

# SVQ

## INTRODUCTION

### Introducing the new style SVQ Update

Welcome to the December 2004 edition of the SVQ Update. The Update is divided into two distinct sections. Firstly, we have the SVQ News Update, which contains articles providing insight into the latest news and developments pertaining to vocational qualifications and training, including Modern Apprenticeships. Secondly, we have the SVQ Info Update, which details coding and information directly relating to currently available SVQs and Core Skills. This section also includes contact information for Awarding Bodies, Standards-setting Bodies and Sector Skills Councils, and also contains general SVQ system and stakeholder information.

If you have any questions or comments you would like to make about the style or content of the new edition of the Update, please e-mail them to: [paul.griffiths@sqa.org.uk](mailto:paul.griffiths@sqa.org.uk)

## NEWS UPDATE

### DECEMBER 2004

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SVQ

# Skillset – Interactive Media Standards Review

## Introduction

The project to review the Interactive Media standards is currently being undertaken by Skillset. TDP Development Ltd has been commissioned by Skillset to fulfil a consultancy and technical writing role in order to complete the project.

## Project outputs

The project to review the Interactive Media standards will deliver the following outputs by the end of March 2005.

1. An extensive functional map covering all aspects of the interactive media sector and information on the key occupations contained within the sector
2. Comprehensive occupational standards covering all relevant aspects of the interactive media sector
3. Key and Core Skills signposting which outlines how these skills are represented in the occupational standards

Although the projects have been running simultaneously to date, the project has been undertaken in tandem with the Skillset project which is defining a strategy for the Interactive Media Sector. The outputs of the standards review project will be invaluable in fulfilling the strategy's implementation in assisting the industry to educate, train, recruit and maintain its workforce. It is intended that the project's outputs will help in laying down the practical end of the strategy's recommendations for identifying skills needs and skills gaps.

One clear example of the synergy between the projects is that the sector definitions created by the Interactive Media Strategy project are now being used by the Standards Review Project. The definition employed by the Standards Review project contained the following sub sectors:

- internet and web-based content production and generation
- games development
- interactive TV and video
- CD-ROM, DVD and e-learning
- streaming video production

The definition has now been streamlined and currently contains the following sub-sectors

- internet and web-based content production and generation
- games development
- interactive TV
- CD-ROM and DVD

It is felt that the functions and work roles contained in the earlier definition are still contained within the remit of the newer version.

It is anticipated that by the time the project is complete the Interactive Media strategy will have been published in its final form. The Standards Review project timeframe will mean that concrete outcomes will be available from the summer of 2005 for educationalists and industry representatives to feel confident in developing learning Outcomes and work outcomes that will be based around nationally-recognised Occupational Standards.

They will be able to recruit, train and measure the performance of individuals against these standards.

The functional map will help those same people recognise how the industry operates and for them to see which areas of operation are particular to the industry and which areas of operation are generic to both the interactive media and other industries.

## Current Progress and Activity

To date the following outputs have been published by the project;

1. Stage 1 project report
2. 1st draft functional map
3. 1st draft occupational standards

Both the Stage 1 report and the 1st draft functional map have been published in the Skillset website and have provided the impetus for the development of the 1st draft standards.

The 1st draft functional map mapped existing standards to the functions expressed in the map and existing standards have been updated or new standards have been generated as a result. The 1st draft occupational standards were completed by the beginning of September and consultation on them has been underway since then. They are about to be published on the Skillset website and an internet-based consultation is due to commence with a completion date of mid January 2005. The standards fall into a number of categories and are being consulted on in the following ways.

- New standards specifically generated for the project are being consulted on for their applicability, comprehensiveness and accuracy
- Existing Skillset standards are being consulted on for the applicability, comprehensiveness and accuracy in the Interactive Media setting
- Standards currently in the national framework and produced by other standards-setting bodies are being reviewed for their applicability, comprehensiveness and accuracy within the Interactive Media setting

The results of the consultation and subsequent iterations will form the 2nd draft of the occupational standards.

## Timescales for Development

The following list outlines the timescales for development for the Interactive media strategy.

- Consultation on functional map – end December 2004
- Consultation on draft occupational standards – mid January 2005
- 2nd draft functional map – submitted to QCA and SQA end January 2005
- 2nd draft standards – submitted to QCA and SQA end January 2005
- Final functional map – submitted to QCA and SQA end march 2005 following suggested amendments by those two bodies
- Final draft standards – end march 2005 following suggested amendments by those two bodies

<sup>1</sup> Key and Core skills definitions have been published by QCA and SQA outlining skills in areas like literacy, numeracy and computer literacy have been in the public domain for several years.

# Promoting Skillset Standards

Skillset has recently appointed Melanie Shee as Standard Implementation Co-ordinator to promote and encourage the use of National Occupational Standards in their own right.

Standards are incredibly flexible tools that can be to assist in a variety of tasks such as:

## Recruitment and selection

- Preparing job descriptions and job advertisements
- Identifying components of jobs

## Job design and evaluation

- Producing job descriptions
- Carrying out appraisals
- Establishing criteria for payment and reward systems

## Training and development programmes

- Identifying organisational needs
- Identifying training and development needs

## Development of education and training programmes

- Curriculum design and development
- Developing the knowledge content of educational and training courses
- Design of qualifications

## Career advice and guidance

- Auditing skills required and needed
- Identifying career progression opportunities

## Professional requirements

- Linking standards to membership requirements of professional institutions

If you would like to find out more about how you can use National Occupational Standards to inform your work and would like someone to come to talk to you please email: [melanies@skillset.org](mailto:melanies@skillset.org)

## Modern Apprenticeship updates

Keeping up-to-date with developments in Modern Apprenticeships can be difficult. Framework documents – which explain how each apprenticeship works and the mandatory and optional outcomes that apply – are constantly being revised to meet employer demands, and new policy initiatives from the Scottish Executive and the enterprise networks also contribute to an ever-changing landscape. However, two sources of information are available: the MA Bulletin and MASCOT database.

## MA Bulletin

MA Bulletin is a 12-page glossy magazine with all the latest news and information about Scottish Modern Apprenticeships. It also gives a complete listing of all the different types of apprenticeship available as well as highlighting examples of good practice. It is published by Sector Skills Alliance Scotland and sponsored by Highlands & Islands Enterprise. The magazine is available – free of charge – to any organisation or individual with an interest in Scottish Modern Apprenticeships. If you would like to be added to the mailing list to receive future issues, please contact **Stuart McKenna** at SSAScot by e-mail at: [stuart.mckenna@ssascot.org.uk](mailto:stuart.mckenna@ssascot.org.uk)

## MASCOT database

The MASCOT database gives details of the content of all Modern Apprenticeship Frameworks available in Scotland. The database is updated weekly, and is very easy to access, with several different search options. MASCOT is at: [www.mascot.uk.com](http://www.mascot.uk.com)



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