and mock interview. 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 of the creative industries.

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 of the creative industries.

Outcome 3 is assessed by a written personal development plan and mock interview.

Evidence for this Unit should be generated through assessment undertaken in open-book controlled conditions for Outcomes 1 and 2. Outcome 3 should be undertaken over a 10 day period to produce a development plan and the mock interview should be conducted closed-book. There must be arrangements in place to ensure the authenticity of work produced.

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

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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

Investigate skills required to develop a career in the Creative Industries

Knowledge and/or Skills

- ◆ Reflective practice
- ◆ Understanding of operating context
- ◆ Business formation and structures
- ◆ Communication and delegation
- ◆ Networking skills
- ◆ Business focus

Evidence Requirements

Candidates will need written evidence to demonstrate their Knowledge and/or Skills by showing that they can describe the benefits of:

- ◆ reflective practice
- ◆ communication and delegation
- ◆ networking skills
- ◆ maintaining business focus
- ◆ company formation
- ◆ operating structures

Evidence for this Outcome could be generated through assessment undertaken in open-book controlled conditions. Candidates are required to respond to 4–6 short answer questions or by response to a case study, approximately 1,000–1,200 words. The assessment event should last a duration of one hour.

Assessment Guidelines

This Outcome can be assessed individually or holistically. Guidelines for a holistic assessment are given under Outcome 2.

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.

Higher National Unit specification: statement of standards (cont)

Unit title: Working in the Creative Industries

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

Demonstrate a broad knowledge of the concepts of the commercial, legal and financial issues involved in employment in the Creative Industries

Knowledge and/or Skills

- ◆ Market research and marketing strategy
- ◆ Health and safety
- ◆ Contractual factors
- ◆ Copyright factors
- ◆ Economic factors
- ◆ Political background

Evidence Requirements

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

- ◆ explain, using a stated work opportunity within the creative industries, approaches to commercial success and create a SWOT analysis of that scenario
- ◆ identify and describe legal issues concerning copyright and copyright protection
- ◆ identify and describe legal issues concerning contractual considerations
- ◆ explain current health and safety procedural requirements
- ◆ create a plan outlining procedures required in protecting the individual and others in the context of a chosen creative industry
- ◆ identify sources of funding available and outline approaches in securing revenue as a freelance and/or start-up business
- ◆ explain current policies and strategies of governmental and non-governmental bodies in the context of the Creative Industries and identify current priorities in the sector

Evidence for this Outcome could be generated through assessment undertaken in open-book controlled conditions. Candidates are required to respond to 4–6 short answer questions or by response to a case study, approximately 1,000–1,200 words. The assessment event should last a duration of one hour.

Assessment Guidelines

For a holistic approach Outcomes 1 and 2 require the candidate to respond to 4–6 short answer questions per Outcome or by response to a case study (approximately 2,000–2,500 words). The assessment event should last a duration of two hours.

If assessed individually each case study answer for Outcomes 1 and 2 should be around 1,000–1,200 words and the assessment event should last a duration of one hour.

Higher National Unit specification: statement of standards (cont)

Unit title: Working in the Creative Industries

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

Outline and develop a strategic plan for personal career development

Knowledge and/or Skills

- ◆ Self-assessment and self-evaluation of skills
- ◆ Target and goal setting
- ◆ Interview skills

Evidence Requirements

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

- ◆ produce an assessment and evaluation of their personal skills in preparing for employment
- ◆ produce a professional development plan which must include a CV and strengths and weaknesses assessment

Evidence for this Outcome requires the candidate to produce a personal development plan and take part in a mock interview.

Candidates should be given 10 days maximum to produce their development plan and the mock interview should last around 10 minutes and should be conducted closed-book.

The interview should be recorded on a high quality format and kept as evidence for external moderation. The interview should be recorded on a high quality format and kept for external moderation.

Assessment Guidelines

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.

Administrative Information

Unit code: DJ3A 34

Unit title: Working in the Creative Industries

Superclass category: AE

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History of changes:

Version	Description of change	Date
02	Information on signposted Core Skills inserted.	06/07

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Higher National Unit specification: support notes

Unit title: Working in the Creative Industries

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 designed to enable the candidate to realise their individual practical and business skills potential in the context of a chosen Creative Industry. It is primarily intended to give the candidate a background to prepare them for employment in this sector. The Unit will also provide useful insights into establishing the candidate's own ideas for developing their own business. The candidate will be expected to use the knowledge and skills drawn from the Unit to enable their continuing personal and strategic development.

This Unit is intended to prepare the candidate for an overall appreciation of the roles, practices and procedures necessary in the Creative Industries sector. The Unit will enable the candidate to identify potential for economic success by showing how business ideas move from conception to delivery.

Outcome 1 examines the skills required in developing and maximising employment opportunities or developing a business idea into a self-employment prospect.

Outcome 2 gives an overview of commercial, legal and financial issues.

Outcome 3 shows the candidate how to develop a personal plan that will be necessary in maximising employment opportunities in this sector.

On completion of the Unit it is hoped that the candidate may have identified possible areas of employment or opportunities for future business development.

Guidance on the delivery and assessment of this Unit

The Unit is delivered as a core Unit in the HNC/D Music, HNC/D Music Business and HNC/D Sound Production frameworks. It is primarily designed to provide candidates with technical and professional knowledge and skills relating to any of the Creative Industries.

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. Arts Council, 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 in areas concerned with self-employment. Candidates should therefore be strongly encouraged to make use of these information sources.

Higher National Unit specification: support notes (cont)

Unit title: Working in the Creative Industries

One holistic assessment may be used to cover Outcomes 1 and 2 and integrative assessment is encouraged. Alternatively, each Outcome may be assessed separately or by combination. Assessment is by written and oral means.

Opportunities for developing Core Skills

The delivery and assessment of this Unit may contribute towards the component ‘Written Communication’ of the Core Skill of Communication at SCQF level 5. The general skills of the component (see Core Skills Framework, publication code AD1719) are ‘read, understand and evaluate written communication’ for its reading element and ‘produce well-structured written communication’ for its writing element. Specific reading skills required by candidates at SCQF level 5 include identifying and summarising significant information, ideas and supporting details in a written communication, and evaluation of the effectiveness of the communication in meeting its purpose; and specific writing skills include presenting all essential ideas, information and supporting detail in a logical and effective order, and use of a structure which takes account of purpose and audience, emphasising the main points.

For assessment of Outcomes 1 and 2, candidates may be asked to produce a response based on a case study, comprising between 1,000 and 1,200 words per Outcome, or a combined response of 2,000–2,500 words. The above skills may be utilised in producing this response, where candidates are analysing sources, for example, looking at legal or copyright issues, or where required to explain current policies and strategy as applicable in the creative industries sector.

In addition, opportunities also exist to develop the component ‘Oral Communication’ of the Communication Core Skill. The Assessment Guidelines for Outcomes 1 and 2 suggest that oral questioning may be used to confirm candidates’ understanding of the Outcomes with questions and responses noted by the lecturer.

The general skill of the component is the ability to ‘produce and respond to oral communication.’ Specific skills required at SCQF level 5 include the conveying of essential information, ideas and supporting detail accurately and coherently, skill in sequencing and linking information and opinions, and the use of appropriate vocabulary and spoken language structure. There is a wide scope for candidates to utilise these and other related specific skills with any supplementary questioning in Outcomes 1 and 2, but particularly in Outcome 3 in which they will be required to take part in a mock interview.

Depending on the methods used to produce candidates’ responses, the delivery and assessment of this Unit may contribute towards the Core Skill of Information Technology at SCQF level 4, the general skill of which is to use ‘an IT system effectively to perform a range of straightforward tasks.’

Specific skills required at SCQF level 4 include making effective use of a computer system, carrying out straightforward processing using three applications, and carrying out straightforward searches. Candidates may opt or require to use IT systems and specific applications in drafting and editing their responses for Outcomes 1 and 2, perhaps including small graphics, tables or spreadsheets when covering the Evidence Requirements for market research and funding sources, or to aid in illustrating SWOT analyses. Applications which could be used include word processing software, spreadsheet software perhaps when looking at economic factors, and use of internet searches/websites and email to aid research. Use of IT may also help when producing a development plan and CV for Outcome 3, and when preparing/researching for the mock interview.

Higher National Unit specification: support notes (cont)

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The delivery and assessment of this Unit may contribute towards the component ‘Using Graphical Information’ of the Core Skill of Numeracy at SCQF level 5. The general skill of the component is to ‘interpret and communicate straightforward graphical information in everyday contexts’. Specific skills required by candidates at SCQF level 4 include the ability to read and use straightforward scales, extraction of information from tables, graphs, diagrams or charts, and appropriate communication of this information.

Again with reference to Outcomes 1 and 2, these skills may be utilised where producing responses and for example, including relevant information in/from tables, spreadsheets etc. when fulfilling the Evidence Requirements for market research and funding sources.

The delivery and assessment of this Unit may offer opportunities to develop the component ‘Critical Thinking’ of the Core Skill of Problem Solving at SCQF level 5. The general skill required is the ability to ‘analyse a situation or issue’. Specific skills required at SCQF level 5 include identifying the factors involved in the situation, assessing their relevance, and developing an approach to deal with them which candidates may do throughout the Unit.

For example, in being asked to ‘describe the benefits’ of a range of different topics in Outcome 1, and where asked to ‘explain approaches to commercial success’ in Outcome 2, candidates may be thinking critically about these issues. It will require analysis of situations to specifically identify *positive* aspects in the former, and in the latter to not only explain approaches, but to relate these to ‘a stated work opportunity within the creative industries’.

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 assessment(s) are delivered in an appropriate manner.

Candidates with disabilities and/or additional support needs

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Working in the Creative Industries

This Unit is designed to enable you to recognise how your skills, experience, personal qualities and talent can be channelled and then developed within the context of the Creative Industries. It is primarily intended to give you a background that will prepare you for a future role within an established organisation in the sector. Alternatively, the Unit would also provide useful insights into developing your own business ideas into an employment opportunity.

You will be expected to use the knowledge and skills drawn from the Unit to enable you to develop the strategic thinking and planning employed by employers and employees in this sector. In order to complete this Unit and maximise your potential you will have to maintain a strong interest in the range of Creative Industries. This might be evidenced by a deep interest encompassing music, literature and film, radio and television production, advertising, software development, architecture or other developing related industries.

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 of the creative industries.

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 of the creative industries.

Outcome 3 is assessed by a written personal development plan and mock interview.

These tasks and others throughout the Unit may provide you with opportunities to develop important Core Skills in the areas of Communication, IT, Problem Solving and Numeracy.