



**National Qualifications 2013
Internal Assessment Report
Skills for Work: Creative Digital Media**

The purpose of this report is to provide feedback to centres on verification in National Qualifications in this subject.

National Courses

Skills for Work Creative Digital Media (Intermediate 1)

General comments

Nine centres were visited by an External Verifier this year. There were two Holds, but these were subsequently lifted.

All External Verifiers reported that centres had a clear perspective on the aims and objectives of the Skills for Work award and adhered to the standard exemplified in the revised National Assessment Bank Materials (NABs).

There were 24 centres with candidates entered for the award in 2013.

Course Arrangements, Unit specifications, instruments of assessment and exemplification materials

In two instances centres were issued with a 'Hold'. This was due, in one case, to there being insufficient evidence for the External Verifier to make a sound judgement on the assessment process.

In the other case, the centre was using centre-devised materials which had not been prior verified and which had no marking scheme available. The internal verification process had not flagged this.

Centres should be aware that an External Verifier requires marked candidate evidence in order to carry out the verification task. This was addressed at the annual update meeting and External Verifiers agreed to send out a standardised initial contact e-mail to centres informing them that sufficient marked evidence must be available to the External Verifiers to enable them to make a sound judgement. All External Verifiers are aware of the prior verification service provided by SQA and are able to furnish centres with this information.

Evidence Requirements

Apart from the 'Hold' situation where the centre had devised its own assessment materials which did not meet the standard, the other centres had a clear understanding of requirements of the Course and individual Units. Again, the centres were aware of the Skills for Work emphasis in this award.

Administration of assessments

Apart from the two centres which were issued with a 'Hold' (subsequently lifted), all centres administered assessments to meet the standard exemplified in the NABs.

Most centres would appear to have embraced the Skills for Work elements of the Course and are actively promoting self-reliance, and group work in relation to assessment.

Access to industry-standard digital media hardware and software has become the norm for use in assessment.

Internal verification

Again, most centres had effective internal verification systems in place. Some centres sampled candidate evidence annually. This sample was cross-marked.

Apart from one centre, it would appear that the systems in operation are robust and fit for purpose.

Areas of good practice

List taken from external verification reports

Checking that the Unit specification is the latest version before using it.

Pre-delivery, checking the secure site to ensure that the latest version of the NABs is being used.

Ensuring the schedule of work is planned and detailed and evidenced in the master folder for the Unit.

(In one centre,) English is not the first language of the students undertaking the Unit. Although the Unit delivery and assessment is in English the assessor speaks Cantonese and a paid volunteer speaks Urdu. This helps in the delivery of learning materials.

Each group contributing ideas on what they would like to look at using creative digital media, and reaching consensus on the area to explore. The assessor wrote case studies that the groups could identify and engage with. She should be commended for this.

Ensuring Quality and Equality of Learning and Teaching Materials (QELTM) and Creating Accessible Learning Materials (CALM) are evident and referred to in the master folder.

Extremely good presentation of student evidence and Unit/class records of achievement for each Unit in the award.

F5CY 10 CDM: Production Project — Using hand-drawn storyboards to aid the creative process. Candidate scripts for videos were excellent and in one instance a song had been composed. The class was obviously very engaged and motivated.

Giving candidates access to high specification digital technologies and using them to good effect to create high production value print documents.

Assessor comments were useful in supporting verification decisions.

Specific areas for improvement

Advice provided by External Verifiers taken from external verification reports.

Skills for Work

One outreach centre did not have internet access. The centre should consider how to facilitate internet access at this centre.

Wherever possible, bring work-based practitioners to speak to the students to address the Skills for Work nature of the award.

Consider the feasibility of visits to working environments in the creative digital area.

Separate the roles of 'client' and 'assessor' so that the candidates are pitching to somebody other than their teacher. This does not have to be somebody from a creative industries background but could be somebody who might call upon the services of a creative industries practitioner.

Although challenging, it is ideal to use live briefs for the realism of working for a real client. The client could be an internal one and the creative process could be related to a school brief.

Try wherever possible to introduce commercial relationships into the creative process.

Units

F5CX 10 SfW CDM: Hardware and Software — In a few cases, there was a slight lack of consistency between identifying hardware and software requirements to meet the needs of the brief and the actual hardware and software used.

One centre was advised to check the SQA secure site and use the revised Unit NABs for the next presentation of the award.

Centre-devised assessments/case studies

Where a centre wishes to use their own instrument of assessment, it is good practice to take advantage of the 'prior verification' facility. There is, currently, no charge for this and it will ensure the validity of the assessment instrument.

Internal verification

Formal policy and procedures are required for internal verification.

The use of assessor comments to provide direction and focus for the candidate was agreed and it was pointed out that this would also be helpful for both the Internal and External Verifiers, when seeking to confirm validity of the assessment decisions. It was also agreed that it was important for the assessor,

especially when new and inexperienced in presentation, to work closely with the Internal Verifier.

Conclusion

It would appear that almost all centres are fully conversant with the award and are embracing and valuing the Skills for Work ethos. Most centres now have visits to creative industry practitioners and/or speakers as a component of delivery.

High specification hardware and software products are becoming the norm in centres presenting this award. This fits the candidates for the world of work.

While internal verification is taking place there is a need for a more formalised system to be applied in some cases.