

Draft National Unit Specification



Unit title: Creating Media Content (Access 3)

SCQF: level 3 (9 SCQF credit points)

Unit code: to be advised

Unit outline

The general aim of this Unit is to provide learners with the opportunity to develop the skills needed to create media content. Learners develop knowledge and understanding of the production process and roles central to creating simple media content.

Learners who complete this Unit will be able to:

- 1 Create simple media content

This Unit is a mandatory Unit of the Access 3 Media Course and is also available as a free-standing Unit. The Unit Specification should be read in conjunction with the *Unit Support Notes* which provide advice and guidance on delivery, assessment approaches and development of skills for learning, skills for life and skills for work. Exemplification of the standards in this Unit is given in the *National Assessment Resource*.

Recommended entry

Entry to this Unit is at the discretion of the centre. In terms of prior learning and experience, relevant experiences and outcomes may also provide an appropriate basis for doing this Unit. Further information on relevant experiences and outcomes will be given in the *Unit Support Notes*.

Equality and inclusion

This Unit 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 *Unit Support Notes*.

Standards

Outcomes and assessment standards

Outcome 1

The learner will

1 Create simple media content by:

- 1.1 Selecting and developing simple ideas for the creation of simple media content
- 1.2 Using production skills appropriate to the media content and context
- 1.3 Using appropriate terminology in the production of media content

Evidence Requirements for the Unit

Assessors should use their professional judgement, subject knowledge and experience, and understanding of their learners, to determine the most appropriate ways to generate evidence and the conditions and contexts in which they are used.

Evidence should be gathered in combination with other Outcomes where possible, either from this Unit or in combination with the Outcomes from the Unit *Analysing Media Content*. Evidence may also be gathered for individual Outcomes where appropriate.

Evidence may be generated in a range of forms appropriate to the learner's experience and the resources available. These may include written, oral, web-based or other media.

For this Unit, learners will be required to provide evidence of:

- ◆ developing ideas for creating media content
- ◆ carrying out a production process for creating media content
- ◆ evaluating the process

Media content refers to all media texts and products.

All Assessment Standards must be achieved in each piece of evidence.

Exemplification of assessment will be provided in the *National Assessment Resource*. Advice and guidance on possible approaches to assessment is provided in the *Unit Support Notes*.

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

It is expected that learners will develop broad, generic skills through this Unit. The skills that learners will be expected to improve on and develop through the Unit 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 Unit where there are appropriate opportunities.

1 Literacy

- 1.1 Reading
- 1.3 Listening and talking

4 Employability, enterprise and citizenship

- 4.4 Enterprise
- 4.6 Citizenship

5 Thinking skills

- 5.5 Creating

Amplification of these is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills should be at the same SCQF level of the Unit and be consistent with the SCQF level descriptor. Further information on building in skills for learning, skills for life and skills for work is given in the *Unit Support Notes*.

Administrative information



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Superclass: to be advised

History of changes

Version	Description of change	Authorised by	Date

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