

# National Added Value Unit Specification



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**Unit title:** Media Assignment (National 4)

**SCQF:** level 4 (6 SCQF credit points)

**Unit code:** to be advised

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## Unit outline

This is the Added Value Unit in the Media (National 4) Course. The general aim of this Unit is to enable the learner to provide evidence of added value for the Media (National 4) Course through the successful completion of an assignment which will allow the learner to demonstrate challenge and application.

The Media (National 4) Course provides learners with the opportunity to develop their skills in analysing and creating media content. The three Units, taken together, include the skills of analysing and creating media content. This Course provides the opportunity to integrate these skills because creation and analysis are inextricably linked. Each Unit also offers opportunities for learners to focus on particular skills.

Learners who complete this Unit will be able to:

- 1 Carry out an assignment which shows they can analyse and create straightforward media content

This Unit is a mandatory Unit of the Media (National 4) Course, and is also available as a free-standing Unit. The Unit Specification should be read in conjunction with the *Course Support Notes*, which provide advice and guidance on delivery and assessment approaches. Exemplification of the assessment in this Unit is given in the *National Assessment Resource*.

## Recommended entry

Entry to this Unit is at the discretion of the centre. It is recommended that the learner should be in the process of completing, or have completed, the following Units in the Media (National 4) Course:

- ◆ Analysing Media Content (National 4)
- ◆ Creating Media Content (National 4)

## 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 *Course Support Notes*.

## Standards

### Outcomes and assessment standards

#### Outcome 1

The learner will:

- 1 Carry out an assignment which shows they can analyse and create straightforward media content by:**
  - 1.1 Choosing a topic for investigation in a familiar context
  - 1.2 Responding to a brief by preparing for an investigation, by describing the chosen topic with some basic supporting detail and by identifying the sources to be used
  - 1.3 Identifying the purpose, audience and some main ideas of at least one part of straightforward media content related to the chosen topic
  - 1.4 Describing how some obvious aspects of media concepts are used to convey the basic meaning in at least one part of straightforward media content related to the chosen topic
  - 1.5 Contributing to the creation of one structured part of straightforward media content in one of the following contexts: moving image, still image, print, audio, web-based or other digital media
  - 1.6 Carrying out at least one specific production role
  - 1.7 Describing a basic aspect of how effectively the straightforward media content met the purpose of the assignment
  - 1.8 Describing a basic aspect of how effectively the production process met the purpose of the assignment

#### Evidence Requirements for the Unit

This Added Value Unit is assessed internally by the teacher/lecturer.

Evidence for this Unit will be generated through an assignment in which the learner will investigate a chosen topic in a familiar context and present their findings.

All learners should be provided with a clear outline of the assessment, including when and how they will be assessed. The teacher/lecturer should offer the learner guidance on an appropriate choice of topic, including questions/tasks/prompts which will lead learners through the assignment in clear stages. This should involve advice on possible headings or other advice which assists the learner to describe and explain the key features of their topic.

While the learner should choose the topic, it would be reasonable for the choice the learner makes to be one where the teacher/lecturer has some expertise and has resources available to enable the learner to more successfully meet the Assessment Standards. The assignment should be carried out under supervised open book conditions.

Evidence for this Unit will be generated through an assignment in which the learner will analyse and create straightforward media content.

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

- ◆ preparing, in written or digital form, for the investigation
- ◆ analysing at least one part of straightforward media content
- ◆ creating one structured part of straightforward media content
- ◆ carrying out at least one specific production role
- ◆ evaluating the effectiveness of the straightforward media content

Evidence can be gathered holistically for the Unit, Units or Course as a whole by combining assessment through integrated activities.

The chosen topic will be agreed between the learner and the teacher/lecturer and will be chosen from one of the following familiar contexts: moving image, still image, print, audio, web-based or other digital media. The teacher/lecturer can provide a brief for the assignment. This can be supplemented by guidelines on the structure of the assignment and with details of tasks/questions/prompts prepared by the teacher/lecturer, which the learner must address. Suggested topics for the assignment are given in the *Course Support Notes*.

Evidence of preparation can be in written or digital form and should identify the chosen topic with some basic supporting detail and identify the sources to be used.

Evidence of analysing at least one structured part of straightforward media content should include the use of at least two media concepts from the following: categories, language, narrative, representation, audience, institutions. Evidence can be in written, oral or digital form.

Evidence of creating straightforward media content should be drawn on one of the following contexts: moving image, still image, print, audio, web-based or other digital media. Media content refers to all media texts and products. The media content should be structured and should have been created for purchase, consumption or personal use. Evidence can be in written or digital form.

Evidence of carrying out at least one specific production role can be through teacher/lecturer observation, description by the learner in written, oral or digital form, or can be implicit in the evidence of the straightforward media content, as appropriate.

Evidence of evaluating the effectiveness of the straightforward media content can be in written, oral or digital form. Evidence can be supplemented with visual and audio aids such as PowerPoint slides, film/audio clips, newspaper articles, web-based or other digital media.

There should be one, or in exceptional circumstances two, re-assessment opportunities. Learners can be re-assessed in the part of the assignment that they have failed rather than retaking the whole assessment.

The amount of time that learners should spend on this assignment should not exceed four hours.

Further information is provided in the exemplification of assessment in the *National Assessment Resource*. Advice and guidance on possible approaches to assessment is provided in the *Course Support Notes*.

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

Please refer to the Course Specification for information about skills for learning, skills for life and skills for work.

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## **Further mandatory information on Course coverage for the Media (National 4) Course**

The following gives details of mandatory skills, knowledge and understanding for the Media (National 4) Course. Assessment of this Added Value Unit will involve selecting appropriate skills, knowledge and understanding from those listed below, in line with the Evidence Requirements above. This list of skills, knowledge and understanding also provides the basis for the assessment of all the Units in the Course:

- ◆ analysing and creating media content, appropriate to purpose and audience, in familiar contexts: moving image, still image, print, audio, web-based or other digital media
- ◆ basic knowledge of simple but detailed media literacy concepts and terminology
- ◆ some routine evaluation skills when reflecting upon their own work and that of others
- ◆ basic knowledge of the role of media within society

## Administrative information



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**Superclass:** to be advised

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## History of changes

Version	Description of change	Authorised by	Date

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