Higher National Unit specification: general information

Unit title: Radio: Producing Online Content

Unit code: FT68 35

Superclass:	KA
Publication date:	August 2011
Source:	Scottish Qualifications Authority
Version:	01

Unit purpose

This Unit has been designed to develop the candidate's knowledge and skills to select and adapt existing radio content for online use.

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

1   Evaluate the available technology and its uses.
2   Select and adapt radio content for online use.
3   Encourage audience interaction through online techniques.

Recommended prior knowledge and skills

Entry to this Unit is at the discretion of the delivering centre.

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*, *Problem Solving* and *Information and Communication Technology* (*ICT)* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skill 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 knowledge and skills for Outcome 1 could be assessed by written or recorded oral evidence.

The assessment for Outcome 2 and Outcome 3 could be combined in to a single practical assignment where the candidate produces interactive online content to support a radio broadcast.

Higher National Unit specification: statement of standards

Unit title: Radio: Producing Online Content

Unit code: FT68 35

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

Evaluate the available technology and its uses.

Knowledge and/or Skills

♦ Ways of accessing online content.
♦ Methods and reasons media organisation use to provide online services.
♦ Audience for online content.
♦ Online measurement techniques.
♦ Audience interaction.
♦ Construction of the online environment — design principals, navigation and interactivity.

Evidence Requirements

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

♦ describe ways of accessing online content
♦ describe ways of providing online content
♦ describe ways of encouraging audience interaction
♦ evaluate the effectiveness of the provision of online services in relation to purpose and audience.

Assessment Guidelines

The knowledge and skills for Outcome 1 could be assessed by written or recorded oral evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio: Producing Online Content

Outcome 2

Select and adapt radio content for online use.

Knowledge and/or Skills

♦ Choice of audio material
♦ Editing
♦ Legal requirements
♦ Technical demands
♦ Audience needs
♦ Visuals and online copy
♦ Interactivity and accessibility

Evidence Requirements

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

♦ select appropriate audio material
♦ edit audio material to meet audience needs
♦ ensure compliance with legal and technical requirements
♦ produce appropriate visuals and copy.

Assessment Guidelines

The assessment for Outcome 2 could be combined with Outcome 3 by means of a practical assignment which requires the candidate to produce interactive online content to support a radio broadcast.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio: Producing Online Content

Outcome 3

Encourage audience interaction through online techniques.

Knowledge and/or Skills

♦ Set up and maintenance.
♦ Moderating user generated content.
♦ Different methods of encouraging audience interaction.

Evidence Requirements

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

♦ select appropriate methods of encouraging audience interaction
♦ set up audience interaction
♦ moderate audience interaction
♦ maintain audience interaction.

Assessment Guidelines

The assessment for Outcome 3 could be combined with Outcome 2 by means of a practical assignment which requires the candidate to produce interactive online content to support a radio broadcast.

Higher National Unit specification: support notes

Unit title: Radio: Producing Online Content

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

In Outcome 1 candidates will consider the different ways in which online content can be accessed, including via computer, mobile phones and other mobile technology and through other emerging technologies. This is a rapidly evolving area and centres should ensure they encourage candidates to consider up-to-date technology and how the ways to access online content have changed. Candidates should also consider why media organisations make content available online and who the audience for this content is and how it differs from other more traditional ways of accessing the content. Candidates should also consider how media organisations and others measure the impact of their online content and encourage interaction with their audience.

In Outcome 2 candidates will develop the knowledge and skills required to take existing audio content and adapt it for use online. They must first consider whether the material selected is appropriate for online use and if so how it requires to be edited to be suitable for online use and for the different audience that is likely to access it. They will also need to consider what other material is required in addition to the audio content including visuals and copy.

Finally Outcome 3 covers the techniques and mechanisms for encouraging and allowing audience interaction. The candidate should develop an understanding of the various techniques for allowing audience interaction and how media organisations encourage their audience to interact.

Throughout this Unit the candidate should be aware of all legal, copyright and compliance issues and how these may differ in an online context from more traditional mediums.

Guidance on the delivery and assessment of this Unit

The audio content for the assessment for Outcomes 2 and 3 does not need to produced specifically for this Unit, there is an opportunity for integration with other Units from the HND Creative Industries: Radio award where content had been produced for those Units. Centre and candidates should be aware of any copyright or other legal restrictions on what content can be used and how it can be altered.

Candidates should be encouraged, throughout the delivery of this Unit, to consider a wide range of existing online content, available through different mediums, in order to be able to effectively evaluate how successful content is in terms of its purpose and audience.

Outcome 1 could be assessed by a report or presentation which covers current technology, how it is used to make content available online, how this differs from more traditional mediums and how effective a selected online service is.

Unit title: Radio: Producing Online Content

Outcomes 2 and 3 could be assessed jointly, by selecting and adapting radio content for online use, producing any supporting materials (for example images to accompany the audio and appropriate copy) and setting up and maintaining a mechanism for audience interaction. Care should be taken to ensure that effective measures are in place to moderate any audience interaction and this should comply with all legal restrictions and local (college or station) guidelines and good practice.

Open learning

Given the nature of this Unit it lends itself well to Open Learning. 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)*.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Communication*, *Problem Solving* and *Information Communication Technology* (*ICT*) at SCQF level 6 in this Unit, 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**

History of changes to Unit

Version	Description of change	Date

General information for candidates

Unit title: Radio: Producing Online Content

This Unit is designed to allow you to develop the knowledge and skills required to select and adapt radio content for online provision and to encourage audience interaction. You will learn about the various ways in which radio content can be accessed online, how this differs from more traditional ways of accessing this content and then have an opportunity to apply this knowledge by adapting radio content for online use and setting up and maintaining mechanisms for audience interaction.

On completion of this Unit you will be able to:

1   Evaluate the available technology and its uses.
2   Select and adapt radio content for online use.
3   Encourage audience interaction through online techniques.

You are likely to be assessed through a report or oral presentation for the first Outcome and by a practical task for Outcomes 2 and 3 where you will select and adapt content for online use and set up and maintain audience interaction.

You will not be expected to produce content specifically for this Unit, however if you are undertaking this Unit as part of the HND Creative Industries: Radio you may be able to use content you have produced as part of another Unit or Units.