



Higher
Course
Specification



Higher Media Course Specification (C748 76)

Valid from August 2014

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Please refer to the note of changes at the end of this Course Specification for details of changes from previous version (where applicable).

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Course outline

Course title: Higher Media
SCQF: level 6 (24 SCQF credit points)
Course code: C748 76

Mandatory Units

H235 76 Analysing Media Content (Higher)	9 SCQF credit points
Or	
H6NJ 76 Analysing Media Content with a Scottish Context (Higher)	9 SCQF credit points
And either	
H238 76 Creating Media Content (Higher)	9 SCQF credit points
Or	
H6NK 76 Creating Media Content with a Scottish Context (Higher)	9 SCQF credit points
and	
Course assessment	6 SCQF credit points

This Course includes six SCQF credit points to allow additional time for preparation for Course assessment. The Course assessment covers the added value of the Course. Further information on the Course assessment is provided in the Assessment section.

*Scottish Studies Award contributing Unit: This Course Specification should be read in conjunction with the relevant Scottish Studies Unit Specification on the [Scottish Studies Award web page](#).

Recommended entry

Entry to this Course is at the discretion of the centre. However, learners would normally be expected to have attained the skills, knowledge and understanding required by the following or by equivalent qualifications and/or experience:

- ◆ National 5 Media Course or relevant component Units

Progression

This Course or its Units may provide progression to:

- ◆ other qualifications in Media or related areas
- ◆ further study, employment and/or training

Further details are provided in the Rationale section.

Equality and inclusion

This Course Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. For further information, please refer to the *Course Support Notes*.

Rationale

All new and revised National Courses reflect the Curriculum for Excellence values, purposes and principles. They offer flexibility, provide more time for learning, more focus on skills and applying learning, and scope for personalisation and choice.

In this Course, and its component Units, there will be an emphasis on skills development and the application of those skills. Assessment approaches will be proportionate and fit for purpose and they will promote best practice, enabling learners to achieve the highest standards they can.

This Course provides learners with opportunities to continue to acquire and develop the attributes and capabilities of the four capacities as well as skills for learning, skills for life and skills for work.

All Courses provide opportunities for learners to develop breadth, challenge and application, but the focus and balance of the assessment will be appropriate for the subject area.

Relationship between the Course and Curriculum for Excellence values, purposes and principles

Higher Media enables learners to analyse and create media content¹. Learners think critically about the media and its role in everyday life, and develop an appreciation of media content in a cultural context and in the context of the media industry. Through analysing and creating media content, learners develop skills that enable them to engage more fully in society and in learning.

The Course provides learners with the opportunity to develop knowledge of media contexts, roles and the key aspects of media literacy: categories, language, representation, narrative, audience and institution.

Learners encounter a wide range of different types of content in different media. Building on the four capacities, the Course enables learners to communicate, be critical thinkers, develop cultural awareness, and be creative.

Purpose and aims of the Course

The main purpose of this Course is to analyse and create media content. The Course enables learners to understand and develop their media literacy skills and appreciate the opportunities and challenges that occur within the media industry. The Course provides learners with opportunities to develop both knowledge of the media and the ability to create media content.

This Course offers learners opportunities to develop and extend a wide range of skills, including communication, independent learning, critical literacy, personal, interpersonal and team working, and creative thinking.

¹ Media content refers to all media texts and products.

In particular, this Course aims to enable learners to develop:

- ◆ the ability to analyse and create media content, appropriate to purpose, audience and context
- ◆ knowledge and understanding of the key aspects of media literacy
- ◆ knowledge and understanding of the role of media within society
- ◆ the ability to plan and research when creating media content, as appropriate to purpose, audience and context
- ◆ the ability to self-evaluate

Information about typical learners who might do the Course

This Course provides flexibility, personalisation and choice to enable learners to achieve in different ways and at a different pace.

This Course also provides opportunities for learners to build on prior learning experienced in the broad general education or in Media qualifications at a lower SCQF level.

The Course provides learners with the opportunity to: use different media effectively for learning and communication; be creative and express themselves in different ways; and use creative and critical thinking to synthesise ideas and arguments.

The Course also provides learners with the opportunity to: experience enjoyment and contribute to other people's enjoyment through creative and expressive presentation; develop critical literacy skills and personal, interpersonal and team working skills; and enhance their enjoyment and their understanding of their own and other cultures.

The Course is designed to be accessible. The structure of the Course provides a purposeful connection between knowledge and analysis of the media and the ability to create media content.

The Course provides opportunities for vertical and lateral progression to National Courses, and to other SQA qualifications in Media and other related fields.

Course structure and conditions of award

Course structure

This Course is made up of two mandatory Units.

The two Units, taken together, include the skills of analysing and creating media content. This Course provides the opportunity to integrate these skills, as analysis and creation are inextricably linked. Each Unit also offers opportunities for learners to focus on particular skills.

Units are statements of standards for assessment and not programmes of learning and teaching. They can be delivered in a number of ways.

Analysing Media Content (Higher)

The purpose of this Unit is to develop the skills to analyse media content. This Unit provides learners with the opportunity to develop knowledge and understanding of media contexts, roles and the key aspects of media literacy central to the detailed and complex analysis of media content.

Creating Media Content (Higher)

The purpose of this Unit is to develop the skills to plan and create media content and evaluate production processes. This Unit provides learners with the opportunity to develop knowledge and understanding of the key aspects of media literacy central to creating media content.

Conditions of award

To gain the award of the Course, the learner must pass all of the Units as well as the Course assessment. The required Units are shown in the Course outline section. Course assessment will provide the basis for grading attainment in the Course award.

Skills, knowledge and understanding

Further information on the assessment of the skills, knowledge and understanding for the Course is given in the *Course Assessment Specification*. A broad overview of the mandatory subject skills, knowledge and understanding that will be assessed in the Course is given in this section.

This Course enables learners to communicate, be critical thinkers, develop cultural awareness, and be creative. The following summarises the skills, knowledge and understanding from the mandatory content of the Course:

- ◆ analysing and creating media content, as appropriate to purpose, audience and context
- ◆ knowledge and understanding of the key aspects of media literacy, as appropriate to content
- ◆ knowledge and understanding of the role of media within society
- ◆ knowledge of contextual factors, constraints and freedoms that affect producers of media content
- ◆ a wide range of evaluation skills

Skills, knowledge and understanding to be included in the Course will be appropriate to the SCQF level of the Course. The SCQF level descriptors give further information on characteristics and expected performance at each SCQF level (www.sqa.org.uk/scqf).

Assessment

Information about assessment for the Course is included in the *Course Assessment Specification*, which provides full details including advice on how a learner's overall attainment for the Course will be determined.

Unit assessment

All Units are internally assessed against the requirements shown in the *Unit Specification*.

They can be assessed on a Unit-by-Unit basis or by using other approaches which combine the assessment for more than one Unit.

They will be assessed pass/fail within centres. SQA will provide rigorous external quality assurance, including external verification, to ensure assessment judgments are consistent and meet national standards.

The assessment of the Units in this Course will be as follows.

Analysing Media Content (Higher)

Learners will be required to provide evidence of the skills that are needed to analyse media content. Learners will demonstrate knowledge of the relevant media contexts, roles and key aspects of media literacy central to the detailed and complex analysis of media content.

Creating Media Content (Higher)

Learners will be required to provide evidence of the skills and knowledge that are needed to plan and create media content and evaluate production processes. Learners will apply knowledge of the relevant key aspects of media literacy central to creating media content.

Course assessment

Courses from National 4 to Advanced Higher include assessment of [added value](#)². At National 5, Higher and Advanced Higher, the added value will be assessed in the Course assessment. The added value for the Course must address the key purposes and aims of the Course as defined in the Course Rationale. It will do this by addressing one or more of breadth, challenge and application.

In the Higher Media Course, added value will focus on:

- ◆ challenge
- ◆ application

Learners will provide evidence of the ability to analyse and create detailed media content. The Course assessment will take the form of an [assignment](#)³ that focuses on planning and creating media content, and a [question paper](#)⁴ that focuses on analysing familiar media content.

² Definitions can be found here: <http://www.sqa.org.uk/jargonbuster>

³ See link above for definition.

⁴ See link above for definitions.

Development of skills for learning, skills for life and skills for work

It is expected that learners will develop broad, generic skills through this Course. The skills that learners will be expected to improve on and develop through the Course are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Course where there are appropriate opportunities.

1 Literacy

- 1.1 Reading
- 1.3 Listening and talking

4 Employability, enterprise and citizenship

- 4.3 Working with others
- 4.4 Enterprise
- 4.6 Citizenship

5 Thinking skills

- 5.4 Analysing and evaluating
- 5.5 Creating

Amplification of these skills is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills will be appropriate to the level of the Course. Further information on building in skills for learning, skills for life and skills for work for the Course is given in the *Course Support Notes*.

Administrative information

Published: April 2014 (version 2.0)

History of changes to National Course Specification

Course details	Version	Description of change	Authorised by	Date
	2.0	Pages 3–6 — ‘Contexts’ and ‘roles’ added to statements about key aspects of media literacy. These additions are reflected in other minor wording changes. Page 7 — Description of Creating Media Context Unit amended to include planning. Page 7 — Information on Course assessment amended: case study Component removed.	Qualifications Development Manager	April 2014
	2.1	Scottish Studies Award Unit contributing information added. No other changes made to document content.	Qualifications Manager	September 2014

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