

Draft National Unit Specification



Unit title: Media: Creating Media Content (Higher)

SCQF: level 6 (9 SCQF credit points)

Unit code: to be advised

Unit outline

The general aim of this Unit is develop the skills needed to create media content in complex contexts. Learners apply knowledge and understanding of key concepts and roles central to creating media content.

Learners who complete this Unit will be able to:

- 1 Understand and carry out production processes and roles required to create media content
- 2 Use production skills and knowledge of relevant media concepts to create complex media content

This Unit is a mandatory Unit of the Higher 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*.

The Course Assessment Specification for the Higher Media Course gives further mandatory information on Course coverage for learners taking this Unit as part of the Higher Media Course.

Recommended entry

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

- ◆ Media (National 5) Course or relevant component Units

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 Understand and carry out production processes and roles required to create media content by:**
 - 1.1 Identifying and explaining roles and responsibilities of producers of media content
 - 1.2 Explaining the production process for a chosen media product
 - 1.3 Carrying out a chosen production role

Outcome 2

The learner will:

- 2 Use production skills and knowledge of relevant media concepts to create complex media content by:**
 - 2.1 Responding to a brief, taking account of the constraints and opportunities faced by producers of media content
 - 2.2 Generating appropriate ideas for the creation of media content, taking account of key concepts
 - 2.3 Contributing to the creation of media content, within a complex media context
 - 2.4 Using technical and/or non-technical skills appropriate to the chosen production role
 - 2.5 Evaluating their own contribution or that of others to creating complex 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.

Media content refers to all media texts and products. The media content should be a text or product which has been completed for a purpose, either for personal or commercial use.

Evidence of learning outcomes can be in written, oral or other digital form. Evidence can be gathered for individual activities for the Outcomes or gathered holistically for the Unit, Units or Course as a whole by combining assessment across Outcomes.

Learners may work individually or collaboratively during this Unit.

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

- ◆ using media concepts and terminology required to create media content
- ◆ responding to a brief by generating ideas, planning content and structure, deciding context for media content and planning the production process
- ◆ carrying out a production role relevant to the production process
- ◆ creating media content in a media context
- ◆ evaluating either their own or others' contribution to the production process

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*.

Draft

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 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

- 4.3 Working with others
- 4.4 Enterprise
- 4.6 Citizenship

5 Thinking skills

- 5.4 Analysing and evaluating
- 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



Published: November 2011 (draft version 1.0)

Superclass: to be advised

History of changes

Version	Description of change	Authorised by	Date

© Scottish Qualifications Authority 2011

This specification may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged. Additional copies of this Unit can be downloaded from SQA's website at www.sqa.org.uk.

Note: readers are advised to check SQA's website: www.sqa.org.uk to ensure they are using the most up-to-date version of the Unit Specification.