



## National Unit Specification: general information

**UNIT** Creative Digital Media: Introduction to the Industry

**CODE** H2M6 10

### SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course and has been designed to be taken as part of that Course. However it 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.

The Unit provides candidates with an introduction to the digital media industry across a range of sectors which include radio, television/DVD, digital/computer games and software, publishing and websites as well as other sectors which may increase in the light of emerging technology. The Unit will provide an overview and an awareness of the sectors, what skills are required across a range of jobs and how these are used within each sector; all of which will assist candidates in matching their skills and attributes to the jobs available in the industry.

The Unit allows candidates to participate in various practical activities including gathering industry and career information, investigating development and production processes, matching their career interests to job requirements and evaluating their personal employability skills for the digital media industry.

### OUTCOMES

- 1 Investigate different sectors, job roles and career paths in the digital media industry.
- 2 Investigate the key stages in the development and production process for a digital media product.
- 3 Investigate skills and attributes relevant to an identified job in the digital media industry.
- 4 Review and evaluate own performance in specified employability skills.

### RECOMMENDED ENTRY

Entry is at the discretion of the centre.

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#### Administrative Information

**Superclass:** KG

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## **National Unit Specification: general information (cont)**

**UNIT**          Creative Digital Media: Introduction to the Industry

### **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.*

### **CORE SKILLS**

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills          None

Core Skill component:          Critical Thinking 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: Introduction to the Industry

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 different sectors, job roles and career paths in the digital media industry.

##### **Performance Criteria**

- (a) Gather information on different sectors of the digital media industry.
- (b) Gather information which describes a range of jobs and progression routes in the digital media industry.
- (c) Organise and present findings clearly in an appropriate format.

#### **OUTCOME 2**

Investigate the key stages in the development and production process for a digital media product.

##### **Performance Criteria**

- (a) Describe what is involved at each of the key stages.
- (b) Identify who is involved at each of the key stages.

#### **OUTCOME 3**

Investigate skills and attributes relevant to an identified job in the digital media industry.

- (a) Select a job in the digital media industry of personal interest.
- (b) Identify the skills and attributes relevant to the identified job.
- (c) Identify own skills and attributes relevant to the identified job.
- (d) Identify areas for personal development for the identified job.

#### **OUTCOME 4**

Review and evaluate own performance in specified employability skills.

##### **Performance Criteria**

- (a) Identify own strengths and weaknesses in specified employability skills.
- (b) Identify areas for improvement in specified employability skills and set relevant goals.

## National Unit Specification: statement of standards (cont)

### UNIT Creative Digital Media: Introduction to the Industry

#### EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence must be produced to demonstrate that all Outcomes and Performance Criteria have been met. Practical activities must be carried out either in a realistic working environment or a real workplace.

#### Outcomes 1, 2 and 3 — Written/Oral evidence

The candidate and the teacher/lecturer will agree **two** different sectors of the digital media industry to investigate. The evidence will be gathered in an individual folio of evidence.

The folio should include:

- ◆ a brief description of the types of digital media products each sector is engaged in providing
- ◆ information on **two** job roles from the digital media industry to include:
  - key responsibilities of the job
  - a possible progression route from each of the **two** jobs identified
- ◆ a description of the key stages in developing and producing a digital media product to include:
  - what is involved at each stage
  - the people involved at each stage

Candidates will be provided with a list of the key stages.

- ◆ for one job, which will be selected by the candidate:
  - the skills and attributes required including any necessary qualifications
  - a review of own skills and attributes against the job requirements
  - identification of areas for personal development in relation to the job requirements

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit.

The folio should be in a format appropriate to the needs of the candidate. Further guidance is given in the support notes.

## National Unit Specification: statement of standards (cont)

### UNIT Creative Digital Media: Introduction to the Industry

#### Outcome 4 — Written/Oral evidence

Candidates will review and evaluate their performance following a discussion with the teacher/lecturer. They will also identify areas for improvement and set relevant goals. The evidence required will be **two** completed reviews which will give the candidate the opportunity to record their progress in developing employability skills. Candidates will be provided with a review template. It is expected that candidates will seek advice and feedback from others and be given support and guidance from the teacher/lecturer before completing the reviews. All reviews should seek feedback from teacher/lecturer.

The first review should take place at an early stage in the Unit, and the **second** should be carried out towards the end of the Unit. Candidates will complete the reviews based on their experiences to date.

Each review will record the candidate's analysis of own strengths and weaknesses in relation to the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ planning and preparation
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ good communication skills
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ organisational skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ awareness of the digital media industry
- ◆ setting targets

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes templates for candidate use and candidate review sheets, which include the specified employability skills. 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: Introduction to the Industry

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 Course (Intermediate 1) and has been designed to be taken as part of that Course. However it may also be taken as a free-standing Unit.

This Unit introduces the candidates to different sectors of the digital media industry, the job roles and responsibilities of the people working within the industry and the development and production processes generally followed by the industry. This will require an understanding of the skills and attributes required for the various job roles and the identification of career pathways. It also focuses on the generic skills and attitudes valued by employers and provides opportunities for candidates to evaluate their own progress and to set goals to improve their employability profile.

#### Outcomes 1, 2 and 3

These Outcomes are intended to provide a basic introduction to the opportunities that exist in the digital media industry. The teacher/lecturer will agree with each candidate **two** sectors of the digital media industry to investigate. The candidates will carry out some basic research into their agreed sectors, which may involve reading, research using the Internet, the use of CD-ROMs, DVDs and videos, visiting real workplace environments and interacting with people who work in the industry.

Candidates will develop:

- ◆ investigative skills
- ◆ skills in presenting information through the production of the portfolio of evidence
- ◆ self-evaluation skills
- ◆ confidence to set achievable goals

The investigation should produce the following information about the industry:

- ◆ the range of digital media products
- ◆ the key stages in the development and production process of a digital media product which are relevant to all digital media products
- ◆ job roles and titles that exist in the digital media industry
- ◆ skills and attributes that would be appropriate to enter and progress in the industry, for example, working cooperatively with others, communication skills, planning and preparation, flexibility and adaptability

The candidate will also produce an evaluation of their personal skills and attributes in relation to a selected job in the digital media industry. Candidates should be encouraged to choose a job which relates to their personal interest.

## National Unit Specification: support notes

### UNIT Creative Digital Media: Introduction to the Industry

The Unit gives candidates the opportunity to take responsibility for improving their performance by identifying areas where personal development is required through self evaluation, taking feedback from others, setting goals for improvement, reflecting and evaluating. These skills are transferable to other vocational areas and will in general enhance candidates' employability.

#### Outcome 4

Where the candidate is taking this Unit as part of the Creative Digital Media (Intermediate 1) Course this Outcome should be integrated with the practical activities of the other Units in the Course.

During this Unit candidates will generate evidence in relation to the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ planning and preparation
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ good communication skills
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ organisational skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ awareness of the digital media industry
- ◆ setting targets

#### GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Centres should ensure that candidates are allowed the opportunity to achieve all Outcomes and Performance Criteria for the Unit. 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 outside the centre.

The involvement of industry practitioners should be sought since those working in the industry will have information and a strong knowledge of working conditions and practices as well as a firm understanding of production processes within today's companies. It is further advised, wherever possible, to attract practitioners both from different sectors and from different disciplines to give candidates as broad an experience as possible. Such practitioners will be able to give candidates a realistic view of the digital media industry, the range of options available in it and employment opportunities for new entrants.

## **National Unit Specification: support notes**

### **UNIT      Creative Digital Media: Introduction to the Industry**

There are opportunities in this Unit for both individual and group activities.

Where this Unit is taken as part of the Creative Digital Media (Intermediate 1) Course, it is recommended that delivery is integrated with the other Units in the Course. It is important that those responsible for the delivery of this Unit as part of the above Course specify and identify where opportunities arise to develop and assess employability skills. This should be undertaken during induction to the Unit. It is important to ensure that candidates taking this Unit are provided with advice and guidance on what is expected of them when they are working in the digital media industry. Industry involvement at this stage will reinforce the value that employers place on employability skills. Candidates must be given clear information regarding:

- ◆ appearance
- ◆ attitude
- ◆ behaviour
- ◆ customer care
- ◆ working in a team

It is also important that candidates get support and feedback from a teacher/lecturer on their self evaluation and progress. Feedback should highlight aspects where candidates performed well and areas for improvement. Discussion with candidates, using the feedback, will help candidates to identify action points for improvement.

### **OPPORTUNITIES FOR CORE SKILL DEVELOPMENT**

In this Unit, candidates will develop skills valued by employers. Candidates will carry out an investigation and organise and present information. Candidates will also be encouraged to take responsibility for improving their own performance through self-evaluation, taking feedback from others, setting goals for improvement, reflecting and evaluating. These are good opportunities for developing aspects of the Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

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.



## National Unit Specification: support notes (cont)

### UNIT Creative Digital Media: Introduction to the Industry

#### GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

For Outcomes 1, 2 and 3 a folio of evidence will be produced by each candidate. The evidence should be gathered during the first half of the Unit and the presentation of their findings should occur towards the end of the Unit. Teachers/lecturers, where possible, should give candidates the choice as to their preferred method of presentation. Candidates should be encouraged to be as imaginative as possible.

They could:

- ◆ present a written report with supporting evidence
- ◆ present a video diary
- ◆ present an electronic slide show
- ◆ set up a display
- ◆ present a folio
- ◆ produce a web page or blog

It is recommended that, when this Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, assessment for Outcome 4 is integrated with practical activities throughout the Course. This means that the evidence can be gathered at appropriate points during the Course. Opportunities to gather evidence can be found in the activities undertaken in the following Units:

*Creative Digital Media: The Creative Process*  
*Creative Digital Media: Hardware and Software*  
*Creative Digital Media: Production Project*

If this Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, evidence for Outcome 4 should be gathered over a period of time to allow the candidate the opportunity to record their progress in developing employability skills. This will allow the setting of goals after the reviews and progress to be noted at the following review. If candidates are taking this Unit as a free-standing Unit centres must ensure that they are given the opportunity to develop the specified employability skills over a period of time in relevant practical activities. Assessment records should be maintained and kept up to-date to track candidate progress and provide evidence for internal and external verification purposes.

The NAB pack provided for this Unit illustrates the standard that should be applied. It includes templates for candidate use and candidate review sheets, which include the specified employability skills. 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 that is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres wishing 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)**

**UNIT**      Creative Digital Media: Introduction to the Industry

### **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](http://www.sqa.org.uk)).