



## Higher National Unit specification: general information

**Unit title:** Radio: Branding and Imaging

**Unit code:** FT65 35

**Superclass:** KA

**Publication date:** August 2011

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**Version:** 01

### Unit purpose

On completion of the Unit the candidate should be able to explain how a radio station's brand is communicated on air. The candidate will be able to:

- 1 Explain station branding and audio imaging activity.
- 2 Evaluate a range of audio imaging elements.
- 3 Create a range of imaging elements in response to a brief.

### Recommended prior knowledge and skills

Access is at the discretion of the centre, however candidates would normally be expected to have already undertaken introductory Units in *Radio Commercial Production* and *Radio: Recording, Editing and Technical Operations* or equivalent before undertaking this Unit.

### Credit points and level

1 Higher National Unit 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.*

## **General information (cont)**

### **Core Skills**

There are opportunities to develop the Core Skills of *Communication* and *Problem Solving* in this Unit, although there is no automatic certification of Core Skills or Core Skill components.

### **Context for delivery**

This Unit was developed as part of the HND Creative Industries: Radio Group Award. It is recommended that it should be taught and assessed within the subject area; however the Unit may be delivered as a stand-alone Unit for the purpose of Continuing Professional Development.

### **Assessment**

Outcomes 1 and 2 may be assessed by a case study which investigates the branding and imaging activity of a particular group or station.

Outcome 3 may be assessed by a project where the candidate produces a range of audio imaging in response to a brief.

## Higher National Unit specification: statement of standards

**Unit title:** Radio: Branding and Imaging

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

### Outcome 1

Explain station branding and audio imaging activity.

#### Knowledge and/or Skills

- ◆ Role of imaging in relation to station positioning and station policies.
- ◆ Role of forward promotion in maximizing audience.
- ◆ Range of imaging elements.
- ◆ Cross media brand 'stickiness'.
- ◆ Relationship to off air promotion activity.

#### Evidence Requirements

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

- ◆ Explain the roles of imaging in relation to station positioning and station policies.
- ◆ Describe a range of at least four imaging items and explain how they are used (see guidance on delivery and assessment for exemplification) in relation to:
  - station and/or programme positioning
  - maximising audience.
- ◆ Explain cross media brand activity.
- ◆ Explain the relationship of branding and imaging to off air promotion activity.

#### Assessment Guidelines

Outcomes 1 and 2 may be assessed by a case study which investigates the branding and imaging activity of a particular group or station.

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Radio: Branding and Imaging

### Outcome 2

Evaluate a range of audio imaging elements.

#### Knowledge and/or Skills

- ◆ Station imaging
- ◆ Programme imaging
- ◆ Effectiveness of communicating intended message in terms of purpose and audience and:
  - use of music/SFX/clips
  - use of script and voice
  - quality of edit, mix and audio treatment
- ◆ Integration with programme content

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can evaluate a range of at least four imaging elements and evaluate if:

- ◆ Elements successfully maintain station's position
- ◆ Elements successfully maintain programme's position
- ◆ Elements effectively communicate intended message using music and/or sound effects, clips, scripts and voice
- ◆ Elements successfully integrate with programme content.

#### Assessment Guidelines

Outcomes 1 and 2 may be assessed by a case study in which candidates investigate branding and imaging activity in relation to a particular group or station.

A written and/or oral response of approximately 800 words or five minute duration; candidates could cover the Evidence Requirements listed in Outcomes 1 and 2.

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Radio: Branding and Imaging

### Outcome 3

Create a range of imaging elements in response to a brief.

#### Knowledge and/or Skills

- ◆ Intellectual property rights
- ◆ Music composition
- ◆ Library music
- ◆ Audio post production
- ◆ Integration with programme content

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can create a range of connected imaging elements in response to a brief which are:

- ◆ Effective in terms of
  - Purpose and audience
  - Communicating intended message
  - Editorial and audience fit in relation to programme content
- ◆ Individual
- ◆ Thematically connected

and:

- ◆ Utilise music and/or sound effects
- ◆ Utilise spoken or sung content
- ◆ Utilise audio processing
- ◆ Respect music licensing and intellectual property rights

The range of elements will be at the discretion of the candidate but should include items which are:

- ◆ Self contained
- ◆ Designed to integrate with voice or other content in programme flow

The brief will specify the purpose, audience and intended message. It will specify a range of at least six elements of varying duration, both self-contained and designed for live integration. The range of individual items will be thematically connected. The range specified will utilise music and/or sound effects, spoken or sung content and audio processing.

#### Assessment Guidelines

The Outcome may be assessed by a project where the candidate creates a range of related imaging elements for a programme or station in response to a brief.

## Higher National Unit specification: support notes

### Unit title: Radio: Branding and Imaging

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 is an optional Unit in the HND Creative Industries: Radio framework.

It combines the branding and positioning activities of radio stations with the sophisticated audio post production activity of specialist imaging producers.

Candidates should use this Unit to investigate industry practice and better understand the commercial objectives and/or public service commitments of a range of stations. It would be useful to consider a range of stations or groups and consider their different approaches to the media market place.

In particular it would be worthwhile to look at different stations' relationships with their specific audiences and the position the station chooses in the listeners' available choice. This could be in relation to audience variables such as:

- ◆ Demographics (age, lifecycle, gender)
- ◆ Psychographic (lifestyle)
- ◆ Geographic (from national to local, total survey area)

Or in relation to the station policies designed to satisfy that audience need, for example:

- ◆ Format (music choice and rotation)
- ◆ Local news content and presenter choice

The power of a station brand is often recognisable across a range of media. There are stations whose roots lie originally in magazine brands. There are also station brands which exist across a range of locations where the similar branding and policies are designed to satisfy different geographic but similar demographic or psychographic groups.

These brands have value beyond their on air use. They are also supported by off air activities run by street teams who take the brand concept, through a range of newsworthy activities, to a wider audience in the hope of encouraging trial or participation in programme activity.

Within the study of specific elements it will become clear that maximising audience is often their aim. There are many approaches to programmes trails, hooks or holders. Some imaging elements are to deliver audience to specific programmes while other elements are designed to support station or programme imaging aims.

Station imaging elements are created using advanced audio manipulation programmes which are able to communicate intended message in a sophisticated fashion often utilising;

## Higher National Unit specification: support notes (cont)

**Unit title:** Radio: Branding and Imaging

- ◆ Music
- ◆ SFX
- ◆ Clips
- ◆ Use of script and voice
- ◆ Audio treatment (such as voice compression)

Candidates should be encouraged to consider the quality of edit, mix and audio treatment and how well the individual item integrates with programme content.

### Guidance on the delivery and assessment of this Unit

Although Outcomes 1 and 2 can be assessed holistically it still makes sense to teach the Outcomes sequentially. However, Outcome 1 would be well exemplified by the content of Outcome 2 so in delivery they would not be entirely separate.

In the Evidence Requirements for Outcome 2 four elements from the following list could be chosen: bed, donut, drop in, liner, ident, loop, music demo, jingle, slogan, shotgun, stab, theme, trail, sting, sweeper.

The first two Outcomes involve reviewing industry practice. The final Outcome is more practical and candidates are required to create a range of imaging elements in response to a brief which could be set around a real station or a simulated one.

If this Unit is delivered as part of the HND in Creative Industries: Radio, there may be opportunities to integrate the delivery and assessment of this Unit with other Units. For example the imaging elements produced for Outcome 3 could be incorporated within the programmes or segments produced for Radio Magazine Production and/or Radio: News Programme Production.

### Open learning

This Unit is well suited to delivery by distance learning.

Much of the research required for Outcomes 1 and 2 could be completed online and the evidence could be presented in an electronic format. The production work required for Outcome 3 could be also delivered electronically but the candidate would need access to recording equipment and post production facilities. Appropriate steps would have to be taken to authenticate that the candidate's work was genuine.

### Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

## Higher National Unit specification: support notes (cont)

**Unit title:** Radio: Branding and Imaging

### Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Communication* in Outcomes 1 and 2 and *Problem Solving* in the Outcome 3 project, although there is no automatic certification of Core Skills or Core Skill components.

### Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)



## History of changes to Unit

Version	Description of change	Date

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## General information for candidates

### **Unit title:** Radio: Branding and Imaging

This Unit is designed to equip you with the skills and knowledge to contribute to the specialist area of producing on air imaging. Station imaging includes all the jingles, trails and other techniques that stations use to define their brand to their audience. The Unit is essentially a creative one where you will produce a suite of audio items in response to a brief.

The Unit has three Outcomes:

- ◆ Explain station branding and audio imaging activity
- ◆ Evaluate a range of audio imaging elements
- ◆ Create a range of imaging elements

The first two will provide the underpinning knowledge to allow you to successfully complete the creative task that is the final Outcome.

To pass the Unit you will have to complete a number of assessment tasks. You will undertake a case study investigation into the branding and imaging activity of a particular station or group and then complete an assignment where you make a range of imaging items in response to a brief.