



CREATIVE DIGITAL MEDIA
Intermediate 1

First edition — published October 2008



National Course Specification

Creative Digital Media (Intermediate 1)

COURSE CODE C264 10

COURSE STRUCTURE

This Course has four mandatory Units.

The mandatory Units are:

F5CV 10	<i>Creative Digital Media: Introduction to the Industry</i>	1 credit	(40 hours)
F5CW 10	<i>Creative Digital Media: The Creative Process</i>	1 credit	(40 hours)
F5CX 10	<i>Creative Digital Media: Hardware and Software</i>	1 credit	(40 hours)
F5CY 10	<i>Creative Digital Media: Production Project</i>	1 credit	(40 hours)

To achieve the Course award the candidate must successfully achieve all the Units which make up the Course.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

PROGRESSION

This Course or its Units may provide progression to:

- ◆ National Courses in Media Studies
- ◆ National Certificates or Units in Digital Media Computing
- ◆ relevant programmes in further education colleges
- ◆ training/employment

Administrative Information

Publication date: October 2008

Source: Scottish Qualifications Authority

Version: 01

© Scottish Qualifications Authority 2008

This publication 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 Specification (including Unit Specifications) can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Course Specification: (cont)

COURSE Creative Digital Media (Intermediate 1)

CREDIT VALUE

The Intermediate 1 Course in Creative Digital Media is allocated 24 SCQF credit points at SCQF level 4*.

**SCQF points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

Achievement of this Course gives automatic certification of the following:

Complete Core Skills	Information and Communication Technology at SCQF level 4 Working with Others at SCQF level 4
Core Skill component	Critical Thinking at SCQF level 4 Planning and Organising at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of the Unit Specifications for this Course.

LINKS TO NATIONAL OCCUPATIONAL STANDARDS

National Occupational Standards (NOS) are developed by the key employment sectors of the United Kingdom. These standards set the competences required for job roles within a particular employment sector. The Sector Skills Councils Skillset and e-skills UK set occupational standards that are relevant to the digital media industry.

The Intermediate 1 Creative Digital Media Course has been designed to link broadly to National Occupational Standards but the standards required of employees in the digital media industry are, in many cases, job specific.

Relevant National Occupational Standards include:

From Skillset NOS:

P1	Contribute Ideas for Productions	IM1	Work effectively with Interactive Media
SP1	Select and Develop Ideas for Productions	IM2	Obtain Assets for Use In Interactive Media Products
		IM3	Prepare Assets for Use In Interactive Media Products

From e-skills UK NOS:

ART1	Artwork and Imaging Software	BSU1	Bespoke and Specialist Software
Web1	Website Software	MSU1	Make Selective Use of IT

Compared with National Standards, this Course requires more generic skills in generating and developing ideas to meet a brief, time and resource management as well as digital media content production and provides a useful preparation for further training in the digital media industry.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

RATIONALE FOR SKILLS FOR WORK COURSES

Skills for Work Courses are designed to help candidates to develop:

- ◆ skills and knowledge in a broad vocational area
- ◆ Core Skills
- ◆ an understanding of the workplace
- ◆ positive attitudes to learning
- ◆ skills and attitudes for employability

A key feature of these Courses is the emphasis on *experiential learning*. This means learning through practical experience and learning by reflecting on experience.

Learning through practical experience

- ◆ Teaching/learning programmes should include some or all of the following:
 - learning in real or simulated workplace settings
 - learning through role play activities in vocational contexts
 - carrying out case study work
 - planning and carrying out practical tasks and assignments

Learning through reflecting at all stages of the experience

- ◆ Teaching/learning programmes should include some or all of the following:
 - preparing and planning for the experience
 - taking stock throughout the experience — reviewing and adapting as necessary
 - reflecting after the activity has been completed — evaluating and identifying learning points

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

The Skills for Work Courses are also designed to provide candidates with opportunities for developing *Core Skills* and enhancing skills and attitudes for *employability*.

Core Skills

The **five** Core Skills are:

- ◆ Communication
- ◆ Numeracy
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

Employability

The skills and attitudes for employability, including self-employment, are outlined below:

- ◆ *generic skills/attitudes valued by employers*
 - understanding of the workplace and the employee's responsibilities, for example time-keeping, appearance, customer care
 - self-evaluation skills
 - positive attitude to learning
 - flexible approaches to solving problems
 - adaptability and positive attitude to change
 - confidence to set goals, reflect and learn from experience
- ◆ *specific vocational skills/knowledge*
 - Course Specifications highlight the links to National Occupational Standards in the vocational area and identify progression opportunities

Opportunities for developing these skills and attitudes are highlighted in each of the Course and Unit Specifications. These opportunities include giving young people direct access to workplace experiences or, through partnership arrangements, providing different learning environments and experiences which simulate aspects of the workplace. These experiences might include visits, visiting speakers, role play and other practical activities.

A Curriculum for Excellence (Scottish Executive 2004) identifies aspirations for every young person. These are that they should become:

- ◆ successful learners
- ◆ confident individuals
- ◆ responsible citizens
- ◆ effective contributors

The learning environments, the focus on experiential learning and the opportunities to develop employability and Core Skills in these Courses contribute to meeting these aspirations.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

RATIONALE FOR INTERMEDIATE 1 CREATIVE DIGITAL MEDIA COURSE

The Course has been designed to provide an introduction to the digital media industry and its sectors, which are varied and include radio, television/DVD, digital/computer games and software, publishing and websites as well as other sectors and may increase in the light of emerging technology.

Candidates will gain an overview and an awareness of the sectors and the skills required and used in them, including the development and production process. It reflects the initial skills required for the digital media industry. The Course will enable candidates to develop general and practical skills, knowledge and understanding, together with employability skills and attitudes needed to work in the digital media industry.

The primary target group for the Course is school candidates in S3 in secondary education and above. This Course may also be suitable for adult returners in a further education environment as a first step into vocationally related learning and will give such candidates an introduction to the digital media industry, build confidence and give the opportunity to develop a range of employability skills and Core Skills.

It is anticipated that the Course will establish or help build on existing partnerships between schools, colleges of further education, employers and other training providers. Such partnerships will enable the Course to be delivered in a variety of appropriate learning environments with access to relevant teaching and industry expertise.

The Course fills an identified need for an introductory Course that is suitable for school candidates, meets the needs of industry, reflects National Occupational Standards and helps candidates to develop their own potential.

The knowledge and experience acquired by candidates will allow them to develop transferable skills. Candidates can undertake the Course on the basis of their particular skills and/or interest rather than on the basis of a specific medium. For example candidates could produce music or write scripts for various digital media products depending on their personal interest.

The general aims of this Course are to:

- ◆ provide candidates with a broad introduction to the digital media industry
- ◆ allow candidates to experience vocationally related learning
- ◆ encourage candidates to develop a good work ethic
- ◆ encourage candidates to take responsibility for their own learning and development
- ◆ provide opportunities to develop a range of Core Skills through practical experiences in a vocational environment
- ◆ facilitate progression to further education, training and/or employment
- ◆ assist candidates to develop employability skills

In particular, the specific aims of this Course are to:

- ◆ contribute to candidates' preparation for work in the digital media industry
- ◆ begin to develop project development, production, presentation and pitching skills
- ◆ develop an awareness of the industry's development and production processes
- ◆ allow candidates to engage with clients or people role-playing the part of a client
- ◆ prepare candidates for further learning, study and training opportunities in the digital media industry

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

- ◆ raise awareness of digital media project timescales and deadlines and that these can often change and be impacted upon by others
- ◆ encourage product/programme evaluation at various stages within a project
- ◆ develop team-working skills
- ◆ develop a positive and responsible attitude to work
- ◆ develop communication skills
- ◆ encourage skills in setting personal goals, reviewing and evaluating
- ◆ build candidates' confidence
- ◆ encourage self-evaluation and personal progress
- ◆ ensure appropriate responses to advice and feedback from others
- ◆ develop abilities to follow instructions and guidance
- ◆ develop a range of Core and employability skills

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

COURSE CONTENT

Summary of Course content

The Course provides an introduction to, and overview of, the digital media industry and has been designed to take candidates through an experiential learning process that highlights the key areas of aptitude and attitude for careers in the digital media sectors. The Course is further enhanced by allowing candidates to select their personal and individual areas of skills and/or interests when participating in the Course and ensures that candidates have experience of at least two distinct areas of the digital media industry from various sectors which include radio, television/DVD, digital/computer games and software, publishing and websites as well as other sectors. These sectors may increase in the light of emerging technology. In this Course candidates will look at various types of *digital media content* eg text, audio, video, graphics, digital image, animation in different *digital media* such as radio, television/DVD, digital/computer games and software, publishing and websites.

The four Units of the Course cumulatively provide a working knowledge of the development and production processes within the industry, starting with awareness raising experiences, moving through creative and technical requirements and considerations and culminating in the experience of a mixed-media production project.

The Units of the Course have been designed to be delivered in an integrated way and guidance on a suggested approach to teaching is given in this Course Specification.

Employability skills are an essential element of this Course and are embedded throughout the Course. For example, working co-operatively with others is a necessary employability skill in the industry and candidates will be required to interact with other candidates during the Course, especially throughout the Unit *Creative Digital Media: Production Project*. Candidates will also require good communication skills and there are ample opportunities throughout the Course for candidates to show their oral and written skills when dealing with other candidates, industry practitioners, etc.

The specific employability skills assessed in this Course are:

- ◆ positive attitudes to learning and the workplace
- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ giving advice and feedback to others
- ◆ planning and preparation
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ good communication skills
- ◆ health and safety awareness, including maintaining tidy, organised and safe working environment
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ awareness of the digital media industry
- ◆ contributing to discussions and practical projects

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

- ◆ being innovative and, sometimes, challenging
- ◆ interpretation of project briefs
- ◆ presentation and pitching skills
- ◆ setting targets

Summary of Unit content

Unit 1 — Creative Digital Media: Introduction to the Industry

This Unit provides candidates with an introduction to the digital media industry across a range of sectors which include radio, television/DVD, digital/computer games and software, publishing and websites as well as other sectors which may increase in the light of emerging technology. The Unit will provide an overview and an awareness of the sectors, what skills are required across a range of jobs and how these are used within each sector; all of which will assist candidates in matching their skills and attributes to the jobs available in the industry.

The Unit allows candidates to participate in various practical activities including gathering industry and career information, investigating development and production processes, matching their career interests to job requirements and evaluating their personal employability skills for the digital media industry.

Unit 2 — Creative Digital Media: The Creative Process

In this Unit candidates will consider the basics of the creative process based on a given project brief, the job roles involved and the contribution of each role during the development and production process.

Candidates will learn about the creative process from the initiation of a brief, through the planning and development process to the final production and presentation of a creative solution to the brief. This will involve candidates in activities such as interpretation of the brief, research, developing a personal response and participating fully in the development of a team response to the brief.

Candidates will be encouraged to explore different solutions to a given brief and will contribute to a team presentation of the solution. They will also review the team response to the brief.

Unit 3 — Creative Digital Media: Hardware and Software

Hardware and software are the tools of the trade in the digital media industry. They assist at almost every stage of the production process. In this Unit candidates will learn about the identification, selection and use of appropriate hardware and software, the creation and capture of content, the editing and manipulation of created and captured content. Candidates will also learn to ensure content is stored appropriately.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

Unit 4 — Creative Digital Media: Production Project

This Unit provides candidates with opportunities to work individually and as part of a team in all aspects of the practical development and production of two digital media products.

Starting with the development of a project brief, the team will identify two digital media products to satisfy the requirements of the brief and will then move on to the planning phase before undertaking the production of two digital media products.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

ASSESSMENT

To achieve the Course award candidates must successfully achieve all the Units which make up the Course.

Assessment objectives

Candidate assessment will be based on a range of practical activities, supported by assessor observation checklists and the self-checking of quality by the candidates.

Candidates will also undertake self-evaluation on the range of employability skills, reviewing their progress, taking comments from others and identifying action points.

Assessment across the four Units will address an understanding of a range of technical, creative and management skills as they apply to standard industry development and production processes. In particular, assessment will focus on:

- ◆ knowledge and skills in relation to working in the digital media industry
- ◆ practical vocational skills
- ◆ employability skills in the digital media industry

Unit assessment

Creative Digital Media: Introduction to the Industry (1 credit)

Performance and written/oral evidence is required for this Unit.

- ◆ Practical activities for this assessment will be carried out either in a realistic working environment or real workplace and should provide opportunities to demonstrate good working practice and employability skills.
- ◆ Written/oral evidence is required which demonstrates knowledge and understanding of aspects of the digital media industry as covered within the Unit.

Creative Digital Media: The Creative Process (1 credit)

Performance and written/oral evidence is required for this Unit.

- ◆ Practical activities for this assessment will be carried out under supervision, either in a realistic working environment or real workplace, and will involve working alone and with others in a team and provide opportunities to demonstrate good working practice and employability skills.
- ◆ Written/oral evidence is required which demonstrates that the candidate can produce a personal response to a brief and that they can review their team's response to the brief.
- ◆ Performance evidence is required to demonstrate that the candidate has contributed to discussions on and the preparation, production and presentation of a team response to a brief.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

Creative Digital Media: Hardware and Software (1 credit)

Performance, product and written/oral evidence is required for this Unit.

- ◆ Practical activities for this assessment will be carried out under supervision, either in a realistic working environment or real workplace, and provide opportunities to demonstrate good working practice and employability skills
- ◆ Written/oral evidence is required which demonstrates that the candidate can identify the importance and use of specific pieces of hardware and software in a given digital media project brief, research possible digital media content for a given brief, plan the creation and capture of resources for a given brief and review their own performance in meeting a brief
- ◆ Performance and product evidence is required to demonstrate that the candidate is able to produce digital media content for a brief

Creative Digital Media: Production Project (1 credit)

Performance and written/oral evidence is required for this Unit.

- ◆ Practical activities for this assessment will be carried out under supervision, either in a realistic working environment or real workplace, and will involve working with others in a team and provide opportunities to demonstrate good working practice and employability skills
- ◆ Written/oral evidence is required which demonstrates that the candidate can review and evaluate their own contribution to a project
- ◆ Performance evidence is required to demonstrate that the candidate is able to contribute to the development of a project brief and the identification of two complementary products that will satisfy the requirements of the brief, participate in the planning of the production phase for the two complementary products each in a different digital medium and contribute to the production phase for the two complementary products each in a different digital medium

Further details about Unit assessment for this Course can be found in the Unit Specifications and the National Assessment Bank (NAB) materials.

QUALITY ASSURANCE

The Units of all National Courses are subject to internal verification and may also be chosen for external verification by SQA. This is to ensure that national standards are being applied across all subjects.

To assist centres, Internal Assessment reports are published on SQA's website www.sqa.org.uk

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

GUIDANCE ON LEARNING/TEACHING AND ASSESSMENT APPROACHES FOR THIS COURSE

Suggested order/sequence of delivery

The Course has four mandatory Units, which provide a range of learning opportunities in the digital media industry. While the sequence of delivery of the Units is for individual centres to decide, a suggested approach would be to introduce the Unit *Creative Digital Media: Introduction to the Industry* early in the Course and to integrate its delivery with the other three Units in the Course. In particular, Outcome 4 of this Unit is best delivered in an integrated way in order that employability skills are built upon during the delivery of the other three Units and so that candidates can gather evidence over the duration of the Course. Opportunities to integrate evidence can be found in the activities undertaken in the Units *Creative Digital Media: The Creative Process*, *Creative Digital Media: Hardware and Software* and *Creative Digital Media: Production Project* and, ideally, these Units should be followed in the order stated, although the order of Units *Creative Digital Media: The Creative Process* and *Creative Digital Media: Hardware and Software* may be switched or they may be offered concurrently. Core Skills and employability skills are spread throughout all Units, allowing candidates sufficient opportunity and time to develop and review these skills and attitudes.

Learning and Teaching approaches

The Course has been designed to enable candidates to learn through practical experiences. The main focus should, therefore, be on practical work activities wherever possible.

As well as carrying out practical tasks, candidates will benefit from analysing the Development and Production Process and the various outputs from this process. Candidates will further benefit from engagement with industry practitioners for discussions, demonstrations and/or presentations of industry outputs. Short presentations on topics such as health and safety will also be worthwhile elements of the Course.

Reflecting on practical experiences and learning from them is an approach which is embedded in the Course. Throughout the learning experiences, the emphasis should be on helping candidates to develop an awareness of industry processes, together with the employability skills and attitudes sought by the digital media industry. Opportunities to develop these skills and attitudes are prevalent throughout the Course and candidates should be aware that these generic skills are as important as the practical industry-based skills they are developing.

While candidates are required to carry out formal reviews for assessment purposes, they should be encouraged to review their work throughout the Course. They should appreciate that reviewing their work is good practice and can encourage improvement.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

When following processes and participating in activities, candidates should learn that there are correct and incorrect ways to approach projects and use hardware and software resources. Good practice can be demonstrated by teachers/lecturers and/or industry practitioners. Positive experiences such as these will help foster a positive attitude to learning and self-assessment.

Teaching and learning approaches should help to inform candidates of realistic prospects in the digital media industry generally but should also help candidates review prospects for their chosen career paths. Candidates should be made aware of steps to employment or to further education and training, allowing them to use their Course experiences to make valid personal choices regarding careers and further study.

Opportunities to develop aspects of Core Skills should be used wherever they arise within the four Course Units. For example, opportunities for numeracy arise when calculating project budgets, opportunities for communications arise with tutors and with other candidates and for written communications when writing and/or interpreting briefs/scripts/copy, opportunities arise for problem solving in meeting the requirements of a project brief or when encountering creative or technical problems during the production process, opportunities for the use of IT arise during all Units but particularly during the Hardware and Software elements of *Creative Digital Media: Hardware and Software* and opportunities for working with others is, again, available throughout all Units but particularly during *Creative Digital Media: Production Project*.

Teaching and learning approaches should encourage candidates to take responsibility for their own learning and development. Throughout the Course, candidates review their own contributions in individual and group tasks and in the Unit *Creative Digital Media: Production Project* they carry out a quality check on the group's finished product. This provides a good opportunity to motivate candidates to take pride in their work. For Employability Skills, candidates will take responsibility for seeking feedback and identifying action points for improvement. This should help them to develop confidence in taking advice and in asking for direction and assistance where necessary.

Practical activities, visiting speakers, visits

Throughout the Course, candidates should be encouraged to engage with industry practitioners.

Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials during the Course.

Centres are encouraged to establish links with local industry. Local digital media companies, industry associations, companies providing specialist services to the industry and Chambers of Commerce can all be approached for support. Industry practitioners will be able to give candidates a realistic view of jobs and conditions in the digital media industry.

It may be possible for centres to arrange visits to companies' premises as part of the learning experience. These are particularly useful because work in progress will be at different stages and candidates may see the various contributions from the range of industry disciplines. It should, however, be remembered that many practitioners in the digital media industries work on a freelance basis with networks of other freelancers from other disciplines. It is therefore advisable to visit more than one practitioner or workplace, where possible.

National Course Specification: Course details (cont)

COURSE Creative Digital Media (Intermediate 1)

Health and Safety

Centres must ensure that relevant health and safety guidelines are followed at all times including those times when candidates are undertaking activities outwith the centre. Candidates should, in particular, be given information and advice on topics such as manual handling, slips trips and falls, and the availability of any necessary personal protective equipment and clothing — all pertaining to the activities they are involved in, the equipment they are using and the environment they are working in.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for this Course. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

National Course Specification: Course details

COURSE Creative Digital Media (Intermediate 1)

Appendix: Employability Skills Profile

In addition to the specific, vocational skills developed and assessed in this Course, employability skills are addressed as detailed in the table below. For the purposes of the table, the Units are referred to as A, B, C and D as indicated.

Creative Digital Media: Introduction to the Industry = Unit A
Creative Digital Media: The Creative Process = Unit B
Creative Digital Media: Hardware and Software = Unit C
Creative Digital Media: Production Project = Unit D

Employability skill/attitude	Evidence
◆ Positive attitudes to learning and the workplace	A
◆ Working co-operatively with others	A, B, D
◆ Taking advice and dealing with feedback	A, B, C, D
◆ Giving advice and feedback to others	A, B
◆ Planning and preparation	A, B, C, D
◆ Reviewing and evaluating own skills development	A, C
◆ Time management skills and working to deadlines	A, C, D
◆ Good communication skills	A, B, D
◆ Health and safety awareness, including maintaining tidy, organised and safe working environment	A, D
◆ Finding, gathering, organising and evaluating information including through the use of IT	A, C
◆ Skills in using hardware and software	A, C
◆ Organisational skills	A, C
◆ Understanding roles and responsibilities in the workplace	A, B, D
◆ Awareness of the digital media industry	A
◆ Contributing to discussions and practical projects	A, B, D
◆ Being innovative and, sometimes, challenging	A, B
◆ Interpretation of project briefs	A, B
◆ Presentation and pitching skills	A, B
◆ Setting targets	A, C

Assessment evidence in all Units:

Practical performance supported by assessor observation checklist and candidate self evaluation reviews.



National Unit Specification: general information

UNIT Creative Digital Media: Introduction to the Industry

CODE F5CV 10

SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course and has been designed to be taken as part of that Course. However it may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in digital media, as well as those whose interest is more general.

The Unit provides candidates with an introduction to the digital media industry across a range of sectors which include radio, television/DVD, digital/computer games and software, publishing and websites as well as other sectors which may increase in the light of emerging technology. The Unit will provide an overview and an awareness of the sectors, what skills are required across a range of jobs and how these are used within each sector; all of which will assist candidates in matching their skills and attributes to the jobs available in the industry.

The Unit allows candidates to participate in various practical activities including gathering industry and career information, investigating development and production processes, matching their career interests to job requirements and evaluating their personal employability skills for the digital media industry.

OUTCOMES

- 1 Investigate different sectors, job roles and career paths in the digital media industry.
- 2 Investigate the key stages in the development and production process for a digital media product.
- 3 Investigate skills and attributes relevant to an identified job in the digital media industry.
- 4 Review and evaluate own performance in specified employability skills.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

Administrative Information

Superclass: KG

Publication date: October 2008

Source: Scottish Qualifications Authority

Version: 01

© Scottish Qualifications Authority 2008

This publication 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 Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

UNIT Creative Digital Media: Introduction to the Industry

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills None

Core Skill component: Critical Thinking at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Creative Digital Media: Introduction to the Industry

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Investigate different sectors, job roles and career paths in the digital media industry.

Performance Criteria

- (a) Gather information on different sectors of the digital media industry.
- (b) Gather information which describes a range of jobs and progression routes in the digital media industry.
- (c) Organise and present findings clearly in an appropriate format.

OUTCOME 2

Investigate the key stages in the development and production process for a digital media product.

Performance Criteria

- (a) Describe what is involved at each of the key stages.
- (b) Identify who is involved at each of the key stages.

OUTCOME 3

Investigate skills and attributes relevant to an identified job in the digital media industry.

- (a) Select a job in the digital media industry of personal interest.
- (b) Identify the skills and attributes relevant to the identified job.
- (c) Identify own skills and attributes relevant to the identified job.
- (d) Identify areas for personal development for the identified job.

OUTCOME 4

Review and evaluate own performance in specified employability skills.

Performance Criteria

- (a) Seek advice and take account of feedback from others when reviewing own employability skills.
- (b) Identify own strengths and weaknesses in specified employability skills.
- (c) Identify areas for improvement in specified employability skills and set relevant goals.
- (d) Evaluate progress in achieving goals over an agreed period of time.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Introduction to the Industry

EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence must be produced to demonstrate that all Outcomes and Performance Criteria have been met. Practical activities must be carried out either in a realistic working environment or a real workplace.

Outcomes 1, 2 and 3 — Written/Oral evidence

The candidate and the teacher/lecturer will agree **three** different sectors of the digital media industry to investigate. The evidence will be gathered in an individual folio of evidence.

The folio should include:

- ◆ a brief description of the types of digital media products each sector is engaged in providing
- ◆ information on three job roles from the digital media industry to include:
 - key responsibilities of the job
 - a possible progression route from each of the three jobs identified
- ◆ a description of the key stages in developing and producing a digital media product to include:
 - what is involved at each stage
 - the people involved at each stage

Candidates will be provided with a list of the key stages.

- ◆ for one job, which will be selected by the candidate:
 - the skills and attributes required including any necessary qualifications
 - a review of own skills and attributes against the job requirements
 - identification of areas for personal development in relation to the job requirements

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit.

The folio should be in a format appropriate to the needs of the candidate. Further guidance is given in the support notes.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Introduction to the Industry

Outcome 4 — Written/Oral evidence

Candidates will review and evaluate their performance following a discussion with the teacher/lecturer. They will also identify areas for improvement and set relevant goals. The evidence required will be **three** completed reviews which will give the candidate the opportunity to record their progress in developing employability skills. Candidates will be provided with a review template. It is expected that candidates will seek advice and feedback from others and be given support and guidance from the teacher/lecturer before completing the reviews. All reviews should seek feedback from teacher/lecturer and, as part of the final review, from peers.

The first review should take place at an early stage in the Unit, one should be completed throughout the Unit and the third should be carried out towards the end of the Unit. Candidates will complete the reviews based on their experiences to date.

Each review will record the candidate's analysis of own strengths and weaknesses in relation to the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ giving advice and feedback to others
- ◆ planning and preparation
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ good communication skills
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ awareness of the digital media industry
- ◆ contributing to discussions and practical projects
- ◆ being innovative and, sometimes, challenging
- ◆ interpretation of project briefs
- ◆ presentation and pitching skills
- ◆ setting targets

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes templates for candidate use and candidate review sheets, which include the specified employability skills. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

National Unit Specification: support notes

UNIT Creative Digital Media: Introduction to the Industry

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit has been designed as a mandatory Unit of the Creative Digital Media Course (Intermediate 1) and has been designed to be taken as part of that Course. However it may also be taken as a free-standing Unit.

This Unit introduces the candidates to different sectors of the digital media industry, the job roles and responsibilities of the people working within the industry and the development and production processes generally followed by the industry. This will require an understanding of the skills and attributes required for the various job roles and the identification of career pathways. It also focuses on the generic skills and attitudes valued by employers and provides opportunities for candidates to evaluate their own progress and to set goals to improve their employability profile.

Outcomes 1, 2 and 3

These Outcomes are intended to provide a basic introduction to the opportunities that exist in the digital media industry. The teacher/lecturer will agree with each candidate three sectors of the digital media industry to investigate. The candidates will carry out some basic research into their agreed sectors, which may involve reading, research using the Internet, the use of CD-ROMs, DVDs and videos, visiting real workplace environments and interacting with people who work in the industry.

Candidates will develop:

- ◆ investigative skills
- ◆ skills in presenting information through the production of the portfolio of evidence
- ◆ self-evaluation skills
- ◆ confidence to set achievable goals

The investigation should produce the following information about the industry:

- ◆ the range of digital media products
- ◆ the key stages in the development and production process of a digital media product which are relevant to all digital media products
- ◆ job roles and titles that exist in the digital media industry
- ◆ skills and attributes that would be appropriate to enter and progress in the industry, for example, working cooperatively with others, communication skills, planning and preparation, flexibility and adaptability

The candidate will also produce an evaluation of their personal skills and attributes in relation to a selected job in the digital media industry. Candidates should be encouraged to choose a job which relates to their personal interest.

National Unit Specification: support notes

UNIT Creative Digital Media: Introduction to the Industry

The Unit gives candidates the opportunity to take responsibility for improving their performance by identifying areas where personal development is required through self evaluation, taking feedback from others, setting goals for improvement, reflecting and evaluating. These skills are transferable to other vocational areas and will in general enhance candidates' employability.

Outcome 4

Where the candidate is taking this Unit as part of the Creative Digital Media (Intermediate 1) Course this Outcome should be integrated with the practical activities of the other Units in the Course.

During this Unit candidates will generate evidence in relation to the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ giving advice and feedback to others
- ◆ planning and preparation
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ good communication skills
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ awareness of the digital media industry
- ◆ contributing to discussions and practical projects
- ◆ being innovative and, sometimes, challenging
- ◆ interpretation of project briefs
- ◆ presentation and pitching skills
- ◆ setting targets

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Centres should ensure that candidates are allowed the opportunity to achieve all Outcomes and Performance Criteria for the Unit. Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and content, including those used by candidates in their evidence, and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outside the centre.

The involvement of industry practitioners should be sought since those working in the industry will have information and a strong knowledge of working conditions and practices as well as a firm understanding of production processes within today's companies. It is further advised, wherever possible, to attract practitioners both from different sectors and from different disciplines to give candidates as broad an experience as possible. Such practitioners will be able to give candidates a realistic view of the digital media industry, the range of options available in it and employment opportunities for new entrants.

National Unit Specification: support notes

UNIT Creative Digital Media: Introduction to the Industry

There are opportunities in this Unit for both individual and group activities.

Where this Unit is taken as part of the Creative Digital Media (Intermediate 1) Course, it is recommended that delivery is integrated with the other Units in the Course. It is important that those responsible for the delivery of this Unit as part of the above Course specify and identify where opportunities arise to develop and assess employability skills. This should be undertaken during induction to the Unit. It is important to ensure that candidates taking this Unit are provided with advice and guidance on what is expected of them when they are working in the digital media industry. Industry involvement at this stage will reinforce the value that employers place on employability skills. Candidates must be given clear information regarding:

- ◆ appearance
- ◆ attitude
- ◆ behaviour
- ◆ customer care
- ◆ working in a team

It is also important that candidates get support and feedback from a teacher/lecturer on their self evaluation and progress. Feedback should highlight aspects where candidates performed well and areas for improvement. Discussion with candidates, using the feedback, will help candidates to identify action points for improvement.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will carry out an investigation and organise and present information. Candidates will also be encouraged to take responsibility for improving their own performance through self-evaluation, taking feedback from others, setting goals for improvement, reflecting and evaluating. These are good opportunities for developing aspects of the Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Introduction to the Industry

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

For Outcomes 1, 2 and 3 a folio of evidence will be produced by each candidate. The evidence should be gathered during the first half of the Unit and the presentation of their findings should occur towards the end of the Unit. Teachers/lecturers, where possible, should give candidates the choice as to their preferred method of presentation. Candidates should be encouraged to be as imaginative as possible.

They could:

- ◆ present a written report with supporting evidence
- ◆ present a video diary
- ◆ present an electronic slide show
- ◆ set up a display
- ◆ present a folio
- ◆ produce a web page or blog

It is recommended that, when this Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, assessment for Outcome 4 is integrated with practical activities throughout the Course. This means that the evidence can be gathered at appropriate points during the Course. Opportunities to gather evidence can be found in the activities undertaken in the following Units:

Creative Digital Media: The Creative Process
Creative Digital Media: Hardware and Software
Creative Digital Media: Production Project

If this Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, evidence for Outcome 4 should be gathered over a period of time to allow the candidate the opportunity to record their progress in developing employability skills. This will allow the setting of goals after each of the reviews and progress to be noted at the following review. If candidates are taking this Unit as a free-standing Unit centres must ensure that they are given the opportunity to develop the specified employability skills over a period of time in relevant practical activities. Assessment records should be maintained and kept up to-date to track candidate progress and provide evidence for internal and external verification purposes.

The NAB pack provided for this Unit illustrates the standard that should be applied. It includes templates for candidate use and candidate review sheets, which include the specified employability skills. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment that is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres wishing to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Introduction to the Industry

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).



National Unit Specification: general information

UNIT Creative Digital Media: The Creative Process

CODE F5CW 10

SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in, digital media as well as those whose interest is more general.

In this Unit candidates will consider the basics of the creative process based on a given project brief, the job roles involved and the contribution of each role during the development and production process.

Candidates will learn about the creative process from the initiation of a brief, through the planning and development process to the final production and presentation of a creative solution to the brief. This will involve candidates in activities such as interpretation of the brief, research, developing a personal response and participating fully in the development of a team response to the brief.

Candidates will be encouraged to explore different solutions to a given brief and will contribute to a team presentation of the solution. They will also review the team response to the brief.

OUTCOMES

- 1 Prepare for team discussion about a given brief.
- 2 Contribute effectively to discussions on a team response to the brief.
- 3 Contribute to the preparation and delivery of the presentation of the team response to the brief.
- 4 Review the team response to the brief.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

Administrative Information

Superclass: KG

Publication date: October 2008

Source: Scottish Qualifications Authority

Version: 01

© Scottish Qualifications Authority 2008

This publication 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 Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

UNIT Creative Digital Media: The Creative Process

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills None

Core Skill component Critical Thinking at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Creative Digital Media: The Creative Process

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Prepare for team discussion about a given brief.

Performance Criteria

- (a) Identify existing digital media products which address similar objectives to the brief.
- (b) Develop a personal response to the brief for presentation to a team.
- (c) Describe how the personal response meets the requirements of the brief.

OUTCOME 2

Contribute effectively to discussions on a team response to the brief.

Performance Criteria

- (a) Present personal response to the team.
- (b) Respond appropriately to feedback on personal response.
- (c) Listen to and provide feedback on other team members' responses.
- (d) Contribute to the development of the agreed team response.

OUTCOME 3

Contribute to the preparation and delivery of the presentation of the team response to the brief.

Performance Criteria

- (a) Contribute to the identification of the elements of the presentation.
- (b) Contribute to the identification of agreed roles and responsibilities in the production of the presentation.
- (c) Carry out own agreed role in the production of the presentation.
- (d) Contribute to the identification of agreed roles and responsibilities in the delivery of the presentation.
- (e) Carry out agreed role in the delivery of the presentation.

National Unit Specification: statement of standards [cont]

UNIT Creative Digital Media: The Creative Process

OUTCOME 4

Review the team response to the brief.

Performance Criteria

- (a) Seek feedback from the audience of the presentation.
- (b) Evaluate whether the team response met the requirements of the brief.

EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence must be produced to demonstrate that all Outcomes and Performance Criteria have been met. Evidence will be gathered in open-book conditions at appropriate points throughout the Unit.

It is important to note that, while a variety of individuals (for example, candidates' peers, other students of the centre, teachers/lectures) may act as clients, practical activities must be carried out either in a realistic working environment or a real workplace.

The teacher/lecturer will provide a brief that outlines clearly the business problem that needs to be solved and sets out the terms under which it must be done.

Outcome 1 — Written and/or Oral evidence

Candidates are required to produce evidence that they have:

- ◆ identified two existing digital media products which address similar objectives to the brief
- ◆ developed a personal response to the brief
- ◆ described how the personal response meets the requirements of the brief. The candidate must compare the requirements given in the brief to the features of the personal response

The personal response will include:

- ◆ identification of the digital medium to be used
- ◆ a basic representation of the proposed response in a format appropriate to the needs of the candidate and the proposed response

Further guidance is given in the support notes.

National Unit Specification: statement of standards [cont]

UNIT Creative Digital Media: The Creative Process

Outcome 2 and 3 — Performance evidence

Candidates will be required by practical activity to demonstrate that they are able to:

- ◆ present a personal response to the team
- ◆ respond appropriately to feedback
- ◆ listen to and provide feedback on other team members' responses to the brief
- ◆ contribute to the selection of the agreed team response
- ◆ contribute to the identification of the elements of the presentation
- ◆ contribute to the identification of agreed roles and responsibilities in the production of the presentation
- ◆ carry out own agreed role in the production of the presentation
- ◆ contribute to the identification of agreed roles and responsibilities in the delivery of the presentation
- ◆ carry out agreed role in the delivery of the presentation

The presentation will demonstrate the team response to the brief and will include:

- ◆ identification of the digital medium to be used
- ◆ a representation of the proposed response in a format appropriate to the needs of the candidates and the proposed response

Further guidance is given in the support notes.

Candidates will maintain a record of their contribution to team discussions and the preparation and delivery of the presentation of the team response to the brief.

Assessor observation checklists must be used to provide evidence of performance.

Outcome 4 — Written and/or Oral evidence

Candidates will be required to provide evidence which includes:

- ◆ feedback from the audience of the presentation
- ◆ an evaluation of whether the team response met the requirements of the brief

Candidates will be provided with a review template.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

National Unit Specification: support notes

UNIT Creative Digital Media: The Creative Process

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit.

This Unit will introduce candidates to the creative development process as used in the digital media industry when responding to a brief. The teacher/lecturer will provide candidates with a brief which clearly outlines the business problem that needs to be solved and sets out the terms under which it must be done.

Candidates will begin to develop an understanding and knowledge of the various stages of the creative process.

The creative process works best when there is collaboration between the team and the client. The relationship between the team and the client is crucial to a successful Outcome. The first stage is to understand the requirements of the brief. Good communication is an essential part of the process. As potential practitioners in a highly commercial and creative team operating in the digital media industry, candidates should be responsive to new processes, technologies and information that will benefit their clients.

Candidates should be encouraged to be experimental and imaginative in the development of their ideas. They will be expected to show an awareness of industry developments.

The response to the brief should show awareness of media, target audience, deadlines, budgets and other influencing elements.

Candidates will contribute to a presentation (or pitch) to a ‘client’ or ‘clients’. This could be an actual client, or teachers/lecturers or members of the candidates’ peer group could act as clients. Candidates will have an opportunity to use various visual techniques and creative samples to demonstrate their ability to convince the audience of the validity and appropriateness of their proposals in solving the client’s problem creatively.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: The Creative Process

Employability Skills

In this Unit candidates will generate evidence for the following employability skills:

- ◆ working co-operatively with others
- ◆ planning and preparation
- ◆ being innovative and, sometimes, challenging
- ◆ taking advice and dealing with feedback
- ◆ giving advice and feedback to others
- ◆ good communication skills
- ◆ understanding roles and responsibilities in the workplace
- ◆ contributing to discussions and practical projects
- ◆ interpretation of project briefs
- ◆ presentation and pitching skills

Although not directly assessed in this Unit, there are also opportunities to develop the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ reviewing and evaluating own skills development
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ awareness of the digital media industry
- ◆ time management skills and working to deadlines

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Throughout the Unit, candidates should be encouraged to engage with industry practitioners. Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and content, including those used by candidates in their evidence, and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outside the centre.

Candidates should be encouraged to be experimental and imaginative in the development of their ideas and thoughts and the teacher/lecturer should assist candidates to develop their preparation, production and evaluation skills by offering hints, reminders, feedback and guidance about industry expectations. In this Unit candidates will work as part of a team. This could be a whole class group or the class could be split into smaller groups. The groups could be given the same brief or could be given different briefs which could reflect differing skills and interests.

Candidates will interact with their peers and contribute to a team ethos by taking notes during the creative process both from their own point of view and that of the team. These details should then be used to form the basis of the evaluation in Outcome 4.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: The Creative Process

Candidates should also be encouraged to meet with industry practitioners as this will help them to learn about working practices and processes within the digital media industry. Talks by industry practitioners would create meaningful links and the production of ‘real’ brief opportunities.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will develop a response to a brief, take part in team discussions, contribute to a presentation and review the team response to the brief. These are good opportunities for developing aspects of the Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The teacher/lecturer will provide a brief that outlines clearly the business problem that needs to be solved and sets out the terms under which it must be done.

For Outcome 1, the candidate must provide evidence that they have identified two digital media products which address similar objectives to the brief. This should be in a form suitable for the needs of the candidate and could be, for example, a folio containing some or all of the following:

- ◆ newspaper/magazine clippings
- ◆ posters
- ◆ screenshots from websites
- ◆ photographs
- ◆ a written report

Candidates should show how these address similar requirements to the brief.

Candidates will develop a personal response to the brief which will include:

- ◆ identification of the digital medium to be used
- ◆ a basic representation of the proposed response in a format appropriate to the needs of the candidate and the proposed response

Candidates should be encouraged to be as imaginative as possible. Candidates could:

- ◆ produce a slide show
- ◆ produce a storyboard

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: The Creative Process

The response should include a basic outline of how the digital media content would look or sound – this could include text, drawings, notated colour roughs, screenshots, audio clips, video clips or any other appropriate material.

The evidence for Outcomes 2 and 3 will consist of a candidate record of their contribution to team discussions and the preparation and delivery of the presentation of the team response to the brief. This should be in a form appropriate to the needs of the candidate such as a diary, log book, or blog. Assessor observation checklists must also be used. The team response will include similar elements to those described above for the personal response but will be used in a presentation ('pitch') to a 'client' and as such will be more fully developed than the personal response. All members of the team will contribute to the preparation, production and delivery of the team response. The pitch should show how the proposed response meets the requirements of the brief and as such should be designed to convince a 'client'.

In Outcome 4 candidates will produce a review of the team's response to the brief. The review should refer to the creative process involved in preparing, developing and producing a solution in response to the brief and include feedback from the audience of the presentation. It must include an evaluation of whether the team response met the requirements of the brief and clearly identify the strengths and weaknesses of the individual candidate.

Evidence for this Outcome will take the form of a candidate review sheet. This review should be carried out towards the end of the candidates' programme of activities for this Unit

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).



National Unit Specification: general information

UNIT Creative Digital Media: Hardware and Software

CODE F5CX 10

SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in, digital media as well as those whose interest is more general.

Hardware and software are the tools of the trade in the digital media industry. They assist at almost every stage of the production process. In this Unit candidates will learn about the identification, selection and use of appropriate hardware and software, the creation and capture of content and the editing and manipulation of created and captured content. Candidates will also learn to ensure content is stored appropriately.

OUTCOMES

- 1 Identify and explain the purpose of the hardware and software in a given digital media project.
- 2 Research possible digital media content for the given project.
- 3 Plan the creation and capture of digital media content for the given project.
- 4 Produce digital media content for the given project.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Administrative Information

Superclass: KG
Publication date: October 2008
Source: Scottish Qualifications Authority
Version: 01

© Scottish Qualifications Authority 2008

This publication 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 Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

UNIT Creative Digital Media: Hardware and Software

CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills Information and Communication Technology at SCQF level 4

Core Skill components Critical Thinking at SCQF level 4
 Planning and Organising at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Creative Digital Media: Hardware and Software

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Identify and explain the purpose of the hardware and software in a given digital media project.

Performance Criteria

- (a) Identify the main hardware and software needed for the given project.
- (b) Explain the purpose of each piece of hardware and software identified.

OUTCOME 2

Research possible digital media content for the given project.

Performance Criteria

- (a) Investigate possible digital media content.
- (b) Investigate possible sources of the digital media content.
- (c) Evaluate the possible digital media content.

OUTCOME 3

Plan the creation and capture of digital media content for the given project.

Performance Criteria

- (a) Outline appropriate, expected quality of digital media content.
- (b) Identify digital media content to meet the project requirements.
- (c) Identify the hardware and software required to create and capture the digital media content.
- (d) Identify timescales for the creation and capture of the digital media content.
- (e) Describe the steps which should be taken before using copyright-protected content.

OUTCOME 4

Produce digital media content for the given project.

Performance Criteria

- (a) Select, set up and adjust hardware and software to allow suitable capture and creation of digital media content.
- (b) Capture existing digital media content and store it appropriately.
- (c) Create new digital media content and store it appropriately.
- (d) Edit the digital media content to meet the needs of the project and store the edited content appropriately.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Hardware and Software

EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates meet the requirements of all the Outcomes and Performance Criteria.

Practical activities must be carried out either in a realistic working environment or a real workplace.

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit. Evidence of Outcomes 1, 2 and 3 will be gathered in a candidate folio.

Candidates will be provided with a digital media project

Outcome 1 — Written and/or Oral evidence

The evidence for Outcome 1 will be in the form of written and/or recorded oral evidence which demonstrates that the candidate has identified the main hardware and software needed for the given project and has explained the purpose of each piece of hardware and software identified

Outcome 2 — Written and/or Oral evidence

The evidence for Outcome 2 will consist of a folio containing **ten** items of digital media content across **three** different types of digital media content drawn from audio, video, graphics, photographs, animations, text. For each item the candidate will evaluate whether it meets the requirements of the project and will identify **two** possible sources.

Further guidance is given in the support notes.

Outcome 3 — Written and/or Oral evidence

The evidence for Outcome 3 will consist of a plan devised by the candidate. The plan must be based on the given project. The plan will include details of:

- ◆ the appropriate expected quality of the digital media content
- ◆ **two** items of digital media content to be created by the candidate
- ◆ **three** items of digital media content to be captured from existing sources
- ◆ hardware and software required to create and capture the digital media content
- ◆ timescales for the creation and capture of the digital media content
- ◆ the steps to be taken before using copyright protected digital media content

The digital media content to be created and captured must be across two different types of digital media content drawn from audio, video, graphics, photographs, animations, text.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Hardware and Software

Outcome 4 — Performance and Product evidence

The evidence for Outcome 4 will consist of performance and product evidence, which demonstrates that the candidate can:

- ◆ select, set up and adjust hardware and software to allow suitable capture and creation of digital media content for the project
- ◆ capture existing digital media content for the project and store it appropriately
- ◆ create new digital media content for the given project and store it appropriately
- ◆ edit the digital media content to meet the needs of the project and store the edited content appropriately

Product evidence will consist of **two** items of created digital media content and **three** items of captured digital media content and the edited versions of each.

The digital media content created and captured must be across two different types of digital media content drawn from audio, video, graphics, photographs, animations, text.

An assessor observation checklist must be used to provide evidence of performance.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example projects and plans and assessor observation checklists. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

National Unit Specification: support notes

UNIT Creative Digital Media: Hardware and Software

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit.

The overall aim of this Unit is to enable candidates to plan then capture and create digital media content intended for a media project involving at least two different types of digital media content. The candidate will learn about the hardware and software involved in this process. The candidate will then edit and manipulate digital media content for the given project.

The Unit will provide candidates with the knowledge and skills required to manipulate digital media files using industry standard file types. The candidate will also gain knowledge of the correct use of appropriate file types, quality settings, correct storage and labelling processes. Hardware could include computer, digital video camera, digital camera, scanner, microphone. Software could include video, graphic and sound editing software. Any appropriate hardware/software can be used to deliver the Unit. The software in particular is open to choice, providing that it is capable of providing the capture and manipulation processes required. Candidates should be encouraged to consider using open source software.

Employability Skills

In this Unit candidates will generate evidence for the following employability skills:

- ◆ planning and preparation
- ◆ taking advice and dealing with feedback
- ◆ reviewing and evaluating own skills development
- ◆ time management skills and working to deadlines
- ◆ setting targets
- ◆ organisational skills
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software

Although not directly assessed in this Unit, there are also opportunities to develop the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ good communication skills
- ◆ being innovative and, sometimes, challenging
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ awareness of the digital media industry
- ◆ interpretation of project briefs

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Hardware and Software

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Throughout the Unit, candidates should be encouraged to engage with industry practitioners. Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and content, including those used by candidates in their evidence, and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outwith the centre.

If the Unit is being taken as part of the Creative Digital Media (Intermediate 1) Course, delivery could be integrated with that of the Unit *Creative Digital Media: The Creative Process* in that the same projects could be used for both Units.

The project, which is created by the centre and forms the basis of the tasks the candidates work on, may be based on a number of differing digital media which may include either radio, television/DVD, digital/computer games and software, publishing or websites or others.

The plan should outline the expected quality of the digital media content for the purpose, eg in the case of video content, the project may require a video clip which is to be deployed as broadcast quality, web quality, or mobile phone quality. This will affect the choice of equipment, choice of software and file type used to store the digital media content and file size.

Learning and teaching for this Unit should be candidate-centred, participative and practical wherever possible. The project will be the focus for the candidates and be the driver for the candidates to carry out the practical activities in the Unit. It is important that an initial plan is created early on and that candidates understand that self discipline in sticking to timescales and plans is a very important employability skill.

Outcomes 2 and 4 should form the main part of the Unit. Candidates must have access to appropriate hardware and software that will allow them to carry out their plan.

As far as possible, the candidate should work to their plan independently as this will allow the assessor to ensure that the evidence assessed directly relates to individual candidates. The candidate however should still be encouraged to work with others where the opportunities arise, for example when creating and capturing material.

Although for assessment purposes candidates are only required to research three types of digital media content, they should be encouraged to explore as wide a range as possible in order to provide a broad learning experience. Similarly they should be encouraged to capture and create digital media content in as wide a range as possible.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Hardware and Software

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will carry out research, develop a plan, use hardware and software and review their performance. These are good opportunities for developing aspects of the Core Skills:

- ◆ Information Technology
- ◆ Problem Solving

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Candidates must be provided with a digital media project that will allow them to generate the required evidence for this Unit. In carrying out the requirements of this Unit, it is important that candidates go beyond the use of wizards and templates which, although available to them, are restrictive.

Outcome 1 could be assessed by response to short answer questions.

The evidence for Outcome 2 will consist of a folio containing ten items of digital media content across three different types of digital media content drawn from audio, video, graphics, photographs, animations, text. For each item the candidate will evaluate whether it meets the requirements of the project and identify two possible sources. The folio could be paper based or electronic or a mixture of the two.

The plan created in Outcome 3 could be a simple paper-based or electronic outline plan that fully covers all the Performance Criteria for Outcome 3. The emphasis should be on the candidate setting realistic goals that are achievable.

The evidence for Outcome 4 will consist of performance and product evidence.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example projects, plans and assessor observation checklists. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Hardware and Software

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).



National Unit Specification: general information

UNIT Creative Digital Media: Production Project

CODE F5CY 10

SUMMARY

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in, digital media as well as those whose interest is more general.

The Unit provides candidates with opportunities to work individually and as part of a team in all aspects of the practical development and production of two digital media products.

Starting with the development of a project brief, the team will identify two complementary digital media products to satisfy the requirements of the brief and will then move on to the planning phase before undertaking the production of two digital media products. Candidates will review and evaluate their own contribution to the project.

OUTCOMES

- 1 Contribute to the development of a digital media brief including the identification of complementary digital media products.
- 2 Contribute to the planning of the production phase for the complementary digital media products.
- 3 Contribute to the production phase for the complementary digital media products.
- 4 Review and evaluate own contribution to the project.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

Administrative Information

Superclass: KG

Publication date: October 2008

Source: Scottish Qualifications Authority

Version: 01

© Scottish Qualifications Authority 2008

This publication 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 Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

UNIT Creative Digital Media: Production Project

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills Working with Others at SCQF level 4

Core Skill component(s) None

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Creative Digital Media: Production Project

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Contribute to the development of a digital media brief including the identification of complementary digital media products.

Performance Criteria

- (a) Contribute to discussion and negotiation on the development of the brief.
- (b) Contribute by co-operatively sharing ideas, including agreeing working methods and rules.
- (c) Contribute to the identification of complementary products in different digital media.

OUTCOME 2

Contribute to the planning of the production phase for the complementary digital media products.

Performance Criteria

- (a) Contribute to the preparation of a detailed schedule for the products within the identified constraints.
- (b) Contribute to the identification of practical skills and equipment required to create the products.
- (c) Contribute to the allocation of roles and responsibilities in the production phase, taking account of individual strengths and preferences.
- (d) Identify and agree own tasks in the production phase.

OUTCOME 3

Contribute to the production phase for the complementary digital media products.

Performance Criteria

- (a) Prepare all necessary resources for the production phase in accordance with the schedule, allocated roles and the brief.
- (b) Carry out allocated roles and tasks to complete the products, seeking and offering support from others as required.
- (c) Contribute to discussions to ensure the digital media products meet the requirements of the brief.
- (d) Comply with relevant health and safety and copyright requirements throughout the production phase.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Production Project

OUTCOME 4

Review and evaluate own contribution to the project.

Performance Criteria

- (a) Review own contribution to the project taking account of feedback from others.
- (b) Identify strengths in own contribution to the project.
- (c) Identify areas for improvement in own contribution to the project.

EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates meet the requirements of all the Outcomes and Performance Criteria.

Practical activities must be carried out either in a realistic working environment or real workplace.

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit.

For Outcomes 1, 2 and 3, performance evidence is required to demonstrate that the candidate has:

- ◆ contributed to discussing and negotiating the brief
- ◆ contributed by co-operatively sharing ideas, including agreeing working methods and rules
- ◆ contributed to the identification of **two** complementary products, each in a **different** digital medium, that satisfy the requirements of the brief within given constraints
- ◆ contributed to the preparation of a detailed schedule for the **two** products within the identified constraints
- ◆ contributed to the identification of practical skills and equipment required to create the **two** products
- ◆ contributed to the allocation of roles and responsibilities in the production phase, taking account of individual strengths and preferences.
- ◆ identified and agreed own tasks in the production phase
- ◆ prepared all necessary resources for the production phase in accordance with the schedule, allocated roles and the brief
- ◆ carried out allocated roles and tasks to complete the **two** products, seeking and offering support from others as required
- ◆ contributed to discussions to ensure the digital media products meet the requirements of the brief
- ◆ complied with relevant health and safety and copyright requirements throughout the production phase

Candidates will maintain a record of their contribution to team discussions and the planning and production of the two complementary products. Assessor observation checklists must be used to provide evidence of performance.

National Unit Specification: statement of standards (cont)

UNIT Creative Digital Media: Production Project

For Outcome 4, candidates will be required to provide evidence which includes:

- ◆ feedback from the teacher/lecturer
- ◆ statement of own strengths and areas for improvement in their contribution to the project

Candidates will be provided with a review template.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example project briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

National Unit Specification: support notes

UNIT Creative Digital Media: Production Project

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit.

Candidates will contribute to structured group productions, which involve the design and making of two complementary digital media products which meet the same project brief. eg a website and a game or a DVD and a radio advertisement which may share the same content. Candidates will be given experience of workplace practices and the issues which face digital media professionals, such as health and safety requirements, copyright law, good timekeeping, use of appropriate technology and adapting to the requirements of a brief. Candidates will contribute to the development and production of two complementary products each in a different digital medium addressing the requirements of the same brief. The same content may be included in the two products

Products will be chosen from a variety of digital media, ie radio, television/DVD, digital/computer games and software, publishing and websites

The brief should be on a topic appropriate to digital media industry and it should specify medium, purpose, audience/client, length and time frame. Candidates should be able to negotiate creative parts of the brief.

Candidates should learn about research and planning which should involve:

- ◆ topic research
- ◆ audience/client and product research
- ◆ technological resource requirements
- ◆ health and safety
- ◆ planning of content and style
- ◆ production stages and scheduling
- ◆ task allocation
- ◆ copyright and other legal constraints

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Production Project

Employability Skills

In this Unit candidates will generate evidence for the following employability skills:

- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ planning and preparation
- ◆ good communication skills
- ◆ contributing to discussions and practical projects
- ◆ time management skills and working to deadlines
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ understanding roles and responsibilities in the workplace

Although not directly assessed in this Unit, there are also opportunities to develop the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ reviewing and evaluating own skills development
- ◆ presentation and pitching skills
- ◆ setting targets
- ◆ awareness of the digital media industry

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Throughout the Unit, candidates should be encouraged to engage with industry practitioners.

Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outwith the centre.

It is important that candidates develop knowledge about health and safety issues and develop some awareness of legal issues involved in the digital media industries. Candidates will be involved in experiential learning through various practical experiences and activities appropriate to the digital media industries. Candidates should experience workplace conditions and should conduct themselves in a manner appropriate to the industry. Although it is not an assessment requirement, it would be beneficial to candidates if they present their two digital media products to a ‘client’ — this might be a teacher or a local industry practitioner who can comment constructively on the digital media products and the candidates’ and team’s efforts.

Candidates will carry out practical tasks in the different chosen digital media as well as receiving instruction in health and safety procedures. Teaching and learning will also include demonstrations of practical work by teachers/lecturers although the main experience for candidates should be hands on application of technology.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Production Project

In order to raise the candidates' awareness of local digital media industries and the realities of the workplace, visits to local media firms should be encouraged. Visits from digital media practitioners should also be encouraged. Candidates should also be encouraged to extend their learning by researching digital media on the Internet.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will be involved, as part of a group, in planning and making products in response to a brief. They will also review their own contribution to meeting the brief. These are good opportunities for developing aspects of the Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Outcomes 1, 2 and 3 will be assessed using assessor observation checklists. Candidates will also maintain a record of their contribution to team discussions and the planning and production of the two complementary products. This record should be in a format appropriate to the needs of the candidate and could be, for example, a diary, log book or blog. Although not mandatory, it would be good practice to ensure that the complementary products, produced within this Unit, are retained for the purposes of providing supporting evidence of the production Outcomes and of a candidate's performance.

In Outcome 4 the candidate will produce a review of their performance including feedback from the teacher/lecturer and identifying their strengths and areas for improvement. Candidates could review the record kept for the first three Outcomes to help in this task.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example project briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

National Unit Specification: support notes (cont)

UNIT Creative Digital Media: Production Project

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).