



Arrangements for:

**HNC Creative Industries:
Professional Writing Skills**

Group Award Code: G8MY 15

Validation date: June 2007

Date of original publication: August 2008

Version: 05 (March 2017)

Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a Unit is revised by another Unit:

- ◆ No new centres may be approved to offer the Unit which has been revised.
- ◆ Centres should only enter candidates for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version number	Description	Date
05	Revision to Unit: DV0M 34 Work Experience has been replaced by HJ4W 34 and will finish on 31/07/2019 for the HNC Framework only.	29/03/2017
04	The addition of optional Units: F7PW 34 – Journalism Skills: Introduction to Industry and Practice DW9R 34 – Film Theory FF44 35 – Creative Industries: Enterprise Activity D7XK 35 – Editing and Proof-reading A6T0 34 – Freelance Working Skills DG3W 34 – Creating Drama Scripts	17/01/2017
03	DM0W 34 <i>Creative Project</i> finish date removed and H4A2 34 <i>Creative Content Generation</i> removed from framework.	06/05/14
02	Revision of Unit: DM0V 34 Creative Industries: An Introduction has been revised by H4A1 34 and will finish on 31/07/2015. Revision of Unit and Unit Title: DM0W 34 Creative Project has been revised by H4A2 34 Creative Content Generation and will finish on 31/07/2015.	19/09/13

Contents

1	Introduction.....	1
2	Rationale for the revision of the Group Award	1
2.1	Background on the revision of the award.....	1
2.2	Market research and consultation process	2
3	Aims of the Group Award	3
3.1	General aims of the Group Award.....	3
3.2	Specific aims of the Group Award	3
3.3	Target groups.....	4
3.4	Employment opportunities	4
4.1	Recommended access.....	4
4.1.1	Formal qualifications.....	4
4.1.2	Work experience.....	5
4.2	Recommended Core Skills entry and exit levels	5
5	Group Award structure	6
5.1	Framework.....	6
5.2	Mapping information.....	8
5.2.1	Relationship of General and specific aims to Units	8
5.2.2	Mapping of Occupational Standards	9
5.3	Articulation, professional recognition and credit transfer	9
6	Approaches to delivery and assessment.....	12
6.1	Part-time candidates	12
6.2	Assessment	12
6.3	Unit clusters.....	13
7	General information for centres.....	14
8	General information for candidates	14
9	Glossary of terms	15
10	Appendices	16
	Appendix 1: National Occupational Standards	17
	Appendix 2: Suggested delivery schedule.....	21
	Appendix 3: Progression routes.....	22
	Appendix 4: Core Skills	23

1 Introduction

This is the Arrangements Document for the revised HNC in Creative Industries: Professional Writing Skills, which was validated in June 2007. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

This revised HNC in Creative Industries: Professional Writing Skills qualification is designed to equip candidates with the knowledge, understanding and skills required for success in current and future employment or for progression to further academic and/or professional qualifications. It is a revision and replacement for HNC Professional Writing Skills (G19F 15).

The title of the Group Award reflects the wide range of skills across the various related media, including creative writing, scriptwriting and writing for radio. Recognition of the skills of writing for the visual/creative media industries and links with the creative industries also influenced the title, and the use of 'Professional' reflects the level of skill required and attained.

2 Rationale for the revision of the Group Award

2.1 Background on the revision of the award

Significant cultural, artistic and social change in the closing decades of the 20th and opening decade 21st centuries have radically altered the structures and interests of employing organisations, and the expectations of potential employees in contemporary Scotland.

The fragmentation of heavy industry and other large local employers, the pressure of new technology, the proliferation of part-time employment and the upsurge of interest in Scottish culture and art have created a culture where the smaller 'high-tech' and arts or media related company flourishes. Employment opportunities now lie less in the delineated factory or office job, than in the multi-skilled fields of media, the arts and entertainment where the general public choose to channel their personal interests in music, television, journalism, creative writing, screenwriting, publishing, performance or broadcast.

The primary aim of the HNC Creative Industries: Professional Writing Skills is to provide the competences required by employers for entry-level positions or freelance contracts in publishing, newspaper or magazine journalism, screenwriting, writing for radio, creative writing, media production, education or the book trade.

Key strengths of the qualification are its stress on the compatibility of skills and disciplines across the fields of writing, and its concentration on developing candidates' confidence in their imaginative powers. Selected Units require the candidate to produce ideas, while others allow for the development of those ideas in different media.

The new award has a broad scope, offering candidates opportunities to develop and progress in a variety of ways within differing organisations, or through self-employment. Thus, a ‘story’ or line of thought may be researched and produced in one field such as journalism, and extended and developed into a larger piece of work in another, such as screenwriting. Alternatively, a small idea produced by the subconscious in a creative writing exercise may be fleshed out, changed, revised, rejected or grown into a much bigger version in radio scriptwriting or journalism; the development of original thoughts and insights through different drafts, revisions and reworking being a key aspect of the course.

The demonstration and practice of these skills, and the ability to apply them to a range of fictional and non-fictional forms across different media, is highly beneficial for the multi-skilled work patterns and devolved responsibilities in the contemporary business environment. Practise of these skills allows candidates to respond to rapidly changing demands, and to recognise and exploit opportunities. The award therefore, seeks to foster an innovative, enterprising and creative approach in candidates, to develop key skills for employability, whilst also allowing for measurement of candidate achievement and distance travelled.

2.2 Market research and consultation process

The review process included a number of consultation exercises with a range of groups, undertaken by the Qualifications Design Team during the period August 2004 to November 2006. This involved extensive consultation with stakeholder groups including candidates, delivering centres, employers, HE institutions, and Skillset.

This consultation process confirmed the considerable demand for and interest in the proposed award, its relevance to employers, and provided clear direction as to the type of content which should be included in the proposed revised HNC.

Employers contacted for the review of the HNC award included freelance media producers, producers employed by large organisations, producers involved with community organisations, and publishers and agents, who were involved with commissioning creative novels, educational textbooks, and a wide variety of film and TV writing.

Sector Skills in scriptwriting were scrutinised and verified at a one-day seminar where professional screenwriters and producers were invited to comment on the proposed framework and the content of the course. Participants included screenwriters and producers with credits including various successful TV drama and feature length productions.

The QDT reviewed and used the information from the consultation process to confirm the proposed title, rationale and aims of the award, formulate proposed access arrangements, produce the structure and develop the Graded Unit. Consideration was given to other new developments in related subject areas, such as Communication with Media and Journalism HNCs. Consideration was also given to the growth of creative writing courses in HE, in order to allow progression routes to be developed.

All of the information collected during the consultation was invaluable in the redrafting of the structure and content and the new award is designed providing the skills and knowledge to access those identified employment and articulation pathways for successful candidates.

3 Aims of the Group Award

The title of the Group Award reflects the wide range of skills across the media, including creative writing, scriptwriting and writing for radio. Recognition of the skills of writing for the visual/creative media industries and links with the creative industries also influenced the title, and the word ‘Professional’ reflects its intended level.

3.1 General aims of the Group Award

General aims of the award are to:

- 1 Provide the competences required by many other types of employers — that is, the ability to communicate in a wide range of written (or spoken) forms in a range of situations, across the range of employment situations, including full-time, part-time or freelance work.
- 2 Foster an innovative, enterprising and creative approach in candidates to enable candidates to progress to further academic or professional qualifications, either before embarking on a writing career, or parallel to it.
- 3 Develop key skills for employability.
- 4 Provide a basis for future career and personal development.
- 5 Build on previously acquired transferable skills.

3.2 Specific aims of the Group Award

Specific aims of the award are to allow candidates to:

- 6 Train for entry to a range of positions in arts, media, journalism or book trade organisations.
- 7 Develop and apply a range of vocational knowledge and skills to the business of writing and selling pieces of writing.
- 8 Produce a portfolio of completed work, possibly including some published material, useful for consideration by publishers, as material for readings, as a sample of work for employers, as evidence of an interest in the arts and media, as proof of personal achievement, and/or for entry to academic institutions.
- 9 Develop the ability to analyse ideas and extend them across forms or genres.
- 10 Develop the ability to synthesise ideas within and across forms or genres.
- 11 Develop competences in research and task analysis.
- 12 Develop competences in planning short-term and long-term tasks, and managing them to a conclusion.
- 13 Adopt an innovative and creative approach to their work and be able to respond quickly to the demands of the creative environment.

3.3 Target groups

This Group Award is suitable for a wide range of candidates including:

- ◆ school leavers
- ◆ adult returners to education
- ◆ people changing direction/seeking a career change
- ◆ candidates studying related subject areas (such as media analysis and TV production)
- ◆ candidates in employment who wish to enhance their career prospects
- ◆ candidates who wish to pursue a career in writing
- ◆ part-time candidates wishing to broaden skills and knowledge

3.4 Employment opportunities

Potential employment pathways following achievement of the HNC include:

- ◆ freelance writing opportunities in film, TV and radio
- ◆ employment within media industries (print and broadcast)
- ◆ employment with publishing companies
- ◆ entrepreneurial opportunities

4 Access to Group Award

Applicants may come from a wide variety of backgrounds and experiences, some with first degrees, some with very wide life experiences, some without formal qualifications and those who may have experienced social exclusion. The access for this HNC is designed to encourage and support inclusiveness by providing an entry route for applicants with both traditional and non-traditional entry profiles.

4.1 Recommended access

As with all SQA qualifications, access to the awards will be at the discretion of the centre. The following recommendations are for guidance only.

4.1.1 Formal qualifications

Some examples of appropriate formal entry qualifications are specified below. These are not exhaustive or mutually exclusive and may be offered in a variety of combinations:

- ◆ a National Certificate Group Award in related subject areas such as Media Studies, Communications, Creative Writing, Social Science at SCQF level 5 or above
- ◆ NQ passes in Communication (NC) (EE3T 12) **and** Literature 1 (E9X8 12); or equivalent Units of study
- ◆ Higher English (SCQF level 6) or equivalent
- ◆ a first degree.

Accreditation of prior experiential learning or alternative formal qualifications should be considered on an individual candidate basis by centres. A strong interest in professional writing should be considered, and may be evidenced in a folio of candidate work presented at interview.

The folio should consist of self generated work ie school/course work will not provide sufficient evidence of a strong interest in professional writing. However, folios may include writing undertaken over a period of years prior to application for the course, and may show the need for revision, further research or for a different approach. They may also consist of a collection of material candidates wish to develop throughout the year in order to apply for further study at an HE institution. There should be no demand that any folio work has been published.

In the absence of a suitable folio, candidates should be required to produce work within an agreed deadline.

4.1.2 Work experience

Candidates with suitable relevant work experience may be accepted for entry provided the centre believes that they are likely to benefit from undertaking the award. In this subject area it is common for candidates to have some prior experience of writing, and to be able to produce extensive portfolios. Some candidates may have experience in media such as print media, radio or film production, which while beneficial, should not be a prerequisite.

For any candidates who have gained no work experience prior to undertaking the HNC but wish to do so, the HN Unit *Work Experience* (DV0M 34) is available as an option, subject to particular centres' delivery modes.

4.2 Recommended Core Skills entry and exit levels

The recommended Core Skills entry and corresponding exit levels for the Group Award are as follows:

Core Skills	Recommended Entry SCQF level	Recommended Exit SCQF level
Communication	6	6
Information Technology	4	5
Numeracy	4	5
Problem Solving	5	6
Working with Others	5	6

Opportunities to develop all Core Skills have been identified throughout the mandatory and optional sections of the Group Award (see Section 5 and Appendix 4).

5 Group Award structure

5.1 Framework

Mandatory Units

Unit code	Unit title	SQA credit value	SCQF credit points	SCQF level
H4A1 34	Creative Industries: An Introduction*	1	8	7
DH4F 34	Writing for the Media	1	8	7
F1WK 34	English Language Skills: Correcting Creative Text	1	8	7
D7MB 34	Creative Writing for Vocational Purposes	1	8	7
FC10 34	Creative Writing: Generating and Pitching Ideas	1	8	8
D7MA 34	Literature: Close Reading Skills	1	8	8
DM0W 34*	Creative Project	2	16	7
F26M 34	Creative Industries: Professional Writing Skills: Graded Unit 1	1	8	7
Total mandatory Unit credits		9		

Optional Units

A minimum of three SQA credits (24 SCQF credit points) must be achieved from the following Units.

Unit code	Unit title	SQA credit value	SCQF credit points	SCQF level
DM2G 35	Television Scriptwriting: Non-Factual Programmes	2	16	8
D7MC 35	Narrative in Fiction and Film	1	8	8
A5DT 34	Literature: Contextual Analysis	2	16	7
F1C1 34	Scriptwriting for Radio	1	8	7
F1RD 34	Journalism: Research and Interview Skills	1	8	8
F1N2 34	Journalism: Feature Writing	1	8	7
DF5Y 34	Desk Top Publishing	1	8	7
DE30 35	Narrative and Genre in Computer Games	2	16	8
DE2X 35	Interactive Fiction	2	16	8
HJ4W 34	Work Placement*	1	8	7
F7PW 34	Journalism Skills: Introduction to Industry & Practice	1	8	7
DW9R 34	Film Theory	1	8	7
FF44 35	Creative Industries: Enterprise Activity	1	8	8
D7XK 35	Editing & Proof-reading	1	8	8
A6T0 34	Freelance Working Skills	1	8	7
DG3W 34	Creating Drama Scripts	1	8	7
Total mandatory Unit credits		9		

Total optional choice	3		
------------------------------	----------	--	--

*Refer to History of Changes for revision changes.

For a candidate to achieve the HNC Creative Industries: Professional Writing Skills, they would require to attain all the mandatory Units (72 SCQF credit points/9 SQA credits) and optional Units worth 24 SCQF credit points/3 SQA credits.

Graded Unit

There is one single credit, project-based Graded Unit within the Group Award, worth 8 SCQF credit points.

The HNC Creative Industries: Professional Writing Skills award puts emphasis on generating ideas and producing original work. A project-based assessment in which candidates are encouraged to undertake many of the skills required by job sets in this vocational area – research, planning, development of ideas, rejection of ideas, production of fleshed out ideas and ultimately the production of a portfolio of work to increase their ‘employability’ — provides a fitting showcase of candidates’ work.

Core Skills

For information on the recommended entry and exit Core Skills levels, please see Section 4.2.

For information on how and where Core Skills may be developed across the framework, please see Appendix 4.

5.2 Mapping information

5.2.1 Relationship of General and specific aims to Units

Relationship of the aims to mandatory Units

Unit code	Unit title	Credit value	Aims met
H4A1 34	Creative Industries: An Introduction*	1	1, 2, 4, 5, 6, 13
DH4F 34	Writing for the Media	1	1, 2, 3, 4, 8, 9, 10, 12
F1WK 34	English Language Skills: Correcting Creative Text	1	1, 3, 4, 5, 11
D7MB 34	Creative Writing for Vocational Purposes	1	2, 3, 6, 7, 8, 10
FC10 34	Creative Writing: Generating and Pitching Ideas	1	2, 4, 7, 9, 10, 11, 13
D7MA 34	Literature: Close Reading Skills	1	2, 4, 5, 9, 10
H4A2 34	Creative Content Generation*	2	1, 3, 4, 6, 7, 8, 10
F26M 34	Creative Industries: Professional Writing Skills: Graded Unit 1	1	All

Relationship of the aims to optional Units

Unit codes	Unit title	Credit value	Aims met
DM2G 35	Television Scriptwriting: Non-factual Programmes	2	1, 2, 4, 8, 10
D7MC 35	Narrative in Fiction and Film	1	1, 2, 8, 10,12,13
A5DT 34	Literature: Contextual Analysis	2	1, 3,5, 6, 9
F1C1 34	Scriptwriting for Radio	1	1, 2, 4, 6,8
F1RD 34	Journalism: Research and Interview Skills	1	
F1N2 34	Journalism: Feature Writing	1	
DF5Y 34	Desk Top Publishing	1	1, 3, 4, 5,
DE30 35	Narrative and Genre in Computer Games	2	1, 2, 4, 8, 10
DE2X 35	Interactive Fiction	2	1, 2, 4, 8
HJ3W 34	Work Placement*	1	1, 3, 8
Choice of 3 optional credits permitted			

5.2.2 Mapping of Occupational Standards

Sector Skill bodies hold prominent positions within the development and structure of vocational training as well as providing occupational standards to be met within each subject area. These standards were considered and influenced the construction of the HNC Creative Industries: Professional Writing Skills, ensuring that specified occupational training requirements are met and further developed within it.

Appendix 1 indicates how Units within the Group Award align with National Occupational Standards.

5.3 Articulation, professional recognition and credit transfer

An important general aim of the qualification is to enable candidates to access opportunities to further academic and/or professional qualifications.

The HNC is designed to deliver the most appropriate grouping of Units according to candidates' needs and planned progression routes.

Although there are no formal articulation arrangements in place, a wide range of institutions accepted graduates of the previous HNC Professional Writing Skills (G19F 15). These included:

- ◆ Glasgow University M.Litt and non-advanced entry to
- ◆ Strathclyde University
- ◆ Stirling University
- ◆ Bell College of Higher Education
- ◆ Paisley University
- ◆ Napier University
- ◆ Cardiff University
- ◆ Dundee University
- ◆ Middlesex University

- ◆ East Anglia University
- ◆ Bournemouth University
- ◆ Aberdeen University
- ◆ Heriot Watt University
- ◆ Glasgow Caledonian University
- ◆ London University
- ◆ Goldsmith's College

It is envisaged that this may continue with the revised HNC Creative Industries: Professional Writing Skills (G8MY 15). However, candidates should liaise directly with any HE establishment prior to their yearly intake, as Unit credits counting towards entry requirements can vary.

The revised framework has Units in common with other HN developments such as the (Creative Industries) HN awards in Radio and Television, HNC/HND in Journalism and HNC/HND in Communication and Media.

Opportunities for credit transfer of Units

Candidates may be given credit transfer between HN Units (developed for Group Awards using the 1988 design principles) and revised HN Units (developed for Group Awards using the 2003 design principles).

Credit transfer, can be given where there is broad equivalence between the subject related content of the Unit or combination of Units. Units that are contained in HNC Professional Writing Skills (G19F 15), which are suitable for credit transfer to those within the revised HNC Creative Industries: Professional Writing Skills (G8MY 15) have been audited and verified by an External Verifier. These are detailed in the subsequent table.

Table — credit transfer arrangements

HNC Professional Writing Skills				HNC Creative Industries: Professional Writing Skills			
Unit code	Unit title	SQA credit value	Mandatory/Optional	Product code	Unit title	SQA credit value	Mandatory/Optional
A678 04	Creative Writing	1	O	D7MB 34	Creative Writing for Vocational Purposes	1	M
A5DS 04	Literature: Close Reading Skills	1	O	D7MA 34	Literature: Close Reading Skills	1	M
A6S3 04	Writing for Print and Broadcast Media	1	M	DH4F 34	Writing for the Media	1	M
A6SY 04	Narrative in Fiction and Film	1	O	D7MC 35	Narrative in Fiction and Film	1	O

Candidates who use credit transfer for individual Units must meet all the requirements and design principles of the revised HNC Creative Industries: Professional Writing Skills to achieve the Group Award.

Partial credit transfer opportunities

Partial credit transfer can be given for Units that are contained in HNC Professional Writing Skills to Units within the revised HNC Creative Industries: Professional Writing Skills. Details of which Outcomes can be credit transferred have been agreed with the External Verifier are given below. It is the responsibility of centres to ensure that all additional Evidence Requirements for the revised Units are met.

HNC Professional Writing Skills (G19F 15)			HNC Creative Industries: Professional Writing Skills (G8MY 15)		
Product code	Unit title	Credit value	Product code	Unit title	Credit value
DF5Y 34	Desk Top Publishing	1	D7LW 34	Communication: Using IT and Desktop Publishing (L01). Candidates should provide additional evidence for Outcomes 2 and 3.	1

Please note: it is the responsibility of individual centres to seek agreement with SQA for any additional arrangements proposed for credit transfer and to ensure that any proposed assessment opportunities identified meet the Unit specification’s Evidence Requirements.

6 Approaches to delivery and assessment

It would be beneficial for course teams to take any available opportunities to liaise with other consortia and organisations, throughout the delivery of the HNC. This could include contact with the Creative and Audio Visual Industries Consortium, and/or Skillset, the Sector Skills Council for the Audio Visual Industries.

All of the Units listed may be delivered as stand-alone qualifications. They may be included in other Group Awards as mandatory or optional Units. Where they are delivered within the specified HNC Creative Industries: Professional Writing Skills framework, (see Section 5) they constitute a coherent, attractive and relevant programme, fit for the purpose of equipping candidates with professional writing knowledge and skills, as required by today's working environment.

The Group Award can be delivered via various different modes of attendance including full-time, part-time and Flexible Learning patterns. Under all circumstances, delivering centres will be responsible for ensuring authenticity of candidates' work.

6.1 Part-time candidates

When infilling candidates, centres should consider their ability to undertake the particular Units, particularly if a prerequisite skill or knowledge base is required.

Unit clusters could be offered to candidates (eg television/radio scripting with other scripting for performance), as in this format they have wide appeal, possibly on a commercial basis (see section 6.3 for suggestions).

Part-time delivery may fall into one or more of the following patterns:

- ◆ an individualised, tailored programme where candidates build up credits over a number of years which may or may not lead to accreditation of the Group Award
- ◆ discrete part-time HNC courses run over a period of years
- ◆ Professional Development Award (PDA) which may be developed in the future
- ◆ Continuing Professional Development CPD as required by individual candidates based in employment

6.2 Assessment

The overall assessment strategy under the new design principles is to encourage a more holistic approach to assessment. Opportunities exist for integration between Units *Creative Industries: An Introduction*, DM0V 34, and *Creative Project*, DM0W 34, as well as the Graded Unit.

The new HN Unit Specification places the emphasis on assessing the whole Outcome or a combination of Outcomes rather than on Performance Criteria. The new Unit specification allows the use of sampling of Knowledge and/or Skills. This reduces the number of assessment events that candidates will be required to participate in. Where sampling is to be used candidates will be informed of the selected skill/topic to be assessed at the agreed event.

SQA advises that there should normally be one, or in exceptional circumstances two, re-assessment opportunities.

Please refer to *SQA's Guide to Assessment and Quality Assurance for Colleges of Further Education*, for details. (www.sqa.org.uk)

The way that centres manage re-assessment of candidates is centre specific and will be subject to internal verification procedures to test its robustness. It may be useful to bear in mind that in order to ensure that the assessment process is as holistic as possible and that assessors are able to effectively judge candidates' performance in the Outcome or Unit as a whole, it may not always be possible to re-assess only those parts of the performance in which candidates have not satisfactorily demonstrated competence.

Scenarios where candidates may require to re-do the whole assessment include:

- ◆ assessments which test knowledge and other cognitive skills and where it may not be possible to extract some of the items for reassessment
- ◆ where parts of several Outcomes are involved
- ◆ where a project has been designed as an integrated assessment and where there is a requirement to complete the project as a single complex task.

Candidates may require to do only part of an assessment, where their evidence has been generated over a period of time and/or a discrete part of the Unit, such as an Outcome, has been assessed originally.

6.3 Unit clusters

The inclusion of options is to ensure that provision can be made to match both employer demands and the opportunity to develop individual abilities and interest.

From the options listed it may be possible to select a cluster of related Units which might be of relevance to a particular career path. Some examples follow:

Cluster 1	(would provide skills in bi- media scripting)
DM2G 35	Television Scriptwriting: Non-Factual Programmes
F1C1 34	Scriptwriting for Radio

Cluster 2	(would provide skills useful in newspaper/magazine writing)
F1N2 34	Journalism: Feature Writing
F1RD 34	Journalism: Research and Interview Skills
DF5Y 34	Desk Top Publishing

Cluster 3	(would provide skills useful for writing in digital media)
DE30 35	Narrative and Genre in Computer Games
DE2X 35	Interactive Fiction
DV0M 34	Workplace Experience

7 General information for centres

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).

Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment and Quality Assurance for Colleges of Further Education* (www.sqa.org.uk).

8 General information for candidates

The HNC Creative Industries: Professional Writing Skills award has been designed to meet the demands and requirements of today's modern working environment. Opportunities are provided to develop your knowledge and skills for the specialist areas of employment in the field of freelance writing, and across various media.

The inclusion of a wide variety of options is to ensure that skills which can be gained match employer demands and also to ensure that there are opportunities for candidates to develop individual abilities and interests.

The HNC Creative Industries: Professional Writing Skills allows you to progress into a range of employment pathways including:

- ◆ freelance writing opportunities in film, radio and TV
- ◆ employment with a media company (print/broadcast)
- ◆ employment with a publisher
- ◆ entrepreneurial opportunities

An important general aim of the qualification is to enable you to access opportunities for further academic achievement and/or achievement of professional qualifications. The HNC delivers a grouping of mandatory Units appropriate to achieving this aim, and should also benefit you in delivering transferable skills and enhancing your employability.

Graded Unit

There is one, project-based Graded Unit within the HNC, worth one Unit credit at SCQF level 7.

The HNC Creative Industries: Professional Writing Skills award puts increased emphasis on the generation of ideas and production of original work. Thus, a this project based assessment is felt to be appropriate, and will encourage you to undertake many of the skills required of job sets in this vocational area and to increase your 'employability'. by providing a showcase of your work. Skills you may need to utilise in completing the Graded Unit include research, planning, development of ideas, rejection of ideas, production of fleshed out ideas and finally production of a portfolio of work.

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One HN credit is equivalent to 8 SCQF credit points. This applies to all HN Units, irrespective of their level.

SCQF levels: The SCQF covers 12 levels of learning. HN Units will normally be at levels 6–9. Graded Units will be at level 7 and 8.

Subject Unit: Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Graded Unit: Graded Units assess candidates' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage candidates to retain and adapt their skills and knowledge.

Dedicated Core Skill Unit: This is a Unit that is written to cover one or more particular Core Skills, eg HN Units in Information Technology or Communications.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the HNC/HND from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised HNCs and HNDs are those developments or revisions undertaken by a group of centres in partnership with SQA.

Specialist single centre and specialist collaborative devised HNCs and HNDs are those developments or revisions led by a single centre or small group of centres who provide knowledge and skills in a specialist area. Like consortium-devised HNCs and HNDs, these developments or revisions will also be supported by SQA.

10 Appendices

Appendix 1: National Occupational Standards

Appendix 2: Suggested delivery schedule

Appendix 3: Progression routes

Appendix 4: Core Skills

Appendix 1: National Occupational Standards

National Occupational Standards (NOS) relevant to HNC Creative Industries: Professional Writing Skills

HN Unit	Core Skills	NOS	Overview	Knowledge and Understanding
DM0V 34 Creative Industries: An Introduction	Opportunities to gather Core Skills, although no automatic certification of Core Skills or Core Skills components	N/A		
DH4F 34 Writing for the Media	Automatic certification to Core Skills in Written Communication at Higher.	B1 – Recognise and Deal with Issues of Law, Ethics, Regulation and Public Affairs <i>Broadcast Journalism, Jan 2006 (Skillset)</i>	Deals with the relationship between broadcast journalism and all levels of government, business and industry, and other areas of public affairs. Involves producing fair and accurate news stories and reports.	a) Principles of democratic journalism, the freedom of the press, free speech and Freedom of Information. c, d, e) Aspects of current ethical, legal and regulatory issues and how they impact on broadcast journalism. g) criteria and procedures of complaint mechanisms
F1WK 34 English Language Skills: Correcting Creative Text	Not in Core Skills Catalogue	P11 – Contribute to the Drafting of Scripts, Cues, Links or Written Content <i>Production (Film and TV), September 2005 (Skillset)</i>	It is about writing drafts, checking the final written material for accuracy and suitability for its purpose, and suggesting amendments and alterations in a helpful and constructive way.	b) What supporting textual, audio and visual material will be relevant to the writer. c) How textual, audio and visual elements can be used. d) The common potential legal and ethical issues that can arise in the written form, and how to develop content or scripts to avoid those problems. f) To whom to refer potentially sensitive material. g) Different writing styles for different types of programmes.

HN Unit	Core Skills	NOS	Overview	Knowledge and Understanding
D7MB 34 Creative Writing for Vocational Purposes	Opportunities to gather Core Skills, although no automatic certification of Core Skills or Core Skills components	N/A		
F1C0 34 Creative Writing: Generating and Pitching Ideas	Not in Core Skills Catalogue	N/A		
D7MA 34 Literature: Close Reading Skills	Opportunities to gather Core Skills, although no automatic certification of Core Skills or Core Skills components	N/A		
F1RD 34 Journalism: Research and Interview Skills	Not in Core Skills Catalogue	B3 – Research and Gather Information from Various Sources B7 – Prepare for Interviews B8 – Conduct Interviews <i>Broadcast Journalism, Jan 2006 (Skillset)</i>	Maintain up to date contact details, investigate other sources of information, monitor other media regularly, and check that any information received is accurate and reliable. Understand the nature and purpose of various kinds of interview, and the work required before the interview starts. Carry out various kinds of interviews under differing conditions, and identify the opportunities which may be	b) Different types of interview, face to face, single and multiple, telephone, live and recorded. e) The differing requirements for short and extended interviews. f) The differences between planned and spontaneous interviews. g) How to prepare questions designed to give coherent, revealing and incisive answers. a) The purpose of interview. b) The correct interviewing style to adopt for the purpose of the interview, and the differing requirements of news organisations. e) The uses of open and closed questions. f) The importance of maintaining eye contact and of using correct body language. i) How

HN Unit	Core Skills	NOS	Overview	Knowledge and Understanding
			presented. Use appropriate interviewing styles, and react appropriately to responses.	to close an interview naturally and neatly, with editorial impact.
F1N2 34 Journalism: Feature Writing	Not in Core Skills Catalogue	N/A		
DF5Y 34 Desk Top Publishing	Not in Core Skills Catalogue	N/A		
DM2G 34 TV Scriptwriting: Non-Factual programmes	Opportunities to gather Core Skills, although no automatic certification of Core Skills or Core Skills components	B5 – Produce Written Material for TV or Video <i>Broadcast Journalism, Jan 2006 (Skillset)</i>	Involves writing scripts for voice, ear and eye. It is about writing using a wide vocabulary which is relevant to the pictures described, to the subject matter and to the target audience, while complying with relevant current regulations.	b) How to write for both sound and vision. c) English grammatical rules, including spelling and punctuation. d) The ‘rules’ of writing. e) How to visualise the story in a visual medium. f) When to add script to pictures to aid the telling of the story. g) How to write to pictures. h) The requirements of different house and programme styles. i) The requirements of different formats of writing for copy, cues, intros, outros, annos and back annos, voice reports, narrative scripts, headlines, titles supers. j) The different requirements for writing news and features
D7MC 35 Narrative in Fiction and Film	Opportunities to gather Core Skills, although no automatic certification of Core Skills or CS components	N/A		
A5DT 34 Literature: Contextual Analysis	Not in Core Skills Catalogue	N/A		

HN Unit	Core Skills	NOS	Overview	Knowledge and Understanding
F1C1 34 Scriptwriting for Radio		<p>B4 – Produce Written Material for Radio <i>Broadcast Journalism, Jan 2006 (Skillset)</i></p> <p>R5 – Write Scripts for Radio Items <i>Radio Production, August 2003 (Skillset)</i></p>	<p>Involves writing scripts for voice and ear. It is about writing using a wide vocabulary which is relevant to the subject matter and to the target audience.</p> <p>Involves writing scripts for radio, varying language, content and style to suit different items and target audiences.</p>	<p>c) English grammatical rules, including spelling and punctuation. d) The ‘rules’ of writing. e) The requirements of different formats of writing for copy, cues, intros, outros, annos and back annos, voice reports, narrative scripts, headlines. f) the different requirements for writing news and features</p> <p>a) Techniques of writing for the ear using simple, direct language. b) The importance of varying language, content and style to suit different items, programmes and target audiences. c) How to identify key messages within the brief and how to express them through well-structured writing. d) How to write scripts which accurately summarise the meaning of documents or eye witness testimony. e) How to write scripts which are appropriate to the vocal style of the presenter.</p>
DE30 35 Narrative and Genre in Computer Games	Not in Core Skills Catalogue	IM23 – Create narrative Scripts for Interactive Media Products <i>Interactive Media, May 2005 (Skillset)</i>	Ability to help create an immersive experience for users by creating narrative scripts for interactive media products.	a) Relevant theories and principles of narrative structure. b) The characteristics and appeal of different genres of story d) Different types of interactive narrative structure eg tree and web. f) Principles of interaction design. h) The broad technical constraints applicable at combining narrative with interactivity.
F26M 34 Creative Industries: Professional Writing: Graded Unit 1		N/A		

Appendix 2: Suggested delivery schedule

HNC Creative Industries: Professional Writing Skills

Suggested delivery plan for 12 credits

BLOCK 1

	Product code	Credit	Category	Unit title
	DM0V 34	1	Mandatory	Creative Industries: An Introduction
	F1WK 34	1	Mandatory	English Language Skills: Correcting Creative Text
	D7MB 34	1	Mandatory	Creative Writing for Vocational Purposes
	D7MA 34	1	Mandatory	Literature: Close Reading Skills

BLOCK 2

	Product code	Credit	Category	Unit title
	F1C0 34	1	Mandatory	Creative Writing: Generating and Pitching Creative Ideas
	DM2G 35	2	Optional	Television Scriptwriting: Non-Factual Programmes
	D4HF 34	1	Mandatory	Writing for the Media
	DM0W 34	2	Mandatory	Creative Project

BLOCK 3

	Product code	Credit	Category	Module Unit title
	DM0W 34	2	Mandatory	Creative Project
	DM2G 35	2	Optional	Television Scriptwriting: Non-Factual Programmes
	F1C1 34	1	Optional	Scriptwriting for Radio
	F26M 34	1	Mandatory	Creative Industries: Professional Writing Skills: Graded Unit 1

Appendix 3: Progression routes

Possible progression routes

		HNC Creative Industries: Professional Writing Skills		
Employment and Freelancing		Continuous Professional Development		Progression to Higher Education
Employment as tutors of creative writing		Attending further creative writing workshops		
Teaching		Delivering on creative writing workshops		

Appendix 4: Core Skills

Communication

	Mandatory Units	Written	Oral	SCQF level
DM0V 34	Creative Industries: An Introduction	✓	✓	6
DH4F 34	Writing for the Media	✓	✓	6
F1WK 34	English Language Skills: Correcting Creative Text	✓		6
D7MB 34	Creative Writing for Vocational Purposes	✓	✓	6
FC10 34	Creative Writing: Generating and Pitching Ideas	✓	✓	6
D7MA 34	Literature: Close Reading Skills	✓	✓	6
DM0W 34	Creative Project	✓	✓	6
F26M 34	Creative Industries: Professional Writing: Graded Unit	✓	✓	6

	Optional Units	Written	Oral	SCQF level
DM2G 35	Television Scriptwriting: Non-Factual Programmes	✓	✓	6
D7MC 35	Narrative in Fiction and Film	✓		6
A5DT 34	Literature: Contextual Analysis	✓		6
FICI 34	Scriptwriting for Radio	✓	✓	6
F1RD 34	Journalism: Research and Interview Skills	✓	✓	6
F1N2 34	Journalism: Feature Writing	✓	✓	6
DF5Y 34	Desk Top Publishing	✓		6
DE30 35	Narrative and Genre in Computer Games	✓		6
DE2X 35	Interactive Fiction	✓		6

Numeracy

	Mandatory Units	Using Graphical Information	Using Number	SCQF level
DM0V 34	Creative Industries: An Introduction		✓	5
DH4F 34	Writing for the Media			
F1WK 34	English Language Skills: Correcting Creative Text			
D7MB 34	Creative Writing for Vocational Purposes			
FC10 34	Creative Writing: Generating and Pitching Ideas			
D7MA 34	Literature: Close Reading Skills			
DM0W 34	Creative Project		✓	5
F26M 34	Creative Industries: Professional Writing: Graded Unit		✓	5

	Optional Units			
DM2G 35	Television Scriptwriting: Non-Factual Programmes		✓	5
D7MC 35	Narrative in Fiction and Film			
A5DT 34	Literature: Contextual Analysis			
FICI 34	Scriptwriting for Radio		✓	5
F1RD 34	Journalism: Research and Interview Skills	✓		5
F1N2 34	Journalism: Feature Writing	✓		5
DF5Y 34	Desk top Publishing		✓	6
DE30 35	Narrative and Genre in Computer Games		✓	5
DE2X 35	Interactive Fiction		✓	6

Problem Solving

	Mandatory Units	Critical Thinking	Planning & Organising	Reviewing & Evaluating	SCQF level
DM0V 34	Creative Industries: An Introduction				
DH4F 34	Writing for the Media	✓	✓	✓	6
F1WK 34	English Language Skills: Correcting Creative Text	✓		✓	6
D7MB 34	Creative Writing for Vocational Purposes	✓	✓	✓	5
FC10 34	Creative Writing: Generating and Pitching Ideas	✓	✓	✓	6
D7MA 34	Literature: Close Reading Skills	✓		✓	5
DM0W 34	Creative Project	✓	✓	✓	6
F26M 34	Creative Industries: Professional Writing: Graded Unit	✓	✓	✓	6

	Optional Units				
DM2G 35	Television Scriptwriting: Non-Factual Programmes	✓	✓	✓	5
D7MC 35	Narrative in Fiction and Film	✓		✓	6
A5DT 34	Literature: Contextual Analysis	✓		✓	6
FICI 34	Scriptwriting for Radio	✓	✓	✓	6
F1RD 34	Journalism: Research and Interview Skills				
F1N2 34	Journalism: Feature Writing				
DF5Y 34	Desk top Publishing	✓	✓	✓	6
DE30 35	Narrative and Genre in Computer Games	✓	✓	✓	6
DE2X 35	Interactive Fiction	✓	✓	✓	6

Information Technology

	Mandatory Units	Using Information Technology	SCQF level
DM0V 34	Creative Industries: An Introduction		
DH4F 34	Writing for the Media	✓	5
F1WK 34	English Language Skills: Correcting Creative Text	✓	5
D7MB 34	Creative Writing for Vocational Purposes		
FC10 34	Creative Writing: Generating and Pitching Ideas	✓	5
D7MA 34	Literature: Close Reading Skills		
DM0W 34	Creative Project	✓	5
F26M 34	Creative Industries: Professional Writing: Graded Unit 1	✓	5

	Optional Units		
DM2G 35	Television Scriptwriting: Non-Factual Programmes	✓	5
D7MC 35	Narrative in Fiction and Film	✓	5
A5DT 34	Literature: Contextual Analysis	✓	5
FICI 34	Scriptwriting for Radio		
F1RD 34	Journalism: Research and Interview Skills	✓	5
F1N2 34	Journalism: Feature Writing	✓	5
DF5Y 34	Desk top Publishing	✓	5
DE30 35	Narrative and Genre in Computer Games	✓	5
DE2X 35	Interactive Fiction	✓	6

Working with Others

	Mandatory Units	Working with Others	SCQF level
DM0V 34	Creative Industries: An Introduction		
DH4F 34	Writing for the Media		
F1WK 34	English Language Skills: Correcting Creative Text		
D7MB 34	Creative Writing for Vocational Purposes	✓	5
FC10 34	Creative Writing: Generating and Pitching Ideas	✓	6
D7MA 34	Literature: Close Reading Skills		
DM0W 34	Creative Project	✓	5
F26M 34	Creative Industries: Professional Writing: Graded Unit 1	✓	6

	Optional Units		
DM2G 35	Television Scriptwriting: Non-Factual Programmes	✓	5
D7MC 35	Narrative in Fiction and Film		
A5DT 34	Literature: Contextual Analysis		
FICI 34	Scriptwriting for Radio	✓	6
F1RD 34	Journalism: Research and Interview Skills		
F1N2 34	Journalism: Feature Writing		
DF5Y 34	Desk Top Publishing		
DE30 35	Narrative and Genre in Computer Games		
DE2X 35	Interactive Fiction		