



**Arrangements for:
National Certificate in
Media at SCQF level 6**

Group Award Code: G975 46

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Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.

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.

Version number	Description	Date
09	Revision of Units: Gaelic (Learners) for Work Purposes F3CD 11 and 12 have been replaced by Gaelic for Work Purposes.	25/02/2022
08	Revision of units codes: Unit codes were updated for the following units: Media: Analysing Media Content H235 75 (J297 75) Media: Analysing Media Content H235 76 (J298 76) Media: Creating Media Content H238 76 (J29A 76) Photography: Image Making H4KT 76 (J208 76) The unit content and assessment for all of the units is unchanged	25/09/2019
07	Additional optional Unit added to the framework. Event Organisation F3PN 12.	28/04/2015
06	Revision of Unit: DF14 12 Media Analysis: Fiction and DF15 12 Media Analysis: Non Fiction <i>has been revised by H235 76 Analysing Media Content and will finish on 31/07/2016.</i> Revision of Unit: DF16 12 Media Production <i>has been revised by H238 76 Creating Media Content and will finish on 31/07/2016.</i>	06/01/2014
05	Additional unit added to the optional section of the framework. F3SW 12 – Computing: Digital Media Elements	27/08/2014
04	Additional units added to the optional section of the framework. D0F7 11 – Multimedia Computing: Introduction to Digital Photography DF14 12 – Media Analysis: Fiction DF15 12 – Media Analysis: Non Fiction DF16 12-Media Production	13/06/2014
03	Revision of Unit: DF14 11 Media Analysis: Fiction <i>has been revised by H235 75 Analysing Media Content and will finish on 31/07/2016.</i> Revision of Unit: DF15 11 Media Analysis: Non-Fiction <i>has been revised by H235 75 Analysing Media Content and will finish on 31/07/2016.</i> H23W 75 Literacy <i>has been added as an alternative to F3GB 11 Communication</i>	16/05/2014
02	Art and Design: Animation Project (F5C6 12), Sound Engineering and Production (F58H 12), Digital Imaging (F8KM 12) and Multimedia Computing: Introduction to Video Production (D1D0 11) have been added as optional Units to this Framework.	26/09/2012

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1 Introduction

This is the Arrangements Document for the new NC in Media G975 46, at SCQF level 6, which was validated in February 2009. 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.

The award is designed to meet the needs of candidates who wish to develop a foundation for progression to further study, and to provide skills and knowledge appropriate to the creative media industries.

2 Rationale for the development of the Group Award

The rationale for the development of the National Certificate in Media at SCQF level 6 was based on a detailed sector scoping analysis of qualification provision in this area. It was noted that current centre practice was based on a diverse range of non-advanced programmes in Media, Media Studies and Communication which used existing SQA Units and college devised Units.

Sector consultation used a combination of formal and informal mechanisms from the start of the review process. A questionnaire went out to all FE colleges and an engagement event was held in March 2006. This highlighted concerns relating to the SQA's catalogue of Units and confirmed comments and feedback from the earlier scoping in the review process. The following key concerns were identified:

- ◆ Existing provision out of date
- ◆ Disparity of provision and standards
- ◆ Disparity between locally devised NC programmes and HN provision

A review was published in 2006 (see 'NC Portfolio Review' Appendix D) within which sector activity was carefully analysed.

Following on from this event, a Qualification Design Team (QDT) was established in September 2007. QDT members were asked to consider the extent and type of provision needed for a new award in Media at SCQF level 5/6. The remit of this group was informed by the earlier sector scoping review.

The QDT featured representatives from seven of Scotland's colleges, a school, the Sector Skills Council Skillset, and the SQA. There were a number of discussions and agreements early in the work of the QDT which helped guide the progress of the new NC award:

- ◆ It was agreed that the title of the new award would be NC in Media as opposed to Media Studies. This reflected both the vocational nature of the Course and the candidates' general desire to produce media artefacts rather than merely study them.
- ◆ It was agreed that one NC would be sufficient, providing that it had enough flexibility to cover the skills strands of different sectors.
- ◆ It was agreed that the mandatory core would be focused on production/ project activity.
- ◆ It was agreed that the NC would concentrate on developing creative and production skills which would allow candidates to thrive on a range of media forms and platforms and not be too focused on one traditional medium.

- ◆ It was agreed that NC provision should allow candidates to develop general transferable skills in a media context rather than the specific skillset which would be a more a natural feature of HN provision.

Recent HN development and wider research has identified significant changes in the media industries over the last few years, the most significant being the rapid convergence of the IT and communication industries, with increasingly digital methods of production and distribution.

- ◆ The QDT agreed that candidates must engage with digital media technologies to be capable of embracing the convergent nature of 21st century media.
- ◆ The QDT considered the progression routes and career options of candidates who complete the NC Media programme. Three factors were generally agreed:
 - Firstly, that the employers were not looking for candidates completing NC qualifications to be overly specialised in any particular discipline.
 - Secondly, that the media industries workforce was increasingly well-qualified and that further study was likely following completion of the NC Media programme.
 - And finally, that the *Problem Solving*, *Working with Others* and *Communication* skills developed in the production and project work in the mandatory section of the award would allow candidates to develop their employability in relation to both intellectual and practical skills, which would be of benefit in industry sectors beyond media.

2.1 Relationship to National Occupational Standards

The development of the NC in Media was benchmarked against National Occupational Standards. A representative from Skillset was included in the QDT.

Skillset publishes a range of National Occupational Standards such as:

- ◆ *National Occupational Standards: Radio Content Production (October 2008)*
- ◆ *National Occupational Standards: Broadcast Journalism (January 2006)*
- ◆ *National Occupational Standards: Production (Film and TV) (September 2005)*
- ◆ *National Occupational Standards: Lighting for Film and Television (June 2006)*
- ◆ *National Occupational Standards: Sound (September 2003)*

The Media NC qualification should not be seen as an opportunity to specialise in one particular discipline but rather to develop a foundation to progress to more specific study and develop the skills to prosper in a convergent digital industry.

The media specific Units were written and reviewed by educators and industry representatives who were conversant with the relevant National Occupational Standards. It would be beyond the scope of this document to map each of the 28 new Units against each National Occupational Standard.

The National Occupational Standard listed above did feature some commonality of content in areas such as:

- ◆ Manage and market yourself as a freelancer
- ◆ Contribute to good working relationships
- ◆ Ensure your own actions reduce risks to health and safety
- ◆ Conduct an assessment of risks in the workplace

These are mapped against the mandatory Unit Outcomes in appendix D.

To illustrate the relationship between media specific National Occupational Standards, the Performance Statements of the Work Effectively in Radio Standard have been mapped against the new and revised radio Units. The Work Effectively in Radio Standard (RC1) is described as ‘a foundation for all the other Standards’ in Radio Content Creation. See appendix D.

3 Aims of the Group Award

The specific aim of the National Certificate in Media at SCQF level 6 is to provide a robust award of practical and related theoretical content which meets the needs of candidates, centres and a variety of identified progression pathways. The principal aims of the proposed National Certificate in Media are outlined below:

3.1 Principal aims of the Group Award

- 1 To provide the opportunity for progressive development of competencies and personal learning through the use of the SCQF and the development and promotion of creative and reflective practice approaches to learning.
- 2 To provide an award that supports the development of a range of transferable generic employability and essential skills (including Core Skills) through creative project work, analysis and practical production activities.
- 3 To provide an award structure which has sufficient flexibility to allow for a number of different modes of delivery and which can be tailored to suit an identified range of progression pathways.
- 4 To provide opportunities for progression on to advanced Courses and qualifications such as HNC, HND and degree programmes in Broadcasting, Journalism, Radio, Publishing and Television. (See Appendix E for possible articulation routes)

3.2 General aims of the Group Award

- 1 Develop candidates’ production skills in the creative media industries.
- 2 Develop candidates’ knowledge of the creative process through practical projects.
- 3 Familiarise candidates with the job roles and functions within the creative media industries.
- 4 Develop candidates’ creativity and communication skills through engagement with the creative process.

- 5 Develop candidates' employability skills through collaborative project work.
- 6 Allow candidates to develop Core Skills in *Information Technology, Communication, Numeracy, Problem Solving* and *Working with Others* related to the creative media industries
- 7 Develop candidates' knowledge of new/current media developments along with some historical understanding of the development of these industries.
- 8 Allow candidates to develop Vocational Skills relating the National Occupational Standards.
- 9 Provide candidates with the opportunity to concentrate in specific areas of the media while developing cross media production skills.
- 10 Encourage media literacy.

3.3 Target groups

This National Certificate in Media is aimed at school leavers, adult returners or those employed in the Media sector as a basis for building on good practice, continuing professional development or who wish to progress to further study in Media.

This Award will form an important part of the national progression, both for those who have identified the field of Media as their chosen career path and also for any candidates who may wish to study at a higher level and extend their educational experience.

3.4 Employment opportunities

The Creative Industries sector in the UK accounts for 7.3% of the economy and recent figures have estimated sector growth at 10%, 20% for the digital subsector. There are 60,000 people employed in this sector in Scotland, creating £4 billion for the Scottish economy (p8, Creative Futures, Centre for Creative and Cultural Industries Research, Napier University)

'The creative industries workforce is highly qualified, with 49% of employees having at least a degree-level qualification, compared with an economy-wide average of 31%.' (p9, Creative Futures, Centre for Creative and Cultural Industries Research, Napier University).

A range of studies into skills gaps in the creative media industries identify that employers seek a number of generic transferable skills in employees. These skills, such as *Working with Others, Communication* and *Problem Solving*, are of universal value across most industry sectors. The NC Media's focus on a mandatory project and *Working with Others* component is designed to offer a framework to develop those skills. The multi-platform nature of the curriculum should foster a mindset open to developing technology and entrepreneurial opportunity.

The figures below outline job numbers in the specific media sectors. Candidates completing the NC Media would develop meaningful skills which would be of value across the Scottish job market.

Skillset has published employment figures for the creative media sector in Scotland. These figures are taken from the Skillset 2006 Employment Census, Skillset/UK Film Council Feature Film Production Workforce Survey 2008, Experian 2007, Skillset/Equity Performing Arts Industry Workforce Survey 2005 and LFS 2005.

Sector	Detail
Television	Over 2,500 people working in broadcast TV, cable and satellite and independent production.
Radio	1,780 individuals work in publicly funded, commercial, community and voluntary radio.
Film	Around 600 people operating in the key sub sectors of production live in Scotland. Others working in facilities (see below) provide services for film, for example in post production. Figures are not available for employment in cinema exhibition at national/regional level.
Facilities	Nearly 900 people employed in the sub sectors of post production, studio and equipment hire, special FX and OBs.
Animation	Over 200 people employed in animation companies with more employed in animation roles in other creative media sectors.
Computer Games	Just under 600 working in computer games.
Interactive Media	3,000 people working for specialist companies in the key platforms of web and internet, interactive television, offline multimedia. Others also employed in these roles in other sectors of the economy
Other Content Creation	Over 800 people involved in making other types of content, including commercials, corporate production and pop promos.

(www.skillset.org.uk)

Figures for the ever-changing nature of journalistic employment are difficult to maintain. In 2006 Careers Scotland estimated that 3,900 people were working as 'journalists, newspaper and periodical editors' as defined by the UK government in Scotland. HN Practical Journalism Arrangements Document, SQA July 2007

The National Union of Journalists in Scotland has a membership of 2,611 broken down into the following sections. (NUJ figures, February, 2008)

Broadcasting	389	New Media	11
Books	52	News Agencies	23
Freelance	606	PR	234
Magazines	75	Provincial Newspapers	588
National Newspapers	633		

Candidates completing the NC Media award will have developed transferable Core Skills in *Working with Others*, *Communication*, *IT* and *Problem Solving* which will improve their employability in a number of different industry sectors as well as those defined above.

Factors of employability, entrepreneurship and production budgetary considerations should be made clear wherever possible. Freelance working is a factor of many Creative Industries career paths and learners should be made aware of this. They should understand the importance of an entrepreneurial mindset in a budget driven commercial world.

4 Access to Group Award

While access to the NC Media is at the discretion of the centre, candidates would benefit from previous experience of communication and media subjects: Standard Grade English or Media Studies. It would be expected that candidates would have an interest and some experience of the media. Relevant work experience would also be acceptable.

5 Group Award structure

The new qualification comprises of a framework of media based mandatory Units, which underpin the Group Award structure. Individual centres will supplement a common core of mandatory Units with a selected range of optional Units.

Candidates completing the award could also be given the additional opportunity for individualised learning programmes tailored to their specific media skills and interests. A proportion of the teaching and learning activities will include options for self-directed study and learning.

Although the programme delivery is at the discretion of the centre it is expected that candidates would study the chosen medium (or media) of the Media Project before undertaking the Media Project. It is also envisaged that the delivery of the Core Skill: *Working with Others* Unit would support the collaborative nature of the Media Project.

5.1 Framework

The National Certificate in Media comprises:

- ◆ A five Unit 6 credit mandatory section comprising of:
 - *Media: An Introduction to the Media Industry*
 - *Media: An Introduction to a sector of the Media Industry*
 - *Media: Understanding the Creative Process*
 - *Media Project*
 - Core Skill: *Working with Others*
- ◆ A 6 credit selection of optional Units from the list below, of which a minimum of 2 credits at SCQF level 6

To achieve the final award, the candidate must achieve a total of 12 credits; a minimum of 7 credits must be at SCQF level 6.

5.2 Mandatory Units

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	F57L 11	6	5	1
Media: An Introduction to a Sector of the Media Industry	F57J 12	6	6	1
Media: Understanding the Creative Process	F5D1 12	6	6	1
Working with Others	F3GE 12	6	6	1
Media Project	F57P 12	12	6	2

5.3 Optional Units

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Media: Basic Video Camera Operations	F585 11	6	5	1
Media: Lighting for Single Camera	F57W 12	6	6	1
Media: Directing a Single Camera Production	F586 12	6	6	1
Media: Television Production Assistant	F584 11	6	5	1
Media: Sound Recording for Single Camera	F58E 11	6	5	1
Media: Basic Video Editing	F57V 11	6	5	1
Multi Camera Studio Production Roles	F589 12	12	6	2
Media: Making a Radio Programme	F587 11	6	5	1
Media: Presenting for Radio and Television	F58A 11	6	5	1
Media: Radio Interviewing	F58B 12	6	6	1
Media: Radio Music Programme Production	F58D 11	6	5	1
Media: Radio Feature Production	F581 12	6	6	1
Media: Radio Journalism	F582 11	6	5	1
Media: Making a Radio Programme	F57X 12	12	6	2
Media: News Writing for Print	F57R 11	6	5	1
Media: Feature Writing	F57M 12	6	6	1
Media: Basic Website Development	F57Y 11	6	5	1
Media: Research and Interview Skills for Journalism	F57S 12	6	6	1
Media: Page Layout and Design for Print	F57N 12	6	6	1
Media Advertising: An Introduction	F57H 12	6	6	1
Media: Scriptwriting	F583 11	6	5	1
Communication	F3GB 11	6	5	1
Or Literacy	H23W 75	6	5	1

Communication	F3GB 12	6	6	1
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Unit title	Code	SCQF credit points	SCQF level	SQA credit value
*Analysing Media Content	J297 75	6	5	1.5
*Analysing Media Content	J298 76	6	6	1.5
Media Production	DF16 11	6	5	1
*Creating Media Content	J29A 76	6	6	1.5
Media: Photography	F580 11	6	5	1
Media: An Introduction to Comics and Graphic Novels	F57K 11	6	5	1
Media: An Introduction to Film and the Film Industry	F57T 11	6	5	1
Art and Design: Animation Project	F5C6 12	6	6	1
Sound Engineering and Production	F58H 12	6	6	1
*Photography: Image Making	J208 76	9	6	1.5
Digital Imaging	F8KM 12	6	6	1
Multimedia Computing: Introduction to Video Production	D1D0 11	6	5	1
Multimedia Computing: Introduction to Digital Photography	D0F7 11	6	5	1
Computing: Digital Media Elements	F3SW 12	6	6	1
Event Organisation	F3PN 12	6	6	1
A maximum of 2 credits may be chosen from the following optional Units				
French for Work Purposes	F3CG 11	6	5	1
French for Work Purposes	F3CG 12	6	6	1
Spanish for Work Purposes	F3C7 11	6	5	1
Spanish for Work Purposes	F3C7 12	6	6	1
German for Work Purposes	F3CC 11	6	5	1
German for Work Purposes	F3CC 12	6	6	1
Italian for Work Purposes	F3CB 11	6	5	1
Italian for Work Purposes	F3CB 12	6	6	1
Cantonese for Work Purposes	F3CF 11	6	5	1
Cantonese for Work Purposes	F3CF 12	6	6	1
Gaelic for Work Purposes*	J631 45*	6	5	1
Gaelic for Work Purposes*	J631 46*	6	6	1
Mandarin for Work Purposes	F3CA 11	6	5	1
Mandarin for Work Purposes	F3CA 12	6	6	1
Polish for Work Purposes	F3C9 11	6	5	1
Polish for Work Purposes	F3C9 12	6	6	1
Russian for Work Purposes	F3C8 11	6	5	1
Russian for Work Purposes	F3C8 12	6	6	1
Urdu for Work Purposes	F3CE 11	6	5	1
Urdu for Work Purposes	F3CE 12	6	6	1

*Refer to history of changes for revision details

5.4 Core Skills

Entry and exit levels of Core Skills for the National Certificate in Media will be set by individual centres. Each Unit of the award provides opportunities for candidates to develop aspects of Core Skills at an appropriate level. Individual Unit Specifications provide further details.

See appendix A where each Core Skill is mapped against the mandatory Units.

5.5 Progression to other Group Awards

SQA offers HN Group Awards in *Creative Industries: Radio and Television* and *Practical Journalism and Communication with Media* at levels 7 to 8 and also the *Media Analysis and Production* HN Group Award which is available at SCQF level 7. Appendix J indicates how the NC in Media award at SCQF level 6 articulates with other SQA provision.

The breadth of the NC Media award could allow candidates to progress to other Higher Education courses

6 Approaches to delivery and assessment

In determining the structure of the Group Award, careful consideration has been given to candidate progression, either into further study or employment, and it is likely that centres will consider the content of any HNC/HND awards, Degree requirements and/or potential for employment when selecting optional Units.

The flexibility of the choice in the structure of this award does not lend itself to one overall approach to delivery. However, while the delivery is at the discretion of individual centres, it is suggested that when considering the approach to delivery and the framework and choice of optional Units, centres should take account of:

- ◆ the individual candidate
- ◆ required criteria laid down by other bodies for candidate entry to advanced Courses
- ◆ requirements for employment

Although primarily envisaged as a full-time Course, there is no barrier within the framework to candidates undertaking the award on a part-time basis.

In delivering this award, centres should look for opportunities for integration of learning, teaching and assessment. The award structure and Unit content, especially the mandatory section, has been developed to allow for integrative and cross assessment.

The use of an integrated and linked delivery methodology in centres will provide candidates with more meaningful learning experiences and promote an increased coherence between the Units. In delivering this award, centres should look for opportunities for integration of learning, teaching and assessment, eg *Media: Understanding the Creative Process* could allow candidates to develop content for their *Creative Project*. Candidates could develop an understanding of the various job roles involved in their project in *Media: An Introduction to a Sector of the Media Industry* and develop the required team working skills in *Working with Others*.

The assessment strategy for the proposed awards aims for a balanced approach to assessment as well as complementary and supplementary methods of assessment which reflect the nature of the subject area. Much of the assessment is practical based. Please refer to Appendix B for assessment mapping of the mandatory section. There is also a suggested sequence of delivery in Appendix H.

Unit specifications detail all mandatory Evidence Requirements, providing centres with valuable information relating to assessment procedures and conditions for each assessment event. This will assist with standardisation both in and across centres, raising the credibility of the new certification.

Assessment Support Packs (ASPs) will be made available for mandatory Units and one of the new optional Units. These will reinforce the practical aspect of the Unit specification as well as reinforcing a common standard across centres.

Unit Specifications also provide advice and guidance on different approaches to delivery.

Learning and teaching approaches should include lectures, individual and group work reinforced by handouts and worksheets which should incorporate working with others and problem-solving exercises. Candidates should be encouraged to use and become familiar with a wide range of media texts. Candidates should also be encouraged to use a range of IT hardware and software.

6.1 Mandatory section

The mandatory core of the NC Media offers the opportunity for a holistic integrated approach to assessment. The following delivery pattern begins with a general introduction to the media at level 5, and concludes with the major project work at level 6. Individual Units would be introduced as the Course progresses to develop the production knowledge and skills required to undertake the project.

	Block 1	Block 2	Block 3
Media: An Introduction to the Media Industry (5)			
Media: An Introduction to a Sector of the Media Industry (6)			
Media: Understanding the Creative Process (6)			
Working with Others (6)			
Media Project (6) 2 credits			

6.2 Progression within the Group Award

Although the award is at SCQF level 6, a number of optional Units are available at SCQF level 5, which should facilitate progression for candidates. These include Media Analysis, fiction and non-fiction, and Media Production at levels 5 and 6. The same progression opportunities exist with the Core Skill Units in *Communication* and *Working with Others*.

6.3 Example routes

There are a number of potential routes for candidates within the NC Media framework. Where progression is to specific HN provision, Creative Industries: Television for example, candidates would still be expected to study a range of media as the NC Group Award is designed to deliver a broad introduction to the creative media industries. There is a balance to be struck between the desire to provide sector specific skills to ease progression to specific HN programmes and the need to develop broad transferable skills to apply across the convergent modern media landscape.

The framework has been deliberately kept broad so that within these possible routes candidates can acquire skills and knowledge in particular fields depending on their interests and the centre's resources. A number of examples are given below.

General route

Mandatory section	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	5	1
Media: An Introduction to a Sector of the Media Industry	6	1
Media: Understanding the Creative Process	6	1
Working with Others	6	1
Media Project	6	2
Optional section	SCQF level	SQA credit value
Journalism: Research and Interview Skills for Journalism	6	1
Media: Presenting for Radio and TV	5	1
Media: Basic Website Development	5	1
Media Analysis: Non Fiction	6	1
Communication	5	1
Media: Making a Radio Programme	5	1
Number of SCQF level 6 Units/overall number of Units	7	12

Television route

Mandatory section	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	5	1
Media: An Introduction to a Sector of the Media Industry	6	1
Media: Understanding the Creative Process	6	1
Working with Others	6	1
Media Project	6	2
Optional section	SCQF level	SQA credit value
Media: Basic Video Camera Operations	5	1
Media: Lighting for Single Camera	6	1
Media: Directing a Single Camera Production	6	1
Media: Sound Recording for Single Camera	5	1
Media: Basic Video Editing	5	1
Media: Making a Radio Programme	5	1
Number of SCQF level 6 Units/overall number of Units	7	12

Radio route

Mandatory section	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	5	1
Media: An Introduction to a Sector of the Media Industry	6	1
Media: Understanding the Creative Process	6	1
Working with Others	6	1
Media Project	6	2
Optional section	SCQF level	SQA credit value
Media: Making a Radio Programme	5	1
Media: Presenting for Radio and TV	5	1
Media: Radio Interviewing	6	1
Media: Radio Music Programme Production	5	1
Media: Radio Feature Production	6	1
Media Analysis: Fiction	5	1
Number of SCQF level 6 Units/overall number of Units	7	12

Journalism route

Mandatory section	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	5	1
Media: An Introduction to a Sector of the Media Industry	6	1
Media: Understanding the Creative Process	6	1
Working with Others	6	1
Media Project	6	2
Optional section	SCQF level	SQA credit value
Media: Presenting for Radio and TV	5	1
Media: Radio Journalism	5	1
Media: News Writing for Print	5	1
Media: Feature Writing	6	1
Journalism: Research and Interview Skills for Journalism	6	1
Media: Photography	5	1
Number of SCQF level 6 Units/overall number of Units	7	12

General route [with Higher(s)]

Mandatory section	SCQF level	SQA credit value
Media: An Introduction to the Media Industry	5	1
Media: An Introduction to a Sector of the Media Industry	6	1
Media: Understanding the Creative Process	6	1
Working with Others	6	1
Media Project	6	2
Optional section	SCQF level	SQA credit value
Media Analysis: Fiction	6	1
Media Analysis: Non fiction	6	1
Media Production	6	1
Making a Radio Programme	5	1
Media: Presenting for Radio and TV	5	1
Media: Radio Journalism	5	1
Number of SCQF level 6 Units/overall number of Units	8	12

The above framework would have to include external assessment to ensure that candidates gain the NQ Group Award in Media Studies.

7 General information for centres

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

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 National Certificate in Media at SCQF level 6 will give you a platform to allow you to progress into further education; this could include progressing on to an HNC, HND or degree programme. This NC programme is suitable for you if you have just left school or are an adult returner.

The NC Media offers a range of opportunities to develop creative and production skills across the media. You will better understand how media texts are constructed, and how the media industries operate and interact. There may be some job opportunities for those completing the NC but it is more likely that you will progress to further study of the media at a more advanced level. The NC will help you decide which vocational area to choose.

There are also opportunities to develop Core Skills especially in relation to *Working with Others* and *Communication*. These transferable skills will be of value in many industrial sectors as well as the media.

The NC Media at SCQF (level 6) contains 6 mandatory credits. In addition, you must complete a further 6 credits from a list of options. To achieve the National Certificate a minimum of 7 of these credits must be at SCQF level 6. Together, these make up the 12 credits you need to successfully complete the National Certificate.

There are no specific entry requirements for the National Certificate in Media. However, it would be beneficial if you had some previous experience of media or communication Courses or Units.

You can discuss your situation with a College and staff there will be pleased to offer you advice on how the Course can be of help to you.

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 Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

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

- A Core Skill development
- B Assessment mapping:
 - 1 Units and Outcomes
 - 2 Integration opportunities
- C Sequence of delivery: three examples
- D National Occupational Standards mapping
- E Media related Courses Progression map

Appendix A: Core Skill development

The mandatory Units provide opportunities for candidates to develop aspects of the following Core Skills:

Core Skill	Developed through
Communication	An Introduction to the Media Industry An Introduction to a Sector of the Media Industry Understanding the Creative Process Media Project
Problem Solving	Media Project
Information Technology	An Introduction to a Sector of the Media Industries Media Project
Working with Others	An Introduction to the Media Industries Media Project Note: this Core Skill is certificated in the mandatory Unit: Core Skills: Working with Others
Numeracy	

Appendix B: Assessment mapping

1 By Unit and Outcome

Mandatory Units (6 credits)	SCQF level	No. credits	Outcomes produced by writer	Assessment evidence	Comments
Media: An Introduction to the Media Industry	5	1	1 Investigate media consumption across a range of demographic groups	(1)A record of: <ul style="list-style-type: none"> ◆ Personal media consumption over a period of 7 days ◆ The media consumption of at least two other people, each from a different demographic group, over a period of 7 days 	Open book
			2 Identify a range of media sectors and explain their function	(2&3) Candidates are required to produce evidence which shows that they are able to identify a minimum of three different media sectors and explain the function of each. Candidates must select their sectors from the following list and then identify a minimum of three different media products from each platform and identify the intended target audience for each media product.	Open book
			3 Investigate a range of media platforms and their products		Assessment Support Pack Available

Mandatory Units (6 credits)	SCQF level	No. credits	Outcomes produced by writer	Assessment evidence	Comments
Media: An Introduction to a Sector of the Media Industry	6	1	<p>1 Investigate the structure and ownership of a media sector</p> <p>2 Investigate key job roles within a media sector</p> <p>3 Explain the key constraints on a media sector</p>	<p>Candidates will be given a brief by the teacher/lecturer for this Unit. This brief will define the media sector that they are required to focus on for all Outcomes. The evidence must show that candidates are able to:</p> <p>Identify a minimum of three different key organisations</p> <p>Identify the key jobs</p> <p>Describe the roles and responsibilities of these jobs</p> <p>Explain the relationship between these roles</p> <p>Identify and explain the key legal constraints</p> <p>Identify and explain the key institutional constraints</p> <p>Identify and explain the key regulatory constraints</p> <p>Identify and explain the key voluntary constraints</p>	<p>Holistic assessment</p> <p>Assessment Support Pack Available</p>
Media: Understanding the Creative Process (SCQF level 6)	6	1	<p>1 Investigate the key elements of the creative process for a range of media platforms</p> <p>2 Research and develop a creative concept in accordance with a given brief</p>	<p>The assessment will require candidates to select a minimum of three different media platforms and describe the following features of each:</p> <p>The assessment will require candidates to generate a minimum of two creative concepts. Candidates will then be required to investigate the suitability of a minimum of three media platforms for each creative concept.</p>	<p>Assessment Support Pack Available</p>

Mandatory Units (6 credits)	SCQF level	No. credits	Outcomes produced by writer	Assessment evidence	Comments
Core Skills: Working with Others	6	1	<ol style="list-style-type: none"> 1 Work co-operatively with others. 2 Review co-operative activity. 	For example: work with others to implement a media production activity designed to a given brief	<p>Written and/or oral evidence supported by tutor observation</p> <p>Assessment Support Pack Available</p>
Media Project	6	2	<ol style="list-style-type: none"> 1 Prepare for a media production to a given brief 2 Produce a plan for a media production in response to a given brief 3 Produce an item of media content in response to a given brief 4 Review and evaluate the completed media production process 	<p>Outcomes 1, 2 3(d) and 4 The folio to include; a copy of the brief, a record of the idea, a record and evaluation of the research materials, a short description of the planned media production, a plan for the media product, deadline identification, risk assessment, compliance statement, production review and evaluation.</p> <p>Outcome 3 (a, b & c) Practical Activity Which demonstrate that candidates can; implement the plan, use appropriate and post production techniques</p>	<p>Written and/or oral evidence</p> <p>Practical activity</p> <p>Assessment Support Pack Available</p>

2 Mandatory Units by Outcome to show opportunity for simultaneous/integrated assessment activity

Unit title	Block 1			Block 2			Block 3		
Media: An Introduction to the Media Industry (5)	Investigate media consumption across a range of demographic groups	Identify a range of media sectors and explain their function	Investigate a range of media platforms and their products						
Media: Introduction to a Sector of the Media Industry (6)				Investigate the structure and ownership of a media sector	Investigate key job roles within a media sector	Explain the key constraints on a media sector			
Media: Understanding the Creative Process (6)		Investigate the key elements of the creative process for a range of media platforms		Research and develop a creative concept in accordance with a given brief					
Working with Others (6)					Work co-operatively with others.			Review co-operative activity.	
Media Project (6) 2 credits				Prepare for a media production to a given brief	Produce a plan for a media production in response to a given brief	Produce an item of media content in response to a given brief	Review and evaluate the completed media production process		

Appendix C: Sequence of delivery (simplified 3 block pattern) General route: Example

Block 1	Block 2	Block 3
Media: An Introduction to the Media Industry (5)	Media: An Introduction to a Sector of the Media Industry (6)	Working with Others (6)
Media: Presenting for Radio and TV (5)	Media: Understanding the Creative Process (6)	Media: An Introduction to Film and the Film Industry (5)
Media Analysis: Non Fiction (5)	Media: Research and Interview Skills for Journalism (6)	Media: Feature Writing (6)
Digital Media: Audio Acquisition (4)	Media Project (6) 2 credits	
Information Technology (5)	Media: Making a Radio Programme (5)	Media: Page Layout and Design for Print (6)
Communication (5)	Media: Basic Website Development (5)	Guidance

Sequence of delivery (simplified 3 block pattern) Radio/Television route: Example

Block 1	Block 2	Block 3
Media: An Introduction to the Media Industry (5)	Media: An Introduction to a Sector of the Media Industry (6)	Working with Others (6)
Media: Basic Video Camera Operations (5)	Media: Understanding the Creative Process (6)	Media: Multi-Camera Studio Production Roles (6)
Media: Lighting for Single Camera (6)	Media: Basic Video Editing (5)	
Media: Sound Recording for Single Camera (5)	Media Project (6) 2 credits	
Communication (5/6)	Media: Directing a Single Camera Production (6)	Media: Making a Radio Programme (5)
Information Technology (5/6)	Media: Basic Website Development (5)	Media: Television Production Assistant (5)

Sequence of delivery (simplified 3 block pattern) with Highers: Example

Block 1	Block 2	Block 3
Media: An Introduction to the Media Industry (5)	Media: An Introduction to a Sector of the Media Industry (6)	
Media Production (6) *	Media: Understanding the Creative Process (6)	Exam Preparation: English (N/A)
Media: Radio Journalism (5)	English: Personal Study (6)	Exam Preparation: Media Studies (N/A)
English: Language Study (6)	Media Project (6) 2 credits	
English: Literary Study (6)	Media Analysis: Fiction (6)	Media: Basic Website Development (5)
Media Analysis: Non fiction (6)	Media: Presenting for Radio and TV (5)	Guidance

* *Working with Others* certificated in Media Production

Appendix D: National Occupational Standards mapping

National Standard	Included in which NOS Document	NC Media mandatory Unit	Relevant Outcome
Manage and Market Yourself as a Freelance	Broadcast Journalism Lighting Sound Production (film and TV)	An Introduction to a Sector of the Media Industry	Outcome 2: Investigate key job roles within a media sector
Contribute to Good Working Relationships	Lighting Sound Production (film and TV)	Core Skill: Working with Others	Both Outcomes
Ensure your own actions reduce risks to health and safety	Broadcast Journalism Lighting Sound Production (film and TV)	Media Project	Outcome 3 Produce an item of Media Content in response to a given brief
Conduct an assessment of risks in the workplace	Broadcast Journalism Lighting Sound Production (film and TV)	Media Project	Outcome 2: Produce a plan for a media production PCd Carry out a risk assessment

National Occupational Standards: Radio Content Creation

RC1 Work effectively in radio

Overview	Performance Statements 'What you must be able to do'	Mandatory Unit	Optional Unit
<p>This Standard is about the core knowledge, skills and attitude required of everyone working in radio, regardless of their role or function.</p> <p>It is about having an enthusiasm for radio, a broad understanding of the medium and its possibilities, and its place in a converging media world.</p> <p>It includes an ability to think creatively and a willingness to work as part of a team.</p> <p>It is about keeping your skills and knowledge up to date and adapting to changing technologies and working practices to make the most of the opportunities they present.</p> <p>It requires a good level of technical competence and general IT skills, and familiarity with up-to-date industry-standard equipment and software.</p>	1 Demonstrate an understanding of the medium of radio and provide evidence of your commitment to it	An introduction to a sector of the media industry	Feature production Radio music programme production Radio journalism Media analysis
	2 Offer ideas for radio and related multi-platform content and a considered critique of different such output	An introduction to the media industries Understanding the creative process Media Project	
	3 Maintain up-to-date awareness of market developments, new technologies, creative ideas and techniques, and best practice	An introduction to the media industries Understanding the creative process	Making a radio programme (x2) Feature production Media Analysis
	4 Work collaboratively, share knowledge and learn from other colleagues	Media Project Working with others	Making a radio programme (level 6) Media production
	5 Conduct discussions and negotiations in a way that promotes co-operation and goodwill	Working with others	Radio interviewing Media production
	6 Produce work to the required standard, balancing creative needs with time and budgetary constraints	Media Project	Radio music programme production Feature production Presenting for radio and TV Making a radio programme (x2)

Overview	Performance Statements 'What you must be able to do'	Mandatory Unit	Optional Unit
It also involves an awareness of the legal and regulatory environments in which the radio industry operates.			Media production
	7 Devise and implement contingency plans for reasonably foreseeable setbacks that might affect your ability to deliver your work on time	Media Project	Making a radio programme (level 6) Media Production
	8 Seek and respond constructively to advice or feedback from appropriate people concerning the quality, fitness for purpose, or any other aspect of your work – and adapt your work or behaviour accordingly	Working with others	Media Production
	9 Manage your own continuing professional development	Not applicable at this level	
	10 Demonstrate competence in the use of industry-standard equipment and software and the willingness to adapt to continuous technological change	Media Project	Radio music programme production Feature production Presenting for radio and TV Making a radio programme (x2) Media production
	11 Observe appropriate conventions for naming and storing digital data so that it can be easily identified and accessed by yourself or others	Media Project	Making a radio programme (x2)
	12 Comply with the relevant laws and regulation governing the radio industry as a whole and specific codes of conduct in your own organisation	Introduction to a sector of the media industry Media Project	Making a radio programme (x2) Radio Music Programme Production

Appendix E: Media related Courses progression map

SCQF level	NQ/NPA/NC	HNC/HND	Work-based
10		Honours Degree eg BA (Hons) Film and Media; BA (Hons) Media	
9		Ordinary Degree eg BA Television; BA Film and Media, BA Theatre and Film	
8		HND Creative Industries: Television HND Creative Industries: Communication and Media HND Sound Production HND Practical Journalism	
7		HNC Creative Industries: Television HNC Media Analysis and Production HNC Creative Industries: Media and Communication HNC Sound Production	Diploma in Creative and Digital Media (part of MA)
6	NC Creative Industries		Foundation Apprenticeship for Creative and Digital

	NC Media NC Sound Production NPA Film and Media NPA Creative and Digital Media: Technologies, Processes and Practices Media Higher		Media
SCQF level	NQ/NPA/NC	HNC/HND	Work based
5	Media National 5 Skills for Work Creative Industries National 5 NC Creative Industries NPA Film and Media NPA Television Production NPA Digital Production Skills		
4	Media National 4 Skills for Work: Creative Digital Media National 4 NPA Creative Industries		
3	Media National 3		