



Higher National Graded Unit specification

General information for centres

This Graded Unit has been validated as part of the HNC Interactive Media. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit title: Interactive Media: Graded Unit 1

Graded Unit code: F21G 34

Type of Graded Unit: Examination

Assessment Instrument: Closed-book

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.*

Purpose: This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HNC Interactive Media.

- ◆ To develop the candidate's knowledge and skills such as planning, analysing and synthesising.
- ◆ To develop study and research skills.
- ◆ To prepare candidates for progression to further study in Interactive Media or a related discipline.

Recommended prior knowledge and skills: It is recommended that the candidate should have completed or be in the process of completing the following Units relating to these specific aims prior to undertaking this Graded Unit:

F1VV 34	<i>User Interface Design</i>
F1YX 34	<i>Digital Imaging: Bitmap and Vector</i>
F1VS 34	<i>Interactive Media: Planning</i>

Core Skills: There are no Core Skills embedded in this Graded Unit specification.

Assessment: This examination-based Graded Unit is a timed closed-book examination. It will consist of a written examination of 3 hours.

Administrative Information

Graded Unit code: F21G 34

Graded Unit title: Interactive Media: Graded Unit 1

Original date of publication: August 2007

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

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Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates

Graded Unit title: Interactive Media: Graded Unit 1

Conditions of assessment

The assessment is based on a written examination lasting 3 hours.

If a candidate does not achieve a pass or if a candidate wishes to upgrade, this must be based on a significantly different examination from that given originally. A candidate's grade will be based on his/her achievement on the new assessment event using a significantly different examination, if this results in a higher grade.

The examination should be unseen and the assessment should be conducted in controlled and invigilated conditions.

No reference material should be allowed into the examination room. The examination should take place under closed-book conditions. Calculators are not permitted.

At all times, the security, integrity and confidentiality of examinations must be ensured.

Instructions for designing the assessment task:

The examination should be designed to assess the candidate's critical knowledge and understanding of the topics relating to the specific aims which this Graded Unit is designed to cover. The questions and corresponding marks should be designed in accordance with the ranges indicated in the table that follows. However, the overall total mark for the examination is 100.

The question paper will consist of two sections, totalling 100 marks (100%). Section 1 will be worth 30% of the total marks, and Section 2 will contribute 70% of the total marks. The sections will be differentiated by content and level of demand, reflected in the type of question used in each section.

Section	Type of question	No. of questions	Marks per question	Total marks
1	Selected response	30	1	30
2	Constructed response	7	10	70

The format of the selected response questions will be limited to:

- ◆ multiple-choice questions (MCQs)
- ◆ multiple-response questions (MRQs)

The majority of the questions will be MCQs, consisting of a single key and three distractors (four options in total). A minority of the questions will be MRQs, consisting of two or more keys, selected from four options.

Constructed response questions will consist of:

- ◆ restricted response questions
- ◆ extended response questions

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

The majority of questions (or parts thereof) will be restricted response questions, requiring a response consisting of one or two sentences. A minority of the questions will be extended response, which will provide candidates an opportunity for extended writing on a specific topic.

Twenty marks have been set aside for two integrative questions. These questions should assess the candidate's ability to synthesise two or more topics, assessed within a single question. As such, it is likely that these question will serve to discriminate between candidates at the upper grade boundaries.

Each section will be designed as follows.

SECTION 1: SELECTED RESPONSE QUESTIONS		
Key topics	level of demand	Percentage weighting for each topic
F1VV 34 User Interface Design	Ability to demonstrate fundamental knowledge and understanding introduced for the two Units.	15 questions each worth one mark (15% total)
F1YX 34 Digital Imaging: Bitmap and Vector		15 questions each worth one mark (15% total)

SECTION 2: CONSTRUCTED RESPONSE QUESTIONS		
Key topics	level of demand	Percentage weighting for each topic
F1VV 34 User Interface Design	<ul style="list-style-type: none"> ▪ Identify concepts of colour theory, font terminology, layout and graphic design elements in terms of visual user interface design. ▪ Evaluate existing visual user interface designs in terms of colour, layout and fonts. ▪ Demonstrate effective use of colour, layout and fonts when designing visual user interfaces to meet the requirements of given brief. 	2 questions each worth 10 marks (20% total)
F1YX 34 Digital Imaging: Bitmap and Vector	<ul style="list-style-type: none"> ▪ Demonstrate an understanding of graphics used in computer applications. ▪ Acquire, create and manipulate bitmapped graphics to a given brief. ▪ Create and manipulate vector graphics to a given brief. 	1 question worth 10 marks (10% total)

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

F1VS 34 Interactive Media: Planning	<ul style="list-style-type: none"> ▪ Produce a requirements specification from a given brief. ▪ Produce a detailed design specification. ▪ Produce a testing and evaluation strategy. 	2 questions each worth 10 marks (20% total)
F1VV 34 User Interface Design F1YX 34 Digital Imaging: Bitmap and Vector F1VS 34 Interactive Media: Planning	<ul style="list-style-type: none"> ▪ Combination (synthesis) of above. 	2 questions each worth 10 marks integrating the contents of two or more of the units (20% total)

Section 1 (selected response questions): This section will focus on lower level cognitive abilities relating to knowledge and comprehension of essential facts and concepts. The 30 marks (30% of the overall total) contributed by this section should be distributed as follows:

Knowledge	20%
Comprehension	10%

Section 2 (constructed response questions): This section will focus on higher level abilities relating to more demanding cognitive competences. The 70 marks (70% of the overall total) contributed by this section should be distributed as follows:

Knowledge	10%
Comprehension	10%
Analysis	10%
Application	10%
Synthesis	20%
Evaluation	10%

The synthesis skills will be required to attempt the two integrative questions contained within this section.

A specific question paper may alter these allocations, while retaining the general distribution.

The examination will be marked out of 100. Assessors will aggregate the marks achieved by the candidate in each section to arrive at an overall mark for the examination. Assessors will then assign a grade to the candidate for this Graded Unit based on the following grade boundaries:

- ◆ A = 70% — 100%
- ◆ B = 60% — 69%
- ◆ C = 50% — 59%

There is no minimum mark for each section.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as a C (competent), A (highly competent), or B (somewhere between A and C). The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table:

Grade A	Grade C
<p>Is a seamless, coherent piece of work or exam script which consistently:</p> <ul style="list-style-type: none"> ◆ interprets and understands the question in a way which demonstrates insight and clear understanding of topic ◆ answer demonstrate a comprehensive analysis and reply ◆ responses are logically structured and coherently expressed demonstrating consistent use of correct terminology ◆ is clear and well structured throughout with language and terminology used of a consistently high standard in terms of level, accuracy and technical content ◆ consolidates and integrates required knowledge and skills linking concepts and ideas and relating answers explicitly to the question ◆ convincingly argues and shows links between experience demonstrating comprehensive knowledge and understanding as well as analysing and evaluation skills ◆ provides evidence of possible alternative approaches and arguments as well as understanding of different interpretations 	<p>Is a co-ordinated piece of work or exam script which:</p> <ul style="list-style-type: none"> ◆ interprets and understands the question in a way which enables the candidate to meet basic criteria ◆ answer demonstrates a limited analysis evaluation and explanation of the question and other relevant information ◆ responses are uneven and convey limited understanding although some relevant points are given ◆ is satisfactorily structured with language and terminology used adequate, although not always consistent, in terms of level, accuracy and technical content ◆ consolidates and integrates required knowledge and skills but may lack continuity and consistency and fail to show clear links to concepts and ideas ◆ argues and justifies conclusions in an acceptable way but these conclusions may lack reasoned understanding, may not link well to discussions and may show limited knowledge

The examination will be marked out of 100. Assessors will aggregate the marks achieved by the candidate (in each section) to arrive at an overall mark for the examination. There is no minimum mark for each section. Assessors will then assign a grade to the candidate for this Graded Unit based on the following grade boundaries:

- ◆ A = 70% — 100%
- ◆ B = 60% — 69%
- ◆ C = 50% — 59%

Half marks must not be awarded (for any question). MRQs should be marked in the same way as MCQs — either a mark is awarded or it is not. To gain a mark for an MRQ, candidates must choose all of the correct keys. MRQs should be used as discriminators to differentiate candidate performance at the upper grade boundaries.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Support notes

The Unit is designed to assess the candidate's ability to demonstrate their knowledge across the range of identified mandatory units within the HNC Interactive Media.

All papers should be identified with candidate name, date and start and completion time of the assessment.

Guidance on the delivery and assessment of this Unit

The purpose of the Graded Unit is to assess the candidate's ability to integrate and apply the knowledge and/or skills gained in individual units.

The question paper has been divided into two sections. Section 1 is designed to assess candidates' knowledge of basic facts, procedures and concepts and is assessed through selected response questions. Section 2 is designed to assess deeper cognitive skills and is assessed through constructed response questions.

The source of all questions is defined in the mandatory section of this specification. However, the questions should assess both the overt **and underpinning** cognitive competencies included in the designated units. For example, in Section 2, candidates are required to 'evaluate visual user interface design', which involves the overt skill of evaluating designs but also a wide range of underpinning knowledge relating to this skill.

Section 1 should focus on basic knowledge (20 marks) and comprehension (10 marks). This section is well suited to the assessment of candidates' knowledge of terminology, appreciation of basic procedures and understanding of fundamental principles. The questions in this section should be straight-forward for the typical (but properly prepared) candidate. They should relate to the overt or underpinning knowledge contained within the designated source units (*User Interface Design* and *Digital Imaging: Bitmap & Vector*).

Section 2 provides an opportunity to assess deeper cognitive competences. However, it should be noted that some marks in this section (20) relate to knowledge and comprehension – although this may be more complex than that assessed in Section 1. The remaining marks (50) relate to analysis, application, synthesis and evaluation. These questions will require short (typically a sentence or two) or extended (typically two or more paragraphs) responses from candidates. All questions are worth 10 marks so short response questions should form part of a large question ie (a), (b), (c), etc. Extended response questions will typically consist of questions with one or two parts.

Two questions (20 marks) should integrate the cognitive competencies from two or more of the designated source units. The marks for synthesis (20) are deemed to be included in these questions. Each question should combine the knowledge from two or more units in an original way, posing question(s) that assess the candidate's ability to combine his/her knowledge of various parts of this award.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

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 assessment arrangements. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

The Graded Unit is designed to assess your knowledge of key facts and concepts relating to interactive media, and also to assess your ability to combine your knowledge and skills to answer 'integrated' questions that cover two or more areas of the award. The assessment takes the form of a written examination lasting three hours.

This Unit is the only Unit in the HNC Interactive Media award that is graded; other units are simply assessed on a pass/fail basis. The grading is carried out as follows:

- ◆ A = 70% — 100%
- ◆ B = 60% — 69%
- ◆ C = 50% — 59%

The examination will be done under supervised conditions. You are not permitted to bring reference material into the examination room. Calculators are not permitted.

The question paper consists of two sections. Each section assesses different knowledge and skills, using different types of question.

Section 1

This section is worth 30% of the total marks and consists of 30 multiple choice or multiple response questions, each worth one mark. This section covers:

- ◆ F1VV 34 *User Interface Design* (15 questions worth one mark each)
- ◆ F1YX 34 *Digital Imaging: Bitmap and Vector* (15 questions worth one mark each)

Section 2

This section is worth 70% of the total marks and consists of seven written response questions, each worth ten marks. This section covers:

- ◆ F1VV 34 *User Interface Design* (2 questions – 10 marks each)
- ◆ F1YX 34 *Digital Imaging: Bitmap and Vector* (1 questions – 10 marks)
- ◆ F1VS 34 *Interactive Media: Planning* (2 questions – 10 marks each)

Twenty marks will assess your ability to combine your knowledge and understanding of two or more topics.

There is no minimum score in each section.

The entire question paper is normally sat in a single sitting but local circumstances may require your centre to offer two sittings, one for each section. In these circumstances, your centre will make clear the specific arrangements for each sitting.

Candidates with disabilities and/or additional support needs should discuss their particular requirements with their lecturer and/or refer to Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs (www.sqa.org.uk).