National Unit Specification: general information

UNIT   Creative Digital Media: Hardware and Software

CODE   F5CX 10

SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in, digital media as well as those whose interest is more general.

Hardware and software are the tools of the trade in the digital media industry. They assist at almost every stage of the production process. In this Unit candidates will learn about the identification, selection and use of appropriate hardware and software, the creation and capture of content and the editing and manipulation of created and captured content. Candidates will also learn to ensure content is stored appropriately.

OUTCOMES

1   Identify and explain the purpose of the hardware and software in a given digital media project.
2   Research possible digital media content for the given project.
3   Plan the creation and capture of digital media content for the given project.
4   Produce digital media content for the given project.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*).

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.

Additional copies of this Unit Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

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CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills   Information and Communication Technology at SCQF level 4

Core Skill components   Critical Thinking at SCQF level 4
                              Planning and Organising at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT   Creative Digital Media: Hardware and Software

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Identify and explain the purpose of the hardware and software in a given digital media project.

Performance Criteria

(a) Identify the main hardware and software needed for the given project.
(b) Explain the purpose of each piece of hardware and software identified.

OUTCOME 2

Research possible digital media content for the given project.

Performance Criteria

(a) Investigate possible digital media content.
(b) Investigate possible sources of the digital media content.
(c) Evaluate the possible digital media content.

OUTCOME 3

Plan the creation and capture of digital media content for the given project.

Performance Criteria

(a) Outline appropriate, expected quality of digital media content.
(b) Identify digital media content to meet the project requirements.
(c) Identify the hardware and software required to create and capture the digital media content.
(d) Identify timescales for the creation and capture of the digital media content.
(e) Describe the steps which should be taken before using copyright-protected content.

OUTCOME 4

Produce digital media content for the given project.

Performance Criteria

(a) Select, set up and adjust hardware and software to allow suitable capture and creation of digital media content.
(b) Capture existing digital media content and store it appropriately.
(c) Create new digital media content and store it appropriately.
(d) Edit the digital media content to meet the needs of the project and store the edited content appropriately.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates meet the requirements of all the Outcomes and Performance Criteria.

Practical activities must be carried out either in a realistic working environment or a real workplace.

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit. Evidence of Outcomes 1, 2 and 3 will be gathered in a candidate folio.

Candidates will be provided with a digital media project

Outcome 1 — Written and/or Oral evidence

The evidence for Outcome 1 will be in the form of written and/or recorded oral evidence which demonstrates that the candidate has identified the main hardware and software needed for the given project and has explained the purpose of each piece of hardware and software identified

Outcome 2 — Written and/or Oral evidence

The evidence for Outcome 2 will consist of a folio containing **ten** items of digital media content across **three** different types of digital media content drawn from audio, video, graphics, photographs, animations, text. For each item the candidate will evaluate whether it meets the requirements of the project and will identify **two** possible sources.

Further guidance is given in the support notes.

Outcome 3 — Written and/or Oral evidence

The evidence for Outcome 3 will consist of a plan devised by the candidate. The plan must be based on the given project. The plan will include details of:

♦ the appropriate expected quality of the digital media content
♦ **two** items of digital media content to be created by the candidate
♦ **three** items of digital media content to be captured from existing sources
♦ hardware and software required to create and capture the digital media content
♦ timescales for the creation and capture of the digital media content
♦ the steps to be taken before using copyright protected digital media content

The digital media content to be created and captured must be across two different types of digital media content drawn from audio, video, graphics, photographs, animations, text.

National Unit Specification: statement of standards (cont)

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Outcome 4 — Performance and Product evidence

The evidence for Outcome 4 will consist of performance and product evidence, which demonstrates that the candidate can:

♦ select, set up and adjust hardware and software to allow suitable capture and creation of digital media content for the project
♦ capture existing digital media content for the project and store it appropriately
♦ create new digital media content for the given project and store it appropriately
♦ edit the digital media content to meet the needs of the project and store the edited content appropriately

Product evidence will consist of **two** items of created digital media content and **three** items of captured digital media content and the edited versions of each.

The digital media content created and captured must be across two different types of digital media content drawn from audio, video, graphics, photographs, animations, text.

An assessor observation checklist must be used to provide evidence of performance.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example projects and plans and assessor observation checklists. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

National Unit Specification: support notes

UNIT   Creative Digital Media: Hardware and Software

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 Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit.

The overall aim of this Unit is to enable candidates to plan then capture and create digital media content intended for a media project involving at least two different types of digital media content. The candidate will learn about the hardware and software involved in this process. The candidate will then edit and manipulate digital media content for the given project.

The Unit will provide candidates with the knowledge and skills required to manipulate digital media files using industry standard file types. The candidate will also gain knowledge of the correct use of appropriate file types, quality settings, correct storage and labelling processes. Hardware could include computer, digital video camera, digital camera, scanner, microphone. Software could include video, graphic and sound editing software. Any appropriate hardware/software can be used to deliver the Unit. The software in particular is open to choice, providing that it is capable of providing the capture and manipulation processes required. Candidates should be encouraged to consider using open source software.

Employability Skills

In this Unit candidates will generate evidence for the following employability skills:

♦ planning and preparation
♦ taking advice and dealing with feedback
♦ reviewing and evaluating own skills development
♦ time management skills and working to deadlines
♦ setting targets
♦ organisational skills
♦ finding, gathering, organising and evaluating information including through the use of IT
♦ skills in using hardware and software

Although not directly assessed in this Unit, there are also opportunities to develop the following employability skills:

♦ positive attitudes to learning and the workplace
♦ good communication skills
♦ being innovative and, sometimes, challenging
♦ health and safety awareness, including maintaining a tidy, organised and safe working environment
♦ awareness of the digital media industry
♦ interpretation of project briefs

National Unit Specification: support notes (cont)

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GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Throughout the Unit, candidates should be encouraged to engage with industry practitioners. Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and content, including those used by candidates in their evidence, and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outwith the centre.

If the Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, delivery could be integrated with that of the Unit *Creative Digital Media: The Creative Process* in that the same projects could be used for both Units.

The project, which is created by the centre and forms the basis of the tasks the candidates work on, may be based on a number of differing digital media which may include either radio, television/DVD, digital/computer games and software, publishing or websites or others.

The plan should outline the expected quality of the digital media content for the purpose, eg in the case of video content, the project may require a video clip which is to be deployed as broadcast quality, web quality, or mobile phone quality. This will affect the choice of equipment, choice of software and file type used to store the digital media content and file size.

Learning and teaching for this Unit should be candidate-centred, participative and practical wherever possible. The project will be the focus for the candidates and be the driver for the candidates to carry out the practical activities in the Unit. It is important that an initial plan is created early on and that candidates understand that self discipline in sticking to timescales and plans is a very important employability skill.

Outcomes 2 and 4 should form the main part of the Unit. Candidates must have access to appropriate hardware and software that will allow them to carry out their plan.

As far as possible, the candidate should work to their plan independently as this will allow the assessor to ensure that the evidence assessed directly relates to individual candidates. The candidate however should still be encouraged to work with others where the opportunities arise, for example when creating and capturing material.

Although for assessment purposes candidates are only required to research three types of digital media content, they should be encouraged to explore as wide a range as possible in order to provide a broad learning experience. Similarly they should be encouraged to capture and create digital media content in as wide a range as possible.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will carry out research, develop a plan, use hardware and software and review their performance. These are good opportunities for developing aspects of the Core Skills:

♦ Information Technology
♦ Problem Solving

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Candidates must be provided with a digital media project that will allow them to generate the required evidence for this Unit. In carrying out the requirements of this Unit, it is important that candidates go beyond the use of wizards and templates which, although available to them, are restrictive.

Outcome 1 could be assessed by response to short answer questions.

The evidence for Outcome 2 will consist of a folio containing ten items of digital media content across three different types of digital media content drawn from audio, video, graphics, photographs, animations, text. For each item the candidate will evaluate whether it meets the requirements of the project and identify two possible sources. The folio could be paper based or electronic or a mixture of the two.

The plan created in Outcome 3 could be a simple paper-based or electronic outline plan that fully covers all the Performance Criteria for Outcome 3. The emphasis should be on the candidate setting realistic goals that are achievable.

The evidence for Outcome 4 will consist of performance and product evidence.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example projects, plans and assessor observation checklists. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

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 communications 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)*.

National Unit Specification: support notes (cont)

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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 Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).