



National Unit Specification: general information

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Unit code: F5D1 12

Superclass: KA

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Unit purpose

The purpose of this Unit is to introduce candidates to the creative nature of working in the area of media. Candidates will learn about the 'creative process' in media, which refers to the process of generating creative concepts and ideas, and selecting appropriate media platforms to implement these ideas.

Candidates will be introduced to the key elements within the creative process — media platforms, media commissioning, audience research and legal controls — and will learn about the key features of each. Candidates will have the opportunity to work individually or as part of a group to generate and develop their own creative concept.

This Unit is suitable for candidates who are interested in working in the area of media and who are interested in understanding the life-cycle of a creative concept.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Investigate the key elements of the creative process for a range of media platforms.
- 2 Research and develop a creative concept in accordance with a given brief.

National Unit Specification: general information (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Credit points and level

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

**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.*

Recommended entry to the unit

While entry is at the discretion of the centre, candidates would benefit from having previously attained a unit in *Communication* and/or *English* at SCQF level 5.

Core Skills

There is no automatic certification of Core Skills in this unit.

There are opportunities for Core Skill development; these are highlighted in the Support Notes of this unit specification.

National Unit Specification: statement of standards

Unit title: Media: Understanding the Creative Process (SCQF level 6)

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

Investigate the key elements of the creative process for a range of media platforms.

Performance Criteria

- (a) Describe the key features of a range of media platforms.
- (b) Explain the key features of media commissioning in relation to media platforms.
- (c) Describe the role of audience research in the planning of media productions.
- (d) Explain the impact of legal controls on a range of media platforms

Outcome 2

Research and develop a creative concept in accordance with a given brief.

Performance Criteria

- (a) Generate creative concepts.
- (b) Investigate the suitability of a range of media platforms for each creative concept.
- (c) Select a creative concept to further develop and justify your choice.
- (d) Select a suitable media platform for the chosen creative concept and justify your choice.
- (e) Develop the creative concept for the chosen media platform.

National Unit Specification: statement of standards (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Evidence Requirements for this unit

Evidence is required to demonstrate that learners have achieved all Outcomes and Performance Criteria.

Outcome 1 — Written and/or Oral evidence

Candidates are required to produce written and/or oral evidence for Outcome 1. This evidence should be gathered in open-book conditions at appropriate points during the unit.

The assessment will require candidates to select a minimum of three different media platforms and describe the following features of each:

- ◆ audience reach
- ◆ method of transmission
- ◆ type of transmission (audio and/or visual)
- ◆ signal barriers

National Unit Specification: statement of standards (cont)

Unit title Media: Understanding the Creative Process (SCQF level 6)

Candidates are required to explain the following features of media commissioning:

- ◆ the purpose of media commissioning
- ◆ the process of media commissioning (ie the steps involved)
- ◆ client commission (ie client requirements)
- ◆ key personnel involved
- ◆ client liaison

Candidates are required to describe audience research in the planning of media productions in terms of:

- ◆ audience survey
- ◆ marketing research

Candidates are also required to explain the impact of the following legal controls on a range of media platforms:

- ◆ self-regulating controls
- ◆ government regulations (including Ofcom and the watershed)

Note — candidates are not expected to have in-depth knowledge of the government laws however they will be expected to be aware of the general areas of media that are covered by government regulations and the impact of these regulations.

Outcome 2 — Written and/or Oral evidence

Candidates are required to produce written and /or oral evidence for Outcome 2 to a given brief. This evidence will be gathered at appropriate points during the unit and presented in a candidate portfolio.

The assessment will require candidates to generate a minimum of two creative concepts. Candidates will then be required to investigate the suitability of a minimum of three media platforms for each creative concept. This investigation should involve describing the advantages and disadvantages of each potential media platform for each creative concept.

Candidates are then required to select one creative concept which could potentially be implemented and justify why they consider this option to have the greatest chance of success. They will then select the most appropriate media platform for that creative concept and justify their choice. This justification should be based on the comparison of the advantages and disadvantages carried out in PC (b).

National Unit Specification: statement of standards (cont)

Unit Media: Understanding the Creative Process (SCQF level 6)

Finally, candidates will be required to further develop and refine their creative concept for the chosen media platform in terms of:

- ◆ media content (ie information and artistic content)
- ◆ resources required (ie time, money and personnel)
- ◆ audience reach

The Assessment Support Pack for this unit provides sample assessment material. Centres wishing to develop their own assessments should refer to the Assessment Support Pack to ensure a comparable standard.



National Unit Support Notes

Unit title: Media: Understanding the Creative Process (SCQF level 6)

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 is a mandatory unit within the National Certificate Group Award in Media (SCQF level 6), but can also be taken as a free-standing unit.

The purpose of the unit is to introduce candidates to the creative process in media. Candidates will be introduced to the key elements within the creative process — media platforms, media commissioning, audience research and legal controls — and will have the opportunity to learn about the key features of each. Candidates will also have the opportunity to work individually or as part of a group to generate and develop their own creative concepts.

In Outcome 1, candidates should be introduced to a wide range of media platforms within sectors such as: television; radio; print media; and the internet.

Candidates should be made aware of target audiences and audience reach for specific media platforms as it would also be beneficial for candidates to identify advertising and advertisers in media platforms. Candidates should also be made aware of legal and self-regulating controls that impact on various media platforms.

Candidates should use the knowledge gained in Outcome 1 to inform their choice of creative concepts in Outcome 2.

Outcome 2 will introduce candidates to the development of creative concept(s) in response to a brief. This brief will specify the client's requirements. As an example, the brief may ask the candidate to respond to a client's requirement to advertise a product. The candidate would then be required to generate some creative concepts detailing how they could go about advertising this product. They would investigate possible media platforms to use to create the advert, in accordance with the brief, and would select and refine one creative concept for their chosen media platform.

National Unit Support Notes (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Guidance on approaches to delivery of this unit

This Unit is a mandatory Unit within the National Certificate Group Award in Media (SCQF level 6), but can also be taken as a free-standing Unit.

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National Unit Support Notes (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Supplementary Guidance for tutors delivering this unit as part of the Foundation Apprenticeship for Creative and Digital Media

This Unit is part of the Foundation Apprenticeship for Creative and Digital Media. The employer group both guiding and informing this development has provided the following information for centres to ensure that learners undertaking the unit as part of the Foundation Apprenticeship gain the best possible experience.

Media: Understanding the Creative Process is crucial in providing learners with the Knowledge, Understanding and Skills required for the Creative Industries, which refers to the process of generating creative concepts and ideas and selecting the appropriate media platforms to implement these ideas. To facilitate this, it is expected that Foundation Apprentices have an exposure to:

- ◆ The impact of legal controls /concepts at a basic level such as defamation, privacy and contempt of court for a range of media platforms;
- ◆ Mechanisms and tools for generating creative ideas (over the long term) /not usually at desk/work;
- ◆ Seeing creativity as a broader piece / a way of life;
- ◆ Managing Client expectations;
- ◆ Basic analytical terminology. Measuring success through 'analytic channels';
- ◆ Basic references for Coding (as website design etc. is requested within the whole offer).

Delivery

- ◆ Centres could refer to producing a sample product (this unit can be linked to the Media Project F57P 12 unit).
- ◆ With reference to written and oral evidence, this would be a good point for centres to introduce other legal concepts.

Equality and Diversity

Diversity is important in any industry, not just because it is the right thing to do but because it makes **good business sense**; staff that are comfortable and valued at work are more productive. Diversity is especially crucial in the Creative Industries. A diverse workforce also brings a diverse set of **ideas, knowledge** and **experiences** leading to increased creativity and problem solving skills.

To help support and encourage inclusion within the creative industries, it is expected that Foundation Apprentices will have an awareness of the;

- ◆ Importance and need for diversity within the creative industries and the problems due to lack of diversity.
- ◆ Need for diversity, including representation of women, BMEs, disability etc.

National Unit Support Notes (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Guidance on learning and teaching approaches this unit

In Outcome 1 candidates would benefit from visits by individuals employed within the Media Industry. It may be beneficial for centres to arrange visits from such Media organisations and/or obtain relevant information from them. This would allow candidates to relate the theory of Outcome 1 to real-life practice and situations.

Candidates should be introduced to a wide range of media platforms in Outcome 1 to enhance their individual learning and to allow them to appreciate the variety of different platforms available.

In particular, candidates should be encouraged to study/discuss a wide range of media platforms. One approach might be for teachers/lecturers to select particular media platforms for class discussion. Candidates could then be given the opportunity to express their own ideas and views on the key features of each.

Candidates should be exposed to appropriate language and terminology.

Some tutor guidance will be necessary in advising candidates during Outcome 2. It is recommended that candidates work in groups during this Outcome. 'Creative groups' can be used to simulate real-life working practices and this is recommended as an effective means of generating and refining creative concepts. Group working and group discussion would also aid candidates in investigating and evaluating the suitability of different media platforms for each creative concept.

Opportunities for core skill development

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 social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

National Unit Support Notes (cont)

Unit title: Media: Understanding the Creative Process (SCQF level 6)

Guidance on approaches to assessment for this unit

A suitable Instrument of Assessment for Outcome 1 would be an extended response assessment. A suitable Instrument of Assessment for Outcome 2 would be a folio. This folio could include:

- ◆ a copy of the original brief
- ◆ an outline of the creative concepts generated
- ◆ a rationale for the possible media platforms identified for each creative concept
- ◆ justification for the chosen creative concept (with reference to the original brief)
- ◆ detailed development of the chosen creative concept

Outcome 2 may be integrated with the F57P 12 *Media Project* (SCQF level 6) Unit. Time should be allowed for any necessary re-assessment.

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)*.

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).

History of changes to unit

Version	Description of change	Date
02	Additional guidance added to support notes for tutors delivering this unit as part of the Foundation Apprenticeship in Creative and Digital Media	14/02/2017

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