

Higher National Unit Specification

General information for centres

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

Unit code: D7XN 35

Unit purpose: This Unit is about planning, scripting and producing short audio visual programmes to achieve specified communication goals.

On completion of the Unit the candidate should be able to:

1. Plan and script the production of a short audio programme for a given audience
2. Plan, script and produce an audio visual programme combining words and images to a brief and present it to an audience
3. Evaluate an audio visual programme combining words and images

Credit value: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

SCQF (the Scottish Credit and Qualifications Framework) brings Scottish qualifications into a single framework of 12 levels ranging from SQA Access 1 to doctorates. The SCQF includes degrees; HNC/Ds; SQA National Qualifications; and SVQs. Each SQA Unit is allocated a number of SCQF credit points at a specific level. 1 SCQF point = 10 hours of learning. HN candidates are normally expected to input a further number of hours, matched to the credit value of the Unit, of non-contact time or candidate-led effort to consolidate and reinforce learning.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate had competence in evaluating audio visual programmes and presenting them to an audience, as shown by possession of HN Unit D7LY 34 *Audio Visual Presentation 1: Introducing Audio Visual Programmes*, or similar qualifications or experience.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: All assessments should take the form of practical assignments.

For Outcome 1, the candidate will be required to plan, script and record an audio presentation of 12-15 minutes for a given target audience. For Outcome 2 the candidate will be required to plan, script and present an audio visual presentation of 12-15 minutes.

Higher National Unit specification: General information for centres (cont)

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Outcome 1 can be integrated with Outcome 2 of Radio Production 2. If this is done the length of the programme should be 15 minutes.

Outcomes 2 and 3 should be integrated.

Higher National Unit specification: statement of standards

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Plan and script the production of a short audio programme for a given audience

Knowledge and/or skills

- planning and scheduling of a production of an audio programme
- production of a script consistent with the needs of a particular brief and given audience
- awareness of the potential of sound
- recording from different sound sources
- creating a master from different sound sources
- using microphones and sound level controls
- editing
- estimating production costs

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- plan and schedule the production of a 12-15 minute audio programme effectively
- produce a script consistent with the needs of a particular brief using sound effectively in the context of a given brief
- record from at least two different sound sources and combine them effectively on a master
- use microphones and sound levels effectively to produce a programme of an acceptable standard for in-house production
- edit material effectively
- estimate the costs for the production of a particular programme

The candidate is not obliged to act as presenter on the programme but he/she must act as technical operator and producer. The completed programme should be of the standard acceptable for an in-house production. Plans, schedules, scripts and observation checklists should be retained for evidence as well as the recorded programme. Music content must not be more than 25% of the completed programme.

Higher National Unit specification: statement of standards (cont)

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

Assessment guidelines

The selection of the subject material can be left to the candidate and could be based on material researched in other subjects. In order that the candidate may work to as professional level as is possible it is essential that deadlines be given and met.

The candidate should select his/her chosen audience from a range of audiences suggested by the assessor.

Outcome 2

Plan, script and produce an audio visual programme combining words and images to a brief and present it to an audience

Knowledge and/or skills

- Planning the production of a programme to a given brief
- Scheduling the production
- Producing a storyboard and script to a given brief
- Meeting deadlines
- Producing a programme
- Using appropriate equipment

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- produce a storyboard and script effectively meeting the needs of a given brief
- schedule effectively to meet the needs of given deadline
- implement the schedule effectively
- produce a 12-15 minute audio visual programme of an acceptable standard for in-house presentation

The script, brief and schedule should all be retained as evidence as should the recorded programme and observation checklists.

Checklists must be used.

Higher National Unit specification: statement of standards (cont)

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

Assessment guidelines

The candidate may select the audience. The programmes may be fully or partially automated depending on the equipment available within centres.

The brief should be agreed with the assessor prior to production of the script and does not necessarily have to be vocationally based, although there are obvious advantages in presentations that are relevant to the candidate's course of study.

The candidate should be allowed flexibility in his or her choice of subject.

Outcome 3

Evaluate an audio visual programme combining words and images.

Knowledge and/or skills

- Analysing the strengths and weaknesses of a programme
- Identifying constraints imposed by copyright and other laws and regulations
- Evaluating the effectiveness in terms of the given brief
- Evaluating the overall effectiveness of the programme

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- analyse the strengths and weaknesses of the programme
- identify accurately constraints imposed by copyright and other laws and regulations
- evaluate the overall effectiveness of the programme

A written evaluation report on the programme produced for Outcome 2 of at least 300 words.

Assessment guidelines

A proforma sheet could be used as a framework for the report.

Administrative Information

Unit code: D7XN 35

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

Superclass category: KG

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Higher National Unit specification: support notes

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

This Unit allows the candidate to produce more complex audio visual programmes than in HN Unit D7LY 34 *Audio Visual Presentation 1: Introducing Audio Visual Programmes*.

Additional theory should relate to the production of the programmes as the generic theory should have been covered in HN Unit D7LY 34 *Audio Visual Presentation 1: Introducing Audio Visual Programmes*.

The subject material for the assessments could be based on material already prepared for other subjects within HND *Communication with Media*.

Scripts produced for other assessments within HND *Communication with Media* could be adapted to meet the requirements of this Outcome.

Candidates should be allowed to review varying styles of programmes.

The choice of equipment will be dependent on the facilities available, but as many types of equipment as possible should be discussed.

Guidance on the delivery and assessment of this Unit

The candidate should be given as much practical/hands on experience as possible. Individual and group formative exercises should be undertaken before the candidate begins the summative assignments.

The size of the class and the amount and type of equipment available will dictate how the assessments are scheduled. There is no prescriptive method.

The candidate must demonstrate competence during the assessments as well as during the formative work in the setting up and use of the various types of audio visual equipment selected for specific purposes.

The candidate should be allowed to select, from the resources available, the medium he/she chooses to use.

Deadlines should be given to the candidate in relation to the completion of each Outcome. It should be made clear that a professional approach to the use of equipment as well as in the production of the programmes is necessary.

Higher National Unit specification: support notes (cont)

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Open learning

This Unit does not lend itself to Open Learning due to the regular need for access to specialist equipment.

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment and Certification Arrangements for Candidates with Special Needs and Candidates for whom English is an Additional Language* (SQA, 2000).

General information for candidates

Unit title: Audio Visual Presentation 2: Creating Audio and Audio Visual Programmes

This Unit is designed to enable you to script and produce different audio/audio visual programmes to specific briefs and target audiences.

You will use recording and editing equipment and learn about production techniques, script writing and layout as well as the production of a range of audio visual programmes. You will take part in as many aspects of the production of as wide a range of programmes as time allows before beginning on your final assignments.

In this Unit the emphasis is on the practical production work as you will have already covered the basic theory in HN Unit D7LY 34 *Audio Visual Presentation 1: Introducing Audio Visual Programmes*. You will work both on your own and in a group in order to gain an insight into the various elements that make up the production of an audio visual programme.

In order to complete this Unit successfully you will be required to achieve a satisfactory level of performance in both assignments.

As technology advances the use of audio visual aids to enhance presentations becomes more challenging and exciting. This Unit will allow you to extend your knowledge and expertise in the production and use of technology to educate and inform.

On completion of this Unit you should be able to:

1. Plan and script the production of a short audio programme for a given audience
2. Plan, script and produce an audio visual programme combining words and images to a brief and present it to an audience
3. Evaluate an audio visual programme combining words and images