

Scottish Group Award Specifications

SGA in:	Communication and Media		
Level:	Higher	Code:	G5A5 12

Summary of requirements

SGA in Communication and Media at Higher

National Courses and Units required*

2 mandatory National Courses (8 credits) at Higher:
English and Communication
Media Studies

Details in specific section

plus

1 National Course (4 credits) at Higher from:
Advertising, Marketing and Public Relations
Drama
Interviewing, Writing and Publishing
Media Literacy
Photography for the Media

Details in specific section

plus

1 mandatory National Unit (1 credit):
Research Skills (H)

Details in specific section

plus

7 credits at minimum of Intermediate 2

Details in open section

Total 20 credits

Core Skills required*

The above must include or cover:
1 core skill at Higher
4 core skills at Intermediate 2

Details in specific section

*See Important Note on page 4.

Rules for credit contribution for specific and open sections

Important Note* Achievement above the minimum requirements

The specification shows the **minimum** requirements for this SGA. Where possible, centres may wish to encourage candidates to exceed this minimum. Candidates achieving above the minimum specification will have this achievement recorded on their Scottish Qualifications Certificate. For example the following can be achieved above the minimum requirement:

- Core Skills at levels above those specified
- more National Courses and Units at Higher instead of the credits at Intermediate 2
- National Course grades, eg grade A or B instead of grade C
- more than the required three National Courses, in which case each additional course completed counts as four credits in the open section of the specification

Hierarchies

- courses and units can be substituted by those with the same title at a higher level, eg English and Communication (H) can be substituted by English and Communication (AH). Numeracy (Int 2) can be substituted by Numeracy (H). (See Section E)

Double counting

- courses and units with the same title at different levels cannot both contribute credits to the SGA, eg **either** French (Int 2) **or** French (H)
- courses at the same level in the same subject cannot both contribute credits to the SGA, eg **either** the National Course in Drama at Higher **or** SCE Higher Grade Drama (See Section F)
- same course with different grades cannot both contribute credits to the SGA, eg **either** Higher Media Studies at grade A **or** Higher Media Studies at grade C
- same course or unit cannot contribute credit to both the specific and open sections of an SGA

Gaelic (Learners) and Gàidhlig

- Gaelic (Learners) and Gàidhlig courses cannot both contribute credits to the SGA
- Candidates can choose **either** the Gaelic (Learners) or Gàidhlig course, not both

Specific section

A

This section specifies: mandatory courses, mandatory units, mandatory combinations of courses and/or units, mandatory core skill requirements and optional courses and units.

Course/unit no	Course/unit title	Credits
Two mandatory National Courses:		
C039 12	English and Communication (H)	4
C058 12	Media Studies (H)	4
plus one National course from:		
C01H 12	Advertising, Marketing and Public Relations (H)	4
C037 12	Drama (H)	4
C01J 12	Interviewing, Writing and Publishing (H)	4
C01K 12	Media Literacy (H)	4
C01L 12	Photography for the Media (H)	4
plus one mandatory National Unit:		
D669 12	Research Skills (H)	1
		Total credits required: 13

** Core skills requirement

Communication at Higher
 Numeracy at Intermediate 2
 Information Technology at Intermediate 2
 Problem Solving at Intermediate 2
 Working with Others at Intermediate 2

** See Section D for core skills details.

Note: Candidates may substitute designated SCE Highers for National Courses at Higher in this section. (See Section F)

Open section

B

7 credits at minimum of Intermediate 2 are required to complete this SGA. These can be chosen from either one or both of the following sections:

- Open section (any qualification listed below)
- Specific section (units and courses not already chosen)

The 7 credits may be made up from any of the following. Each has a fixed credit value for the purposes of this SGA.

Qualifications	Credit
National Units at Intermediate 2 or above	each typically 1
National Courses at Intermediate 2 or above	each 4
Standard Grades at Credit Level contribute credits at <i>Intermediate 2</i> *	each 4
SCE Highers contribute credits at <i>Higher</i> *	each 4
Free-standing core skills units (if required to complete the core skills requirement)	each 1
Relevant SVQs at Level 2 in the following occupational areas contribute credits at <i>Intermediate 2</i> :	max 7
009 (Providing Business Services)	
010 (Communicating and Entertaining)	
Relevant SVQs at Level 3 in the following occupational areas contribute credits at <i>Higher</i> :	max 7
009 (Providing Business Services)	
010 (Communicating and Entertaining)	

*If achieved prior to 1994 please contact SQA Helpdesk ☎ 0141 242 2214.

Note: There are many ways in which the 7 credits at Intermediate 2 can be achieved and the following sections are provided for your information.

Open section: Qualifications which can contribute credits to this group award.

Programme advice: Guidance on possible combinations of units and courses which candidates might choose in order to gain the required credits.

Centres and candidates should agree the most appropriate way of gaining the required credits to meet each candidate's individual needs.

Rules for credit contribution for specific and open sections

Important Note* Achievement above the minimum requirements

The specification shows the **minimum** requirements for this SGA. Where possible, centres may wish to encourage candidates to exceed this minimum. Candidates achieving above the minimum specification will have this achievement recorded on their Scottish Qualifications Certificate. For example the following can be achieved above the minimum requirement:

- Core Skills at levels above those specified
- more National Courses and Units at Higher instead of the credits at Intermediate 2
- National Course grades, eg grade A or B instead of grade C
- more than the required three National Courses, in which case each additional course completed counts as four credits in the open section of the specification

Hierarchies

- courses and units can be substituted by those with the same title at a higher level, eg English and Communication (H) can be substituted by English and Communication (AH). Numeracy (Int 2) can be substituted by Numeracy (H). (See Section E)

Double counting

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Gaelic (Learners) and Gàidhlig

- Gaelic (Learners) and Gàidhlig courses cannot both contribute credits to the SGA
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Note: Advice on making up programmes of credit from the open section follows in Section C.

Programme advice

C

Candidates having met the requirements of the specific section need to achieve a further 7 credits at a minimum of Intermediate 2. The general rules are defined in Section B.

A wide choice is available to meet the 7 credits. Centres should consider individual candidate needs, eg for further specialist work within the title area of the SGA or for broadening beyond the SGA title area.

Advice has been developed in the following section on possible groupings of units and courses. This might be useful in the selection of programmes to meet individual candidates' career and progression needs in communication and media. The groupings are not exhaustive. Centres and candidates can choose other provision from SQA's range of qualifications to build up a coherent programme.

Candidates can make up the 7 credits by selecting courses and/or units from a range of these groupings or by selecting courses and/or units from an individual grouping according to their needs.

Please note the rules on hierarchical substitution and double-counting listed in Section B when finalising individual candidate SGA programmes.

*Mandatory unit of a course. †Optional unit of a course. All other units are free-standing National Units.
[]Bracketed numbers indicate the former coding for these unrevised National Units.

Course/unit no	Course/unit title	Credits
Audio Visual		
Component unit of Music course:		
D354 11	†Sound Engineering and Production (Int 2)	1
Free-standing National Units:		
D0HC 12	Audio Visual Techniques (H) [61735]	1
D0HD 12	Audio Visual Technology: Sound Reproduction (H) [61737]	1
D0HE 12	Audio Visual Technology: Tape-Slide (H) [61738]	1
D0HS 11	Video Production Technology: Basic Skills (Int 2) [61790]	1
D13D 11	Video Skills: Presentation and Production (Int 2) [7290803]	1
Communication		
Free-standing National Units:		
D0J9 12	Graphic Design: Corporate Identity (H) [61892]	1
D0N4 12	Oral Presentation Skills (H) [91245]	1
D0YG 12	Public Speaking (H) [7110521]	0.5
D960 12	Two-Dimensional Design – Design for Print (H)	1
D0YE 11	Communicating in Meetings (Int 2) [7110330]	1
D959 11	Two-Dimensional Design – Basic Skills (Int 2)	1

Course/unit no	Course/unit title	Credits
Drama		
Course:		
C037 11	Drama (Int 2)	4
Component units of course:		
D193 11	*Drama Skills (Int 2)	1
D195 11	*Production (Int 2)	1
D194 11	*Theatre Production Skills (Int 2)	1
Free-standing National Unit:		
D0H2 12	Voice (H) [61261]	1
Information Technology		
Free-standing National Units:		
D16C 11	Computer Application Software (Data) (Int 2) [8110065]	1
D966 11	Computer Applications Software – Graphics (Int 2)	1
D967 11	Computer Applications Software – Number (Int 2)	1
D968 11	Computer Applications Software – Text (Int 2)	1
Law		
Free-standing National Units:		
D0VN 12	Industrial Relations in the Workplace (H) [6110220]	1
D0WA 12	Introduction to the Law of Contract (H) [6150026]	1
D0WC 12	Law in Employment (H) [6150046]	1
Library and Information		
Component unit of Information Systems course:		
D096 11	†The Internet (Int 2) [8260005]	
Free-standing National Units:		
D10D 12	Library and Information Units in Modern Society (H) [7130021]	1
D10H 12	Project in Library and Information Work (H) [7130061]	1
Marketing		
Free-standing National Unit:		
D0XP 11	Marketing: Basic Principles (Int 2) [6260006]	1
Media Studies		
Free-standing National Units:		
D0YP 11	Media Studies: Graphic Design and Photography (Int 2) [7112091]	1
D0YR 11	Media Studies: Popular Comics (Int 2) [7112101]	1
D0YT 11	Media Studies: Press and Magazines 1 (Int 2) [7112121]	1
D0YW 11	Media Studies: Radio 1 (Int 2) [7112141]	1

D10A 11	Media Studies: Television 1 (Int 2) [7112171]	1
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Course/unit no	Course/unit title	Credits
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Modern Languages other than English/Gàidhlig

Courses:

C059 11	French (Int 2)	4
C040 11	Gaelic (Learners) (Int 2) ¹	4
C060 11	German (Int 2)	4
C061 11	Italian (Int 2)	4
C062 11	Russian (Int 2)	4
C063 11	Spanish (Int 2)	4

Any component units of any modern languages course at Intermediate 2

Any free-standing National Units in modern languages at Intermediate 2

¹See Rules for credit contribution

Photography

Course:

C01L 12	Photography for the Media (H)	4
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Component units of course:

D955 12	*Photography – Camera Techniques (H)	1
D0J2 12	*Photography: Location 2 (H) [61855]	1
D16Y 12	†Photography: Creative Image Making Techniques (H) [8170084]	1
D16V 12	†Photo Reportage (H) [8170021]	1

Free-standing National Units:

D952 11	Photography: An Introduction (Int 2)	1
D956 12	Photography – Monochrome Film Processing and Printing (H)	1
D16X 11	Photography: Introduction to Portraiture (Int 2) [8170074]	1
D0MR 12	Photography: Portraiture (H) [81853]	1
D0J1 12	Photography: Manipulative Processes (H) [61849]	1

Self Employment

Free-standing National Units:

D0VV 12	Considerations for Self-Employment (H) [6120415]	1
D0VW 12	Researching a Business Opportunity (H) [6120425]	1

Social Sciences

Component units of Psychology course:

D399 11	*Psychology: An Introduction (Int 2)	1
D400 11	†Cognitive Psychology (Int 2)	1
D401 11	†Social Psychology (Int 2)	1

Component unit of Sociology course:

D429 11	*Socialisation: An Introduction (Int 2)	1
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Free-standing National Units:

D0VP 12	Basic Applications of Behavioural Science (H) [6110310]	1
D11S 11	Philosophy and Knowledge (Int 2) [7176021]	1

Course/unit no	Course/unit title	Credits
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Work Experience

Component unit of Personal and Social Education course:

D366 11	*Vocational Awareness and Development (Int 2)	1
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Core Skills

Free-standing National Units:

D01B 12	Communication (H)	1
D01C 11	Numeracy (Int 2)	1
D01D 11	Information Technology (Int 2)	1
D01E 11	Problem Solving (Int 2)	1
D01F 11	Working with Others (Int 2)	1

Candidates who have not achieved these core skills in other ways must select the required core skills units. See Section D for further information.

One or more core skills in this SGA may be automatically certificated through courses and units in the specific section. Where this is the case, the corresponding core skill unit in the open section cannot be counted towards the SGA.

Core skills

D

To achieve this SGA, all candidates **must achieve** the following core skills:

Core skill	Level
Communication	Higher
Numeracy	Intermediate 2
Information Technology	Intermediate 2
Problem Solving	Intermediate 2
Working with Others	Intermediate 2

Candidates can achieve core skills:

- through Standard Grades or other units which give automatic certification of core skills, eg Standard Grade Administration at Credit Level gives automatic certification of Information Technology at Intermediate 2
- by selecting from the group award units and courses which give automatic certification of core skills, eg the mandatory Higher course in Media Studies gives automatic certification of Problem Solving and Working with Others at Higher; the mandatory Higher course in English and Communication gives automatic certification of Communication at Higher providing candidates select one of the optional units which embed Oral Communication
- by selecting dedicated core skills units in the open section of the SGA

Candidates' current level of achievement in core skills is shown on the Scottish Qualifications Certificate in the form of a profile. This shows achievement against each of the core skills *components*. Where a core skill has more than one component, the candidate needs to achieve each component at the level specified for the SGA. For example, if an SGA requires Numeracy at Intermediate 2 a candidate whose profile shows Using Number at Intermediate 2 and Using Graphical Information at Intermediate 1 would not meet the requirement and would have to improve in Using Graphical Information.

Details of all courses which give automatic certification of core skills is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

Hierarchical sequences

E

The SQA numbering system for qualifications consists of a 4 + 2 reference code.

The qualifications in a hierarchical sequence have the same title and are available at more than one level. They are identified by their reference code having the same first four digits, eg, D228 in the example below. The last two digits are unique to each level of qualification, eg 12 equates to Higher, 11 equates to Intermediate 2.

Units

The following is an example of a hierarchical sequence of units:

D228 11	Language Study (Int 2)
D228 12	Language Study (H)
D228 13	Language Study (AH)

Where units which are part of hierarchical sequences are specified, candidates who achieve a unit at a higher level than the one specified can use the upper level unit to count as credit towards the group award. For example, Language Study (H) can be counted instead of Language Study (Int 2).

Candidates can only use one of these units to count as credit towards the group award.

In the case of unrevised National Certificate Modules, ie units which retain their original number, there are hierarchies where the title is the same and the number is different. Details of these exceptions will be published in a separate document. The pattern for these hierarchies is the same as that previously established for GSVQs.

There are also some hierarchies where the titles and numbers of the units at different levels are different. In this specification, if there are two units at different levels with heavily overlapping content, only one of these units should be used to count as credit towards the group award. Details of these exceptions will be published in a separate document.

Courses

The following is an example of a hierarchical sequence of courses:

C039 10	English and Communication (Int 1)
C039 11	English and Communication (Int 2)
C039 12	English and Communication (H)
C039 13	English and Communication (AH)

In the SGA specification, where courses which belong to hierarchical sequences are specified, candidates who achieve a course at a higher level than the one specified can use the upper level course to count as credit towards the group award. For example, English and Communication (AH) can be counted instead of English and Communication (H).

Candidates can only use one of these courses to count as credit towards the group award - a maximum of 4 credits.

SCE Highers

F

Designated SCE Highers can contribute 4 credits each to the SGA in place of National Courses in the *specific section*.

The designated SCE Highers and their corresponding National Courses, either of which can contribute to this SGA, are as follows:

SCE Higher Grade*

English
Drama

National Course

English and Communication (H)
Drama (H)

*SCE Highers do not give automatic certification of core skills. Further information will be published about this in due course.

Note: Any SCE Higher can contribute 4 credits to the *open section*.

Relevant Scottish Vocational Qualifications (SVQs) from occupational areas 009 (providing business services) and 010 (communicating and entertaining) can each contribute up to eight credits to the open section of the SGA.

SVQs at Level 3 contribute credits at Higher.

SVQs at Level 2 contribute credits at Intermediate 2.

The following are **examples** of relevant SVQs.

Code no	Relevant SVQs	Level
009 Providing Business Services		
G49H 23	Implement Information Technology Solution	3
G49L 23	Information Systems Analysis	3
G3KD 22	Information Systems Analysis	2
G49F 23	Use and Support of Information Technology	3
G3JY 22	Using Information Technology	2
010 Communicating and Entertaining		
G4B7 23	Delivering Artform Development Programmes	3
G4BD 23	Design	3
G3LS 22	Design: Exhibition Design	2
G3LR 22	Design: Graphic Design	2
G3LX 22	Design: Product Design	2
G4AK 23	Desk Top Publishing	3
G3L6 22	Desk Top Publishing	2
G4BI 23	Graphic Design for the Moving Image	3
G4BA 23	Information and Library Services	3
G4AF 23	Newspaper Journalism: Graphics Journalism	3
G4AD 23	Origination	3
G3KX 22	Origination	2
G4AH 23	Photographic Processing	3
G4AG 23	Photography	3
G3L3 22	Photography	2
G4AE 23	Print Commercial	3
G3KY 22	Print Commercial	2
G4B8 23	Visual Arts Practice	3

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