



Higher National Unit specification: general information

Unit title: Creative Industries: Content Generation

Unit code: FT6A 35

Superclass: KC

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Unit purpose

On completion of the Unit the candidate should be able to originate, research and submit content ideas in response to a brief. Candidates should also be able to evaluate the creativity and ease of production of submitted ideas against the quality of the idea and the available resources.

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

- 1 Interpret a multi-platform brief.
- 2 Research appropriate content.
- 3 Evaluate content generation concept and production process.

Recommended prior knowledge and skills

Entry is at the discretion of the centre but the candidate would ideally have completed a number of HN Creative Industries level 7 Units.

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 Skill(s) of *Communication* and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skill components.

Context for delivery

This Unit is delivered as part of the HND Creative Industries: Radio Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

The main focus of this Unit is the generation of creative content ideas and outline planning prior to production. Although it is not necessary the Unit would benefit from being integrated with one or more production orientated Units where the candidates would have the opportunity to put their ideas into practice.

Assessment

In Outcome 1, content ideas will be originated, researched and pitched in response to a brief issued by the centre. The pitching process will form the assessment of all the elements of the Outcome and will question not only the idea but the research that went into it.

In Outcome 2, the candidate will begin to plan the production process, setting up and preparing briefs for contributors and arranging contributions.

Finally in Outcome 3, candidates will evaluate the content they have set up against the demands of the brief.

Higher National Unit specification: statement of standards

Unit title: Creative Industries: Content Generation

Unit code: FT6A 35

Outcome 1

Interpret a multi-platform brief.

Knowledge and/or Skills

- ◆ Understanding of the brief
- ◆ Generation of content idea
- ◆ Evaluating creative strength of the idea
- ◆ Pitching ideas to commissioning editor

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that, in response to a brief, they can:

- ◆ generate, research and pitch a content idea
- ◆ identify a minimum of three outputs including at least one form of internet distribution.

The brief will specify the multi-platform versatility of the concept. The idea should satisfy the requirements of the brief and be backed by enough research to demonstrate that the candidate has considered the scale and scope of the subject and chosen the most appropriate elements for the offer. The production brief should indicate the target audience, strand theme, duration, primary and secondary outlets for the final piece. Candidates should reflect on these and produce an idea which fulfills the brief and can be submitted on a pro forma. A brief evaluation of the creative aspects of the idea should be saved ahead of the pitch.

Assessment Guidelines

This Outcome could be assessed using an assessor checklist of the pitch supported by a portfolio of work which the candidate produces over the whole Unit.

Candidates should be given a limited time for their pitch, which should be conducted individually by each candidate. Should they wish, candidates can enhance their oral pitch with appropriate multimedia aids, but the quality of the idea and its appropriateness to the brief will be most influential in judging the submission.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries: Content Generation

Outcome 2

Research appropriate content.

Knowledge and/or Skills

- ◆ Production planning
- ◆ Research and background notes
- ◆ Cost/budget
- ◆ Identifying contributors
- ◆ Arranging contribution opportunities
- ◆ Producing briefs as appropriate

Evidence Requirements

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

- ◆ produce research
- ◆ set up contributors and content for the commissioned idea
- ◆ produce an outline production schedule for the finished content
- ◆ produce an outline post-production plan where original recordings are re-purposed as required.

Assessment Guidelines

This Outcome could be assessed using the ongoing portfolio the candidates produce for this Unit, accompanied by an assessor's checklist. While having enough contributions to fulfill the brief is important, assessors should consider the quality of proposed contribution and the role they will play in the finished piece. Some of this may have been discussed (and recorded) during the pitch process for Outcome 1. The outline post production plan does not require a significant amount of detail but should consider allowing time for different aspects of the generation process, including script writing, editing and picking up additional content if the material already gathered is considered insufficient.

Higher National Unit specification: statement of standards (cont)

Unit title: Creative Industries: Content Generation

Outcome 3

Evaluate content generation concept and production process.

Knowledge and/or Skills

- ◆ Network and/or commissioning processes
- ◆ Scale of production
- ◆ Appropriate contributions for content and outlet
- ◆ Intellectual property issues
- ◆ Alternative scenarios as required
- ◆ Multiple-platform opportunities
- ◆ Opportunities for future exploitation

Evidence Requirements

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

- ◆ evaluate their pitch against industry commissioning practice
- ◆ evaluate the quantity of material their outline would have led to
- ◆ evaluate the quality of material their outline would have led to
- ◆ evaluate the IP value of their ideas
- ◆ identify alternative scenarios
- ◆ identify multiple-platform opportunities
- ◆ identify opportunities for future exploitation.

Assessment Guidelines

Candidates could complete an essay of approximately 500 words or equivalent. They should be encouraged to reflect upon their creative concepts and production outlines in relation to current industry practice; the value of innovation should be acknowledged.

At this level candidates would benefit from some guidance but their evaluation should be a personal reflection of the strength of their ideas, their plans, and the opportunities which exist in modern media markets.

Higher National Unit specification: support notes

Unit title: Creative Industries: Content Generation

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

The purpose of this Unit is to get candidates to better understand the process of responding to a brief, pitch ideas and then plan the process of delivering the content. Additionally, it recognises the increasingly diverse number of platforms available for delivery. There are opportunities to jointly assess it with other Units in the HND Creative Industries: Radio Broadcasting Group Award, including *FT69 35: Radio Feature Production*.

Guidance on the delivery and assessment of this Unit

In Outcome 1, centres should consider the various sources of inspiration that ideas come from and encourage candidates to record ideas and approaches. The brief should be as open as reasonably possible to allow candidates to pitch creative ideas. This is particularly true if the Unit is being assessed in isolation. Content ideas will be originated, researched and pitched in response to a brief issued by the centre. The pitching process will form the assessment of all the elements of the Outcome and will question not only the idea and its ability to be produced, but the research that went into it.

In Outcome 2, the candidate will begin to plan the production process, setting up and preparing briefs for contributors and arranging contributions. This can be either a 'paper exercise' where notional timelines are drawn up or if the Unit is being assessed jointly with one in which an actual piece of content is being created, it can be based on this experience. Candidates should draw up a timeline for the production process including further research, gathering content, scripting, recording and post. This should be realistic and allocate tasks, sufficient time and resources. This document should be retained in the candidate's folio alongside any interview briefs and bookings that have been set up. Candidates should be encouraged to consider the cost of creating the content and be able to identify where the major production costs will be incurred.

Finally in Outcome 3, candidates will evaluate the content they have set up against the demands of the brief. This could take the form of an essay of at least 500 words or an oral presentation of at least five minutes. The response should consider the whole process and continually check the quality of the production phase with the initial brief and the ideas that were pitched in response.

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 included within the award. This could take the form of the candidate using this Unit to plan for a development to meet a particular brief which is then produced in the relevant other Unit or Units such as Podcasting, Radio Magazine Production, Radio: News Programme Production or Radio Feature Production. This would have the benefit of allowing the candidate to apply the knowledge and skills developed in this Unit in a practical context as well as allowing the candidate to compare their evaluation for Outcome 3 with the products and processes of the other Unit/s.

Higher National Unit specification: support notes (cont)

Unit title: Creative Industries: Content Generation

Open learning

It may be possible to deliver this Unit by distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence.

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* at level 6 in the pitch for Outcome 1 and *Problem Solving* at level 6 throughout 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

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General information for candidates

Unit title: Creative Industries: Content Generation

This Unit is about where ideas come from, how they get commissioned and the process that leads to them getting produced.

You will learn ways to capture ideas — or fragments of ideas — by consuming other media sources and from personal experience. The quality of your ideas will be tested in a pitching process where you will be given a brief and you will need to offer original ideas to fulfil it. In addition to a form-based pitch, you will be expected to verbally pitch your idea, showcasing your creativity and the research you have put into your original offer. You will also demonstrate how it can work on a variety of distribution platforms, including the internet.

In Outcome 2 you will plan your production. This Outcome will see you prepare a production plan with reasonable deadlines and resource allocation to enable you to deliver your content on deadline. You will also need to demonstrate that you can research and set up the content you need for your commission — all within your timeline.

For Outcome 3 you will reflect on the process and how well the process you developed would have delivered the content you initially offered. You should pay attention to areas where your initial ideas and approaches failed to materialise. The differences may be down to the idea you started out with or you may have devised a plan that worked against it. Be as honest as you can at this stage and consider how different ideas or approaches would have improved the process.