Higher National Graded Unit specification

General information for centres

This Graded Unit has been validated as part of the Filmcraft and Animation HND. 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.

This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND Filmcraft and Animation. Candidates will prepare and present an animation project and supporting portfolio of material, including a journal and research portfolio documenting the 'journey' undertaken by the student. Many Universities find the journal element invaluable when assessing candidate suitability for inclusion in a higher education program. This material could also be used to support employment applications and interview situations. The work necessary to complete this assignment should demonstrate the candidate's creativity and self-motivation and synthesise knowledge and skills acquired throughout the Filmcraft and Animation HND.

Graded Unit title: Filmcraft and Animation: Graded Unit 2

Graded Unit code: F4PG 35

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

Credit points and level: 2 HN credits at SCQF level 8: (16 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.

Purpose: This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the Filmcraft and Animation HND:

♦ encourage candidates to evaluate, research, develop and contexualise their concepts and designs in response to their subject choice
♦ develop an understanding of interdisciplinary connections between the various subject areas within the fields of animation, filmmaking and creative storytelling in a raft of traditional and non-traditional environments
♦ develop an open-minded, critical and evaluative approach to study
♦ gain a greater knowledge and understanding of storytelling and the impact of pre and post-production techniques
♦ enable candidates to gain professional knowledge of proprietary software and how it can influence and create animation and illustration
♦ enable candidates to gain greater knowledge and skills base in animation skillset
♦ enable gain greater knowledge and understanding of the animation industry, including issues of copyright, intellectual property, working freelance

General Information for centres (cont)

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 the above specific aims prior to undertaking this Graded Unit:

DE2W34   *Graphics for Creative Multimedia Design*
DV5N35   *2D Computer Animation*
DX3435   *Digital Video for Artists and Designers*
DX3235   *Digital Audio for Artists and Designers*
DV98 34   *Life Drawing*
DV9C34   *Portfolio Production*
DM0V34   *Creative Industries: An Introduction*
D7M334   *Video Production 1: Planning and Production*
DW9J34   *Animation: An Introduction*
F41P 34   *Audio Visual Design for Visual Mediums*
F4B5 34   *Film Studies for Animators*
DV94 35   *3D Computer Animation*
F1GV 35   *3D Computer Animation and Technical Direction: Advanced*
DW9G 34   *3D Animation Motion Studies*
F1D7 35   *Animation: Character Design*
DE2P 35   *Advanced Bitmap Graphics for Creative Multimedia Design*
DX39 35   *Life Drawing Portfolio*

Core Skills: During the second year of the Filmcraft and Animation HND award, there are further signposted opportunities to develop all Core Skills to SCQF level 6. Core Skills will be broadened and deepened dependant upon the further opportunities contained in candidate option choices. Thus the Core Skills exit profile is the same as that for the HNC.

Assessment: This Graded Unit will be assessed by the use of a Practical Assignment. The developed Practical Assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Administrative Information

Graded Unit Code: F4PG 35

Graded Unit Title: Filmcraft and Animation: Graded Unit 2

Original date of publication: November 2008

Version: 01

History of Changes:

Version	Description of change	Date

Source: SQA

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Graded Unit Title: Filmcraft and Animation: Graded Unit 2

Conditions of Assessment

The candidate should be given a date for completion of the Practical Assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any re-assessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

♦   variables which are complex or unfamiliar
♦   relationships which need to be clarified
♦   a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

♦   analyse the task and decide on a course of action for undertaking the project
♦   plan and organise work and carry it through to completion
♦   reflect on what has been done and draw conclusions for the future
♦   produce evidence of meeting the aims which this Graded Unit has been designed to cover

Candidates must be required to undertake a practical assignment that requires them to plan, organise, develop and produce an animation of a minimum of three but no more than seven minutes duration. The animation must include sound and visuals, have a narrative quality and must show at least one character development. The assessment task must require candidates to undertake the necessary pre-production and production tasks required to realise the practical project. The practical assignment task brief must require the candidate to:

♦   complete a product or substantial exemplar/pilot of a large scale project
♦   provide the necessary exemplar materials in the form of a portfolio of research, development schedules and logs, production notes, a project log/diary, storyboards

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

♦ demonstrate creative, interpersonal and management skills
♦ demonstrate effective presentation techniques
♦ demonstrate an awareness of industry standards
♦ demonstrate effective integration of interdisciplinary skills in specialist areas

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or 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
Planning — Analysis of requirements and development of strategy	
Is a seamless, coherent piece of work which: ♦ demonstrates strategic thinking ♦ demonstrates skill in overcoming difficulties ♦ is self directed ♦ is presented to a high standard	Is a co-ordinated piece of work which: ♦ demonstrates a critical and evaluative approach ♦ demonstrates the ability to handle difficulties ♦ is self directed ♦ is presented clearly
Developing — Implementation of plan and management of the task	
♦ is very effective throughout ♦ demonstrates seamless integration of skills ♦ demonstrates an exceptional level of skill ♦ is produced to high professional standard ♦ has impact ♦ is very well presented ♦ demonstrates exceptional application of practical skills	♦ is generally effective ♦ integrates skills ♦ demonstrates practical competence ♦ demonstrates awareness of industry standards ♦ is presented to an acceptable standard ♦ is a competent piece of work which meets basic criteria
Evaluating — Effectiveness of approach taken at all stages	
♦ uses criteria effectively ♦ includes critical analysis of original plan ♦ includes critical analysis of management ♦ has conclusions/recommendations and shows insight and focus ♦ uses evidence effectively	♦ identifies criteria ♦ checks original analysis ♦ makes reference to difficulties ♦ has conclusions with recommendations provides supporting evidence

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

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

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

Note: the candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Project Stage	Minimum Evidence Requirements
Stage 1 — Planning Maximum mark allocation: 20%	An action plan that includes: ♦ the candidate's interpretation of the brief to include — evidence of analysing the requirements of the project, by setting objectives and identifying all the key factors affecting the project — evidence of selecting, justifying and developing a strategy for managing the practical task, taking into account key factors, including the resources and time available, and based on the analysis undertaken ♦ evidence of information gathered to clarify the brief identifying a wide range of resources required to carry out the project, including materials, people and equipment *The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.*

Project Stage	Minimum Evidence Requirements
Stage 2 — Developing Maximum mark allocation: 55 %	Evidence of the candidate carrying out the project, implementing the plan, producing the output and managing the practical task to include: ♦ output of the practical activity that meets required quality and includes sound and visuals and has a narrative quality ♦ evidence application of practical skills ♦ effective presentation techniques ♦ awareness of industry standards ♦ a completed product or substantial exemplar/pilot of a large scale ♦ project and exemplar materials A record of the processes underpinning the activity to include: ♦ a portfolio of research, development schedules and logs. ♦ production notes, and a project log/diary. ♦ completed product or substantial exemplar/pilot of a large scale project. This should be a minimum of three minutes but no more than seven minutes duration, and should be saved in an appropriate professional file format. ♦ the necessary exemplar materials in the form of a portfolio of research, development schedules and logs. ♦ production notes, a project log/diary, and appropriate storyboards. ♦ demonstration of creative, interpersonal and management skills. ♦ demonstration of effective presentation techniques. ♦ demonstration of an awareness of industry standards. ♦ demonstration of effective integration of interdisciplinary skills in specialist areas. *The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.*
Stage 3 — Evaluating Maximum mark allocation: 25%	Evaluation report which should: ♦ briefly outline the assignment ♦ examination of the effectiveness of the original analysis and objectives the project ♦ reference to any difficulties overcome during the course of the project which required modification or reflection of the action plan ♦ identification of knowledge and skills gained or developed ♦ assessment of strengths and weaknesses of the output ♦ determine to what extent the assignment met the original brief ♦ conclusions as to who the process could be improved, with recommendations for any future work ♦ detailed evidence to support all aspects of the evaluation *The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.*

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

Support Notes

Delivery of the Graded Unit may vary depending on individual college academic calendars. It is envisaged that this Graded Unit may be started approximately half way through the candidate's studies, with an increasing amount of the time available for the Graded Unit being spent towards the end of the course. It is not intended that any new knowledge or skills are taught during delivery of the Graded Unit. Instead, the Graded Unit should be used to allow the candidate to demonstrate the integration and application of existing knowledge and skills. The lecturer's time will be spent discussing individual candidate work.

It is envisaged that the Graded Unit 2 will reflect the candidate's selected specialist cluster. A final product/set up is not required as the emphasis is on the process undertaken. This helps to ensure that candidates choosing differing clusters have equal opportunity to succeed in this Unit.

Time management is an important aspect of planning, developing and evaluating a practical activity and in order to help candidates manage their time effectively, lecturers should consider setting up individual progress reviews with candidates at the start of the Unit delivery time. Lecturers may consider developing a centre pro-forma to record their discussions with candidates. These discussions or mentoring activities are an essential part of the Graded Unit and should help ensure that candidates keep to timelines and should be included in their production file.

The Grade finally achieved by the candidate depends on the work submitted. It is therefore very important that staff do not give undue assistance to candidates. The level of assistance should be fully discussed at Course Team level and any assistance given should be logged in the candidate's mentoring records. **Please refer to pages 18-21 of the SQA publication 'Guidance for the Implementation of Graded Units in Higher National Certificates and Diplomas' (April 2008).**

The amount of time spent planning the project at this stage is seen as critical to the development of skills which are genuinely transferable in the Animation and Film industries. Part of the planning will require the candidates to negotiate use of animation and audio-visual technology and facilities. Candidates must also be able to co-operate with others in the class group. While it is not essential that all delivery takes place in a computer laboratory setting, lecturers should try to ensure that a flexible approach is taken, towards ensuring adequate accommodation and resources are available to candidates. Access to computers is likely to be required throughout the Graded Unit.

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

This Graded Unit provides you with the opportunity to demonstrate your ability to integrate knowledge, understanding and skills from the Filmcraft and Animation HND. You will develop a project that involves utilising the knowledge and skills required to support the planning, organisation and development of a Filmcraft and Animation product.

The Unit should be undertaken on an individual basis, although this can involve the management and direction of others where required eg a technical lighting or camera production crew, acting/voice talent or musicians in production of diegetic/non diegetic material. You will be required to undertake the necessary pre-production and production tasks needed to realise a practical project. Assessment is not only concerned with practical activities however, and will allow you to demonstrate creative, interpersonal and management skills.

Clusters will allow you to focus on 2D/3D Animation, Storyboarding, Character Design and Visuals (including backgrounds) Film Studies including narrative construction, editing, directing and post-production work.

You will be asked to apply some of the skills and knowledge you have learnt in the above Units to a practical assignment. You will also have to plan your assignment, develop your ideas and evaluate the process.

At the start of the Graded Unit you will be given a production brief which you will plan, develop and evaluate to provide a solution, just as you would for a client. The Graded Unit will assess your ability to plan and develop an idea to the production stage of a project. The project you develop should reflect the specialist cluster you have selected as part of your HND. Examples of typical narrative projects may include:

♦ character research and development, storyboarding including keyframes for an animated short film, or television graphics ie advertisement suitable for product placement.
♦ pre and post-production activities within a film or animated piece of work.
♦ development of a short story drawing on your knowledge and skills of narrative and design, to produce an animated piece of work, a short film or mixed media piece. This will draw on the narrative or development of the narrative supported by the appropriate visuals, designed by you.

Throughout the Graded Unit you will meet with your lecturer who will advise you and help you follow the guidelines which keep you on track to achieve the Unit within the given timescale. You will submit your finished production file just as you would to a client, along with an analysis of your project and performance.

Whatever project you chose to undertake, it must demonstrate the overall aims of the Unit. Your lecturer will give guidance on the suitability of your project for the purposes of this Graded Unit. The project will be marked in three distinct stages and you have to pass each stage of the project to pass the Graded Unit. The marks for each of the three stages will give a final mark out of 100%. The grade you receive is based on the following:

A = 70% – 100%
B = 60% – 69%
C = 50% – 59%

Core Skills will be broadened and deepened dependant upon the further opportunities contained in the options/clusters you choose.