

Higher National Unit Specification

General information for centres

Unit title: Creative Project

Unit code: DM0W 34

Unit purpose: This Unit is designed to enable candidates to develop expertise in the generation, development, completion and presentation of a project to a given brief, for an elected vocational area of the Creative Industries. This project should act as a ‘showcase’ to display skills and knowledge being acquired throughout the group award.

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

- ◆ Generate creative ideas for a project in response to a given brief.
- ◆ Develop the creative concept.
- ◆ Complete and present a creative project.

Credit points and level: 2 HN Credits at SCQF 7 (16 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 be able to demonstrate good communication skills, practical competencies and creativity in an elected vocational area.

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.

Assessment: The Unit could be assessed by a single instrument of assessment that would require candidates to generate, develop and complete a creative project in response to a given brief.

Higher National Unit specification: statement of standards

Unit title: Creative Project

Unit code: DM0W 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

Generate creative ideas for a project in response to a given brief.

Knowledge and/or skills

- ◆ Project brief
- ◆ Specific market needs and dynamics
- ◆ Sources of information
- ◆ Legal restrictions and implications
- ◆ Initial project concepts and outputs
- ◆ Concept for development

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can generate creative ideas in response to a given brief specific to an elected vocational area. The evidence should accurately reflect that an analysis of the project brief has been undertaken showing consideration of legal and ethical implications. Evidence should be presented through an illustrated folio that demonstrates using current, sector specific, examples an understanding of client needs in relation to specific market considerations. The folio will record sources of research material and data and present these in a structured format supporting the direction/media/content of the creative concept for development.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 2 and 3 as part of a single assessment for this Unit. The development of the creative project from the brief may form the basis of a candidate's industry specific portfolio/showcase/promotion pack. Further detail of this assessment option is included under Outcome 3 below.

Where assessment might be conducted on Outcome 1 alone, candidates will be required to provide sufficient evidence that they have responded to all of the evidence requirements above. An illustrated report, a notated sketchbook, a recorded presentation or other appropriate media may be utilised to fulfil assessment dependant upon the current practice/industry norm in the elected Creative Industry discipline.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Project

Outcome 2

Develop the creative concept

Knowledge and/or skills

- ◆ Achievable timescales and deadlines
- ◆ Resource requirements
- ◆ Legal constraints and implications
- ◆ Cost parameters
- ◆ Task activities

Evidence requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can, using media appropriate to an elected vocational area, develop the creative concept output from Outcome 1 using appropriate project management skills.

In parallel with development of the creative content candidates must provide a resource requirements statement and a project-planning schedule that will substantially develop the creative project and create a framework for its subsequent completion.

Evidence should accurately propose a schedule of activities that meet the time-based objectives for development of the creative project; provide a list of the personnel, equipment and consumable resources required for development of the creative project; outline legal considerations, including copyright and other possible restrictions, reflect cost projections that will provide a basis for financial evaluation and viability of any subsequent development of the creative project and plan a schedule of activities to complete and present the creative project.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 1 and 3 as part of a single assessment for this Unit. The development of the creative project from the brief may form the basis of a candidate's industry specific portfolio/showcase/promotion pack. Further detail of this assessment option is included under Outcome 3 below.

Where assessment might be conducted on Outcome 2 alone, candidates should be required to provide sufficient evidence that they have responded to all of the evidence requirements above. An illustrated report, a notated sketchbook, a recorded presentation or other appropriate media may be utilised to fulfil assessment dependant upon the current practice/industry norm in the elected Creative Industry discipline.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Project

Outcome 3

Complete and present a creative project

Knowledge and/or skills

- ◆ Process of completing the creative project
- ◆ Health and Safety requirements
- ◆ Presenting completed creative project

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can complete the creative project introduced in Outcome 1 and developed in Outcome 2.

Specifically the candidate must address the important management task of providing output that clearly meets the requirements of the brief and provides a solution that meets the needs of the elected industry sector/discipline. The evidence of having completed the creative project shall be determined by presentation of the creative project outputs in a manner consistent with and acceptable to the elected industry/discipline.

Using media appropriate to the elected vocational area, candidates must deliver/present/pitch/perform a completed creative project that substantially meets the project brief and delivery/presentation/pitch/performance of the creative project output will be recorded in an appropriate format.

Assessment guidelines

The assessment of this Outcome can be combined with Outcomes 1 and 2 as part of a single assessment for this Unit. The development of the creative project from the brief may form the basis of a candidate's industry specific portfolio/showcase/promotion pack. Further detail of this assessment option is included under Outcome 3 below.

Where assessment might be conducted on Outcome 3 alone, candidates will be required to provide sufficient evidence that they have responded to all of the evidence requirements above. An illustrated report, a notated sketchbook, a recorded presentation or other appropriate media may be utilised to fulfil assessment dependant upon the current practice/industry norm in the elected Creative Industry discipline.

Holistic Assessment Approaches

As this unit focuses on an elected vocational area of the Creative Industries it may be appropriate to consider a "sectoral" medium for delivery of assessment evidence across all 3 Outcomes. This may take the form of an assessed portfolio, a recorded (audio/video) interview or other similar, acceptable sector specific output. A case study approach to assessment of all 3 Outcomes may also be considered. Candidates must demonstrate throughout an awareness of statutory requirements on safety and the principles of copyright: originality; ownership; co-ownership and intellectual property rights.

Administrative Information

Unit code:	DM0W 34
Unit title:	Creative Project
Superclass category:	JC
Date of publication:	February 2005
Version:	01
Source:	SQA

© Scottish Qualifications Authority 2005

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 Project

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 80 hours.

Guidance on the content and context for this Unit

This Unit is primarily intended to prepare candidates planning careers in the Creative Industries to work on a given project brief. As a result candidates will be expected to embrace the key disciplines outlined in the 'Unit Purpose'.

Although the Unit is expressed in generic terms, it should be related to a context that is familiar to candidates. If necessary the terminology used in the Unit can be adapted to suit the relevant vocational area in the Creative Industries.

In some circumstances it may be appropriate to approach teaching/provision of the Unit from the standpoint of a Creative Industries project brief applicable to a small group or team particularly when sharing of any equipment resources may be required. Where this may be the case teachers/providers are required to ensure that individual candidate performance within any group structure can be objectively assessed.

The Creative Industries project brief may be nominated by the centre or nominated by the candidate and given by the centre. The Unit is designed to encourage the use of appropriate media in the creation, development and ultimate completion of project outputs. For example, a candidate whose elected vocational area is Television may have to provide a recorded programme; a candidate whose elected discipline is Design may have to provide a corporate image portfolio, a candidate whose elected discipline is Advertising and PR may have to provide a promotional campaign.

Assessors/providers have a critical role in mentoring the candidate through the process of producing project outputs and should encourage the practice of effective recording of all relevant data throughout the project. This evidence may be required to support assessment in this Unit and any other Graded Unit in a group award.

It is critical to stress that people working in the media industries need to know about any legislation which will affect creative work and cause problems if ignored. This includes as a minimum an understanding of copyright law and of legal restrictions on reporting and presenting a range of issues, as well as the need to know basic health and safety requirements. An in depth knowledge of each piece of legislation is not assessed in this Unit, but candidates need to be aware of relevant legislation and its impact and they need to know where to look for detailed information and how to access it. As they undertake their project candidates should be made aware of relevant reference sources.

It is difficult to deal with legal concepts affecting the media industries without a basic understanding of the differences between common, statute, civil and criminal law. The detail of cover will depend on the professional judgement of the individual lecturer as to whether the particular group of candidates being taught will benefit from this type of additional knowledge. Reference to actual examples of – for example-breach of copyright in a variety of forms including musical examples, and cases of defamation could be appropriate and useful during teaching input.

Higher National Unit specification: support notes (cont)

Unit title: Creative Project

Outcome 1 is designed to allow candidates the opportunity to consider a project brief against a range of relevant market factors. In this Outcome the assessor/provider may introduce concepts including market dynamics and the competitive environment. Opportunities to engage in research activity appropriate to the Creative Industry sector/elected discipline and exposure to relevant case study material may also be profitable. Candidates are required to devise and pitch an acceptable creative concept proposal in a format determined by the centre and relevant to an elected vocational area.

In Outcome 2 candidates should be encouraged to consider how projects move from an idea to an output and the critical elements involved in the development process. It is in this Outcome that the assessor/provider can very firmly focus on Creative Industry/sector specific features that are relevant to the candidate and their elected discipline. There is an opportunity for the teacher/provider to introduce 'SMART' targets, financial budgeting, activity scheduling, team-working skills and resource planning processes. Candidates may be working to tight schedules and as a result their project management skills should be developed. It may be appropriate to introduce candidates to and instruct candidates in the use of standard project management software.

Outcome 3 requires teachers/providers to mentor the candidate through to completion of the project outputs. In an iterative process the candidate must ensure that as the project nears completion the outputs clearly relate to the given creative project brief. Where any constraints are identified that may prevent the completion of the planned project outputs the candidate must clearly identify these and seek to regulate these in order to deliver the project outputs that substantially meet the project brief.

Candidates will be expected to present their project outputs in a manner typical of the Creative Industry sector/elected discipline chosen.

Context - Graded Unit Reference

Any recording and management control aspects typically undertaken as part of the activities and processes necessary for successful completion of this Unit may also be used as the basis for the completion of a Graded Unit that may form part of any group award that candidates may have elected to study. The management of the processes outlined in Outcome 2 may provide outputs that might be specifically useful in the completion of any associated graded unit.

Guidance on the delivery and assessment of this Unit

This Unit is likely to form part of a group award that is primarily designed to provide candidates with technical and/or professional knowledge and skills related to a specific vocational area in the Creative Industries. The Unit is likely to be introduced at an early stage in the group award and may be continued towards the end to allow candidates the opportunity to incorporate learning from other Units into the creative project development. Assessment guidance has been referenced under each Outcome and a recommendation that a single instrument of assessment be used is indicated under Outcome 3.

Higher National Unit specification: support notes (cont)

Unit title: Creative Project

Clearly, the Unit should be delivered in such a way that it enables candidates to appreciate its relevance to the Creative Industry sector to which it relates and that the media selected for delivery of project outputs is equally relevant. It is not the intention that candidates from different elected disciplines provide standard written outputs for this Unit and its assessments. Indeed assessors/providers and candidates are encouraged, whilst observing legal requirements, to be creative in the teaching/provision of learning opportunities promoted in this Unit.

Opportunity for centre elected, individual, Outcome by Outcome assessment is also indicated below each Outcome so as not to put at any disadvantage any centre or candidate unable to engage in a single project based assessment for the Unit.

Open learning

This Unit could be delivered by distance learning provided opportunities to attend minimum frequency review seminars at the centre (or visit opportunities to the candidate) could be incorporated to ensure appropriate mentoring of candidate progress. It may be more appropriate under these circumstances that distance-learning candidates engage in the single assessment option rather than the Outcome-by-Outcome assessment.

For information on 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 Project

This Unit is intended to be very practical in its application and has been specifically constructed to allow the development of a project, the outputs from which may readily be applied to showcase your creativity, skills and knowledge being developed on the course. It has been designed to help you to manage a creative project from inception (as a brief issued by the study centre/provider) to substantial completion of appropriate, industry specific, outputs.

You will be expected to meet deadlines – both self and study centre/provider regulated – in order to achieve satisfactory progression through the Unit. You will have to demonstrate an awareness of legal and ethical requirements. You may have to negotiate access to resources and may also need to conduct activities outside of the normal classroom/studio/workroom based routine.

The Unit has been developed in a generic format to meet the needs of many different sectors of the Creative Industries and you may need to interpret some features of the knowledge and skills outlined and seek to apply these to your elected vocational area.

Some study centres/providers may elect to assess your performance and successful completion of the Unit using one piece of work. An option to assess your performance on an Outcome-by-Outcome basis may otherwise be utilised.

As this Unit is core and all encompassing, you are encouraged to incorporate other knowledge and skills generated from other Units being studied into the Outcomes.

The activities and processes undertaken in this Unit may also be used by you as the basis for the completion of a Graded Unit that may form part of any group award that you have elected to study.

You are encouraged to collect and retain any resource material and data that may be relevant to the ideas generation, project development and management to completion of the creative project outputs to objectively support the work you carry out in this Unit.

You will be expected to present your ‘showcase’ creative project in a manner and style customary in your elected vocational area.