

Higher National Group Award Graded Unit Specification

General Information for Centres

This group award Graded Unit has been validated as part of the *HND Communication with Media*. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of group award Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Group Award Graded Unit Title: Communication with Media:
Group Award Graded Unit 2

Group Award Graded Unit Code: DH8M 35

Type of Group Award Graded Unit: Project

Assessment Instrument: Practical Assignment

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

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Purpose: This group award Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the *HND Communication with Media*:

- Develop specialised vocational competences
- Develop an awareness of ethical and legal professional issues
- Develop high understanding of interdisciplinary connections between specialist areas
- Develop skills for preferred employment or further study

Recommended Prior Knowledge and Skills: It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this group award Graded Unit:

- HN Unit DH49 34 Complex Oral Presentation
- HN Unit DH4G 34 Research Skills
- HN Unit DH48 34 Press and Broadcasting in the UK

General Information for Centres (cont)

- HN Unit D7LW 34 Communication: Using Information Technology and Desktop Publishing
- HN Unit D7XF 35 Interpersonal and Group Skills
- HN Unit D7XH 35 Interview Skills
- HN Unit DH8K 35 Law and the Communication Industries
- HN Unit D7XK 35 Editing and Proof reading
- Relevant optional units

Core Skills: The Core Skill of Problem Solving at Higher is embedded in this Graded Unit specification. There may be opportunities to gather evidence towards other core skills although there is no automatic certification of skills or components.

Assessment: This group award Graded Unit will be assessed by the use of a Practical Assignment. The “fleshed-out” assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the group award that this group award Graded Unit covers.

Administrative Information

Graded Unit Code: DH8M 35

Graded Unit Title: Communication with Media: Group Award Graded Unit 2

Date of publication: August 2004

Source: SQA

Special Needs: This group award Graded 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 assessment arrangements. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (December 2001, AA0645/3).

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Higher National Group Award Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Group Award Graded Unit Title: Communication with Media:
Group Award Graded Unit 2

Conditions of Assessment

The candidate should be given a date for completion of the Practical Assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date. Reassessment of this group award Graded Unit should be based on a significantly different assessment task.

At this level, candidates should work independently. It is up to Centres to take reasonable steps to ensure that the project is the work of the candidate. For example, Centres may wish to informally question candidates at various stages on their knowledge and understanding of the project on which they have embarked. Centres should ensure that where research etc, is carried out in other establishments or under the supervision of others that the candidate does not receive undue assistance.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this group award Graded Unit has been designed to cover

Guidance on grading candidates

Candidates who meet the minimum evidence requirements will have their achievement graded as C – competent, or A – highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

**Higher National Group Award Graded Unit specification:
Instructions for designing the assessment task and assessing
candidates (cont)**

Grade Related Criteria

Planning – Analysis of requirements and development of strategy

C	B	A
<ul style="list-style-type: none"> • Analysis of key factors • Ability to identify potential difficulties • Self directed • Wide range of resources identified 	<ul style="list-style-type: none"> • Analysis of key issues • Skill in handling difficulties • Self directed • Wide range of resources accessed 	<ul style="list-style-type: none"> • Critical and evaluative approach • Strategic thinking • Highly motivated • Sophisticated research approaches

Developing – Implementation of plan and management of the task

C	B	A
<ul style="list-style-type: none"> • Generally effective • Course skills linked • Practical competence • Awareness of industry standards • Awareness of ethical issues • Effective resource management • Well presented 	<ul style="list-style-type: none"> • Effective • Course skills effectively integrated • High level of technical skill • To industry standard • Awareness of ethical issues • Skilled resource management • Designed for impact 	<ul style="list-style-type: none"> • Very effective throughout • Seamless integration • Exceptional technical skills • To high professional standard • Awareness of ethical issues • Strategic resource management • High impact

**Higher National Group Award Graded Unit specification:
Instructions for designing the assessment task and assessing
candidates (cont)**

Evaluating – Effectiveness of approach taken at all stages

C	B	A
<ul style="list-style-type: none"> • Criteria identified • Reflection on original plan • Examination of difficulties • Supporting evidence analysed • Conclusions/ recommendations for future work 	<ul style="list-style-type: none"> • Criteria discussed • Reflection on original plan • Some detail on strategies adopted • Supporting evidence analysed and evaluated • Sound conclusions and recommendations for future work 	<ul style="list-style-type: none"> • Criteria used effectively • Critical analysis of original plan • Critical analysis of project management • Evidence critically analysed and evaluated • Conclusions/ recommendations show insight and focus on future work

Higher National Group Award Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Evidence requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the group award Graded Unit.

Project Stage	Minimum Evidence Requirements
Stage 1 — Planning	<p>Evidence of analysing the project, by setting objectives and identifying all the key factors affecting the project.</p> <p>Evidence of selecting, justifying and developing a strategy for managing the project, taking into account the key factors, including the resources and time available, and based on the analysis undertaken.</p> <p>Evidence of identification of a wide range of resources required to carry out the project, including sources of information, procedures, people and equipment.</p> <p>Specific evidence: an investigative report showing the application of:</p> <ul style="list-style-type: none"> • analytical skills • research skills • planning skills <p>The report, which could include market research, should examine and analyse issues likely to affect the practical media production, for example, resources, legal or ethical concerns, sponsorship, promotional activities, campaign strategy, crisis management proposals etc.</p> <p>Minimum written evidence: 700 words</p> <p>Minimum oral evidence: 7 minutes material recorded on audio or video tape</p> <p>Maximum mark allocation: 15 marks</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>

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candidates (cont)**

Project Stage	Minimum Evidence Requirements
Stage 2 — Developing	<p>Evidence of the candidate carrying out the project, implementing the plan and managing the project in the form of:</p> <p>Product evidence which demonstrates</p> <ul style="list-style-type: none"> • a high level of technical skills in the chosen medium • effective linking of interdisciplinary specialist areas • skills in resource management <p>and</p> <ul style="list-style-type: none"> • records of practical activities • support materials presented to a professional standard • effective integration of interdisciplinary skills in specialist areas <p>(eg proposals, briefs, advertising materials, flyers, press releases)</p> <p>Maximum mark allocation: 70 marks</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage</i></p>

**Higher National Group Award Graded Unit specification:
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candidates (cont)**

Project Stage	Minimum Evidence Requirements
Stage 3 — Evaluating	<p>An evaluation of the effectiveness of the approach taken to all stages of the practical activity</p> <ul style="list-style-type: none"> • the analysis of the task • the planning and organisation of the project • the carrying through of the plan to completion • the outcome <p>Specific evidence: a written and/or oral evaluation report that includes:</p> <ul style="list-style-type: none"> • identification of criteria on which the evaluation is based • examination of the effectiveness of the original analysis and planning • reference to any difficulties overcome during the course of the project • reference to skills developed • conclusions as to how the process could be improved, with recommendations for any future work • detailed evidence to support all aspects of the evaluation <p>Minimum written evidence: 700 words</p> <p>Minimum oral evidence: 7 minutes material recorded on audio or video tape</p> <p>Maximum mark allocation: 15 marks</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</i></p>