

NQ Verification 2013–14 Key Messages Round 2

01

Section 1: Verification group information

Verification group name:	Media
Verification event/visiting information	Event
Date published:	March 2014

National Courses/Units verified:

H235 73 H235 74 and H235 75 — Analysing Media Content

H238 74 — Creating Media Content

H239 74 — National 4 Added Value Unit

02

Section 2: Comments on assessment

Assessment approaches

Good practice

Most centres verified used the Unit assessment support packages effectively. Some centres used minor adaptations of the published packages to more accurately support their teaching and learning approaches. This was highlighted by External Verifiers and is an example of good practice.

The use of annotations in the assessment instrument/assessment approach by the candidate to indicate the evidence they intend to use to achieve the Assessment Standard is another aspect of good practice, especially where this has been combined with the candidate's written response.

One centre developed an approach which encouraged *Analysis of Media Content* from a *Creating Media Content* perspective. Candidates were given a basic plot and a range of camera and edit codes so that they could create a text for

analysis. This is an innovative approach, placing the emphasis on creative ideas as the focus for media interpretation and analysis and fits well with the combined approach.

Guidance for centres on approaches to assessment

Some centres had not submitted all the necessary materials for centre-devised assessments. The assessment task or tasks that are being used to generate candidate evidence must reflect the specified Unit Outcomes and address the assessment judgements reflecting the national standards. Where a centre produces its own assessment approaches and assessment judgements, they should be submitted to SQA for prior verification.

Candidate evidence submitted for verification should be marked against the national standard. Candidate evidence should be judged as pass or fail against the national standard and recorded on the individual Candidate Assessment Record along with any appropriate comments.

Some centres are over assessing candidates by requiring them to produce evidence for the same Assessment Standard on more than one occasion.

Assessment judgements

Good practice

A number of centres are including individual comment boxes on candidate evidence responses to indicate to the candidate the extent to which they have achieved the standards set out in the 'judging evidence' table. This is good practice, which is informative for the candidate and helpful for the internal verifier when sampling evidence. In addition, it contributes to consistency in arriving at valid assessment judgements and the development of robust verification practices.

A growing number of centres are using existing or amended Candidate Assessment Records to provide feedback for candidates. The use of clear, positive, constructive and relevant comments is supportive of good teaching and learning approaches. This assists candidates in meeting national standards and assessors and Verifiers in confirming national standards.

Guidance for centres on assessment judgements

For the Added Value Unit centres must ensure that evidence for all of the Assessment Standards is submitted either as individual pieces of evidence or as part of a combination of responses.

The use of discussion with the candidate to satisfy an Assessment Standard must be supported with evidence to show that the candidate has processed the advice given and developed their initial response to satisfactorily reach the required standard. Detailed notes of the discussion could be made on the candidate checklist.

Centre-devised Candidate Assessment Records should contain a comments box for each Assessment Standard to show how it was or was not met. Commentary detailing how evidence was judged against the Assessment Standards is an effective teaching and learning approach.

Centres should be aware of the advantages of taking a holistic approach to judging evidence and of the validity of naturally occurring evidence. One assessment approach, which is directed at a specific Outcome, may also provide valid evidence for the achievement of another.

03

Section 3: General comments

Centres should submit evidence of their internal verification procedures. Where single-practitioner departments are operating it may be possible to develop a collegiate approach to internal verification across several centres in a geographic area.

Centres should include a copy of the text that was used to generate candidate evidence.

Candidate evidence for verification should be marked and internally verified by the centre before submission for external verification.

Where the centre is not using an SQA-produced Unit assessment support pack to generate evidence for candidates, a statement of the Assessment Standards against which that evidence has been judged should also be submitted. In such cases, it is recommended that the centre seeks prior verification of their assessment instruments.

There was evidence that some centres had carried out internal verification procedures very effectively. However, a number of centres verified offered no evidence of internal quality assurance procedures or reflected a conflict in judgement between the assessor and the internal verifier. Centres are advised to refer to the guidance contained in the document [Evidence required for external verification of Units at verification events](#).