



**National Qualifications 2016
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

C264 74 National 4 Creative Digital Media

- ◆ FC5W 10 Creative Digital Media: The Creative Process
- ◆ FC5X 10 Creative Digital Media: Hardware and Software
- ◆ FC5Y 10 Creative Digital Media: Production Project
- ◆ H2M6 10 Creative Digital Media: An Introduction to the Industry

General comments

External verification of the three centres visited was successful.

External verifiers reported that the centres delivering the Skills for Work award were enthusiastic about the use of hardware and software associated with the creative industries, and although centres acknowledged that the skills for work elements are valuable, the method of recording evidence was thought to be uninspiring and burdensome to learners.

Centres had a clear perspective on the aims and objectives of the Skills for Work award and adhered to the standard exemplified in the National Assessment Bank materials (NABs).

Course and unit specifications, instruments of assessment and exemplification materials

All centres administered assessments to meet the standard exemplified in the revised NABs.

One of the three centres had used mind-maps or brainstorming sessions for some parts of the instruments of assessment. When checked against the issued versions of NABs, their contents did cover each of the items in the instrument of assessment.

While carrying out external verification visits, during discussion with practitioners it was found that there were some challenges for learners with the paperwork to support their practical activities (checklists and pro forma).

Evidence requirements

Centres had a clear understanding of the requirements of the course and individual units. The centres were also aware of the skills for work emphasis in this award.

Administration of assessments

All assessment evidence was marked fairly and to the standard exemplified in the National Assessment Bank (NAB) packs. In two of the three centres verified, the

NABs had been used in their entirety. In one centre, a more innovative approach, using mind maps and brainstorming techniques, had been used to record evidence. This also met the standard.

Areas of good practice

There were many areas of good practice noted in the three centres:

- ◆ In one college the staff showed clear evidence of the skills for work ethos of this award by engaging with the local community through visits to a radio station, talks from a caterer working for the film industry, a graphic designer, and a journalist for a national newspaper.
- ◆ Evidence was viewed of collaborative approaches with two creative digital professionals, who, whilst based overseas created a tailored video for students with Q&A arranged.
- ◆ Staff had undergone green screen training to allow this to be utilised for the Hardware and Software unit and the Production Project unit.
- ◆ Approaches such as a Dragons' Den style pitch with prizes for winners was being introduced for the next delivery in a bid to improve teaching practice next year.
- ◆ One centre had put a great deal of work into making the course and its associated assessment engaging for the candidates and from the quality of the responses on the materials, the candidates have obviously responded positively. The candidates made good use of the variety of resources available within the centre and obviously took pride in their work and encouraged each other to also do well.
- ◆ In one centre, candidates were actively encouraged to take responsibility for their own work and remembering to sign it off when it was completed. They also took responsibility for giving their files meaningful names and were given a folder structure for saving the files from the different types of media. Unfortunately, due to network restrictions it was not possible for the candidates to make individual backups of their materials.
- ◆ One centre has established a good relationship with Sky Arts and they hope to continue this with future classes. They also hope to expand their contacts with the industry.
- ◆ Sharing of good practice on a forum, allows cross-fertilisation of ideas across different cognate areas. This allows good-practice activity to be adapted and/or adopted by other cognate groups.
- ◆ Visits from digital media practitioners in the local area help to demonstrate that there are employment opportunities in the creative digital area. One centre had visits from a wedding photographer/video maker and a company making promotional videos.
- ◆ Learning log online journal (blog) for all creative digital work carried out at each session.

Specific areas for improvement

Internal verification was found to be carried out in all three centres. There were two development points noted for one centre:

- ◆ When the internal verifier cannot be present during practical assessment activity, it was recommended that, where possible, a video record be kept of the presentations.
- ◆ Although internal verification was carried out it would also have been helpful, for the purposes of external verification, if the internal verifier had indicated in some way on the candidates' instruments of assessment that they had been verified. It would also be helpful if a central record of internal verification was maintained listing who and what was verified and when — and any subsequent actions that were recommended along with their follow-up.