



## Access 3 Media

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## Draft National Course Specification

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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:** Access 3 Media

**SCQF:** level 3 (18 SCQF credit points)

**Course code:** to be advised

### Mandatory Units

Analysing Media Content (Access 3)

9 SCQF credit points

Creating Media Content (Access 3)

9 SCQF credit points

### Recommended entry

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

### Progression

This Course or its components 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 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, fit for purpose and 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**

The Access 3 Media Course enables learners to analyse and create media content.<sup>1</sup> 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: 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.

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

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<sup>1</sup> Media content refers to all media texts and products.

## **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 to appreciate the opportunities and challenges that occur within the media industry. This Course provides learners with opportunities to develop both theoretical knowledge of the media and the ability to create media content.

The Course offers learners opportunities to develop and extend a wide range of skills. In particular, this Course aims to enable learners to develop:

- ◆ the ability to analyse and create media content, as appropriate to purpose, audience and context
- ◆ knowledge of the role of media within society
- ◆ the ability to apply media literacy concepts and terminology
- ◆ the ability to plan and research when creating media content, as appropriate to purpose, audience and context
- ◆ the ability to reflect on the learner's own practice and that of other learners

## **Information about typical learners who might do the Course**

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

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

It is designed to be accessible. The structure of the Course provides a purposeful connection between theoretical knowledge 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 creation and analysis 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 variety of ways.

#### **Analysing Media Content (Access 3)**

The purpose of this Unit is to develop the skills needed to analyse media content. This Unit provides learners with the opportunity to develop basic knowledge of media concepts and terminology central to the simple analysis of media content appropriate to the experience of the learner.

#### **Creating Media Content (Access 3)**

The purpose of this Unit is to develop the skills needed to create media content in familiar, everyday contexts. This Unit provides learners with the opportunity to develop basic knowledge of media concepts and terminology central to creating simple media content. Learners will reflect on their own practice and that of other learners.

### **Conditions of award**

To achieve the Access 3 Media Course, learners must pass all of the required Units. The required Units are shown in the Course outline section.

Access 3 Courses are not graded.

## **Skills, knowledge and understanding**

Full skills, knowledge and understanding for the Course will be given in the *Course Support Notes*. A broad overview of the subject skills, knowledge and understanding that will be covered in the Course is given in this section.

These include:

- ◆ analysing and creating media content, as appropriate to purpose and audience
- ◆ basic knowledge of simple media concepts and terminology
- ◆ basic evaluation skills when reflecting on learners' own work and that of other learners
- ◆ basic knowledge of the role of media within society
- ◆ basic knowledge of contextual factors, constraints and freedoms that affect producers of media content

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](http://www.sqa.org.uk/scqf)).

## Assessment

Further information about assessment for the Course will be included in the *Course Support Notes*.

### 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 combined assessment.

They will be assessed on a pass/fail basis 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 (Access 3)**

Learners will be required to provide evidence of the skills that are needed to analyse media content appropriate to the experience of the learner. Learners will demonstrate basic knowledge of the concepts and terminology central to the simple analysis of media content.

#### **Creating Media Content (Access 3)**

Learners will be required to provide evidence of the skills and knowledge that are needed to create media content. Learners will apply basic knowledge of media concepts and terminology central to creating simple media content.

Exemplification of possible assessment approaches for these Units will be provided in the *National Assessment Resource*.

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

*(Note: The information given below reflects the initial thinking on significant opportunities for development of skills for learning, skills for life and skills for work. These may be subject to change as the development process progresses.)*

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**

1.3 Listening and talking

### **4 Employability, enterprise and citizenship**

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

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**Published:** October 2011 (version 1.0)

**Superclass:** to be advised

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## History of changes to National Course Specification

Course details	Version	Description of change	Authorised by	Date

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Note: You are advised to check SQA's website ([www.sqa.org.uk](http://www.sqa.org.uk)) to ensure you are using the most up-to-date version of the Course Specification.