

Higher National Unit Specification

General information for centres

Unit title: Work Placement and Preparation for Employment in the Gaelic Creative Industries

Unit code: DJ1M 35

Unit purpose: The purpose of this unit is to give candidates an insight into the workings and cultural imperatives of the Gaelic media industry. It is also designed to enable candidates to demonstrate that they can carry out a range of tasks within a given brief by preparing for and undertaking a structured Work Placement and Preparation for Employment in the Gaelic Creative Industries industry. Candidates will be given an opportunity to showcase their abilities by creating a self-promotion package. This unit is intended for candidates who have recently completed a course of study in broadcast skills at Higher National level through the medium of Gaelic and who now wish to embark on a career in the Gaelic media industry.

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

1. Undertake a Work Placement and Preparation for Employment in the Gaelic Creative Industries industry.
2. Research the production process through undertaking shadow placements with key programme-makers.
3. Create a self-promotion package.

Credit points and level: 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.*

Recommended prior knowledge and skills: In order to participate fully in the work placement, fluency in Gaelic is a prerequisite. The candidate should have good interpersonal skills. The candidate should have completed a selection of units from within the HNC and/or HND Television Frameworks and an HN Unit in IT or computer skills to at least SCQF 6. Access to the unit is at the discretion of the centre.

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. This unit forms part of the mandatory section of the PDA *Diploma in the Gaelic Media (Dioplòma anns na Meadhanan Gàidhlig)*.

General information for centres (cont)

Assessment: There are three outcomes in this Unit. In Outcome 1, the candidate will plan, implement and evaluate the work placement. In Outcome 2, the candidate will create and present a programme treatment. During the course of the work placement, the candidate will work towards Outcome 3, the creation of a self-promotion package that will allow them to present themselves to prospective employers.

A working brief will be agreed between the centre and the workplace and this will form the basis for the candidate's placement. Goals identified for the placement will be clear and appropriate to timescale and workplace. Records of workplace experience will be clear, complete, concise and accurate.

Higher National Unit specification: statement of standards

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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. The candidate should not know in advance the items on which s/he will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Undertake a Work Placement and Preparation for Employment in the Gaelic Creative Industries industry.

Knowledge and/or skills

◆ <i>Planning</i>	name, location and general activities of the workplace designation/role in workplace job/role description general tasks to be performed ways of interpreting a working brief ways of identifying the aims and objectives of a working brief
◆ <i>Implementing</i>	methods of undertaking the range of tasks required to meet the working brief methods of monitoring own performance during placement
◆ <i>Evaluating</i>	methods of evaluating of own performance methods of evaluating professional development during placement ways of identifying potential future training requirements ways of identifying potential career path.

Evidence requirements

The candidate will require written evidence in the form of a Personal Appraisal Portfolio which should contain three sections: *Planning*, *Implementing*, *Evaluating*. The completed portfolio should address all the knowledge and skills above. Each completed form should be agreed to and signed by all parties involved: the candidate, the tutor and the workplace supervisor. The candidate must supply all of the minimum evidence specified below in order to pass.

Higher National Unit specification: statement of standards (cont)

Unit title: Work Placement and Preparation for Employment in the Gaelic Creative Industries

Stage	Minimum evidence requirements	
◆ <i>Planning</i>	Working Brief (candidate, tutor and workplace supervisor) 1-2 x A4 page(s)	
	<p>The style and content of the working brief will follow industry standards. It should be generated in two stages, following:</p> <ul style="list-style-type: none"> ▪ interview with tutor before commencement of work placement ▪ interview with workplace supervisor at start of work placement. <p>The working brief must include:</p> <ul style="list-style-type: none"> ▪ name, location and general activities of the workplace ▪ candidate's designation/role in workplace ▪ candidate's job/role description ▪ description of general tasks; specific duties and responsibilities ▪ agreement and prioritisation of personal learning goals. 	
◆ <i>Implementing</i>	Self-appraisal Form (candidate) 1 x A4 page	Appraisal Form (workplace supervisor) 1 x A4 page
	<p>The style and content of the appraisal forms will follow industry standards. They should be generated following progress interview(s) with workplace supervisor. Both forms must include monitoring and appraisal of:</p> <ul style="list-style-type: none"> ▪ performance of general tasks; specific duties and responsibilities ▪ progress towards agreed personal learning goals ▪ general performance and progress. 	
◆ <i>Evaluating</i>	Self-evaluation Report (candidate) 1-2 x A4 page(s)	Evaluation Report (workplace supervisor) 1-2 x A4 page(s)
	<p>The style and content of the reports will follow industry standards. They should be generated in two stages, following:</p> <ul style="list-style-type: none"> ▪ evaluation/exit interview with workplace supervisor ▪ interview with tutor upon completion of work placement. <p>Both reports must include an evaluation of:</p> <ul style="list-style-type: none"> ▪ performance of general tasks; specific duties and responsibilities ▪ achievement (or otherwise) of agreed personal learning goals ▪ professional development during placement ▪ potential future training requirements ▪ potential career path. 	

Higher National Unit specification: statement of standards (cont)

Unit title: Work Placement and Preparation for Employment in the Gaelic Creative Industries

Assessment guidelines

The assessment for this Unit will draw upon performance appraisal processes already in use in (the) industry. The evidence should be created and gathered in the three stages outlined above, by a series of centre-based and workplace interviews. The centre should create standard forms that address all items in knowledge/skills and evidence requirements sections above.

Outcome 2

Research the production process through undertaking shadow placements with key programme-makers.

Knowledge and/or skills

- ◆ The Market within the context of the Gaelic media industry
- ◆ How programme ideas are generated for the Gaelic audience
- ◆ How ideas are pitched and presented
- ◆ The role of the Production Executive within the production process
- ◆ The role of the Researcher within the production process
- ◆ The role of the Production Planner within the production process
- ◆ The role of the Producer/Director within the production process.

Evidence requirements

The candidate should demonstrate his/her knowledge by producing a treatment for a broadcast/interactive/web production. It should illustrate the candidate's ability to apply both the theoretical and contextual knowledge gained from the shadow attachments. The evidence may be written or oral.

In the case of oral evidence, the candidate must pitch the idea as a presentation of ten minutes duration, and to a professional standard, with content and using style appropriate to pitching and presenting to commissioning editors. Evidence will be retained in the form of a video recording of the candidate's presentation.

In the case of written evidence, the candidate will be required to produce a programme treatment of 1000 words maximum. This may include visual, audio and other data, e.g. tables, charts, diagrams, web references. It should be produced to a professional standard, suitable for consideration by commissioning editors (a pro forma can be created using guidance from broadcasters).

Conditions: open-book.

Assessment guidelines

See evidence requirements above.

Higher National Unit specification: statement of standards (cont)

Unit title: Work Placement and Preparation for Employment in the Gaelic Creative Industries

Outcome 3

Create a self-promotion package.

Knowledge and/or skills

- ◆ elements which comprise *curriculum vitae*
- ◆ elements which comprise a business card
- ◆ elements which comprise a self-promotion package, digital or otherwise
- ◆ knowledge of broadcast skills relevant to individual self-promotion package
- ◆ knowledge of basic design skills
- ◆ IT skills

Evidence requirements

The candidate will need written and/or other equivalent evidence, open-book, to show that he/she can create a self-promotion package. The package should be in a medium and style relevant to the candidate's chosen career path in the Gaelic media, and should contain the following:

- ◆ *curriculum vitae*
- ◆ business card
- ◆ portfolio of work.

The *curriculum vitae* should be computer-generated, designed with clear headings and sections, in a logical order, and must include personal details, education/qualifications, employment history/work experience, personal statement and references. The business card should be computer-generated, legible with clear and accurate information, including: name, professional title and contact information (phone, address, e-mail where relevant). The portfolio should contain at least three discrete examples of the candidate's work relevant to his/her chosen career path in the Gaelic media, and which exemplify the candidate's breadth of experience over the course of study and/or work placement.

Assessment Guidelines

The *curriculum vitae* may be printed or in digital format. The business card may be printed or in digital format. The portfolio could take one of a number of formats: a videotape showcasing the candidate's production work; a research pack; a biz card (small format CD); a CD-ROM/DVD containing electronic versions of *curriculum vitae*, business card, and portfolio, or some other combination of video, digital or paper presentation. The medium and style of the self-promotion package should be selected after discussion with the tutor.

Administrative Information

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Unit title:	Work Placement and Preparation for Employment in the Gaelic Creative Industries
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Higher National Unit specification: support notes

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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 is intended for candidates who have recently completed a course of study in broadcast skills through the medium of Gaelic and who now wish to embark on a career in the Gaelic media industry. Participating in a work placement of the recommended duration will give the candidate a real opportunity to expand her/his knowledge, gain further experience and develop her/his abilities. The workplace will benefit from a trainee who has sufficient time to contribute fully to the production process. On completion of this unit the candidate should possess the relevant skills for her/his elected vocational area and will therefore be able to progress to employment.

In Outcome 1 a Working Brief will be agreed between the centre and the workplace and this will form the basis for the candidate's placement. Goals identified for the placement will be clear, sufficient and appropriate to timescale and workplace. Records of workplace experience will be clear, complete, concise and accurate.

In Outcome 2 it is recognised that approaches to production and working practices will vary across, and even within, organisations. Different genres of programme or production require different methodologies. The aims are that the candidate understands the logical progression of each stage of the production process and is able to generate and present programme ideas.

In Outcome 3, the candidate will produce a self-promotion package, which should be presented in a style and medium of their choice, and which should be relevant to their pursuit of a career in the Gaelic media industry. Candidates may be encouraged to use computer-generated templates in the design of their *curriculum vitae* and business card. The candidate should take advantage of opportunities presented during the work placement to include real-life achievements in their portfolio of work, where these are appropriate.

Guidance on the Delivery and Assessment of this Unit

Centres should allow time to monitor the progress of the candidate and provide support where necessary. The centre should identify a tutor who will liaise with the candidate. A workplace manager should be identified prior to the work placement and s/he will be responsible for the supervision of the candidate's training while on work placement. Regular communication should take place between the centre and the workplace, and feedback should be provided at agreed intervals. The tutor should liaise with the candidate and the workplace manager to ensure that the requirements of the placement are being met.

Higher National Unit specification: support notes (cont)

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Open learning

This Unit could be delivered by distance learning provided opportunities to attend minimum frequency review seminars at the centre (or visit opportunities to the candidate) could be incorporated to ensure appropriate mentoring of candidate progress.

It may be more appropriate under these circumstances that distance learning the candidate engage in the single assessment option rather than the Outcome-by-Outcome assessment.

For information on normal open learning arrangements, please refer to the SQA guide “Assessment and Quality Assurance of Open and Distance Learning” (SQA 2000).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (www.sqa.org.uk).

General information for the candidate

Unit title: Work Placement and Preparation for Employment in the Gaelic Creative Industries

This Unit is designed to equip you with the skills necessary to embark on a career in the Gaelic media. You will undertake a Work Placement and Preparation for Employment in the Gaelic Creative Industries industry, you will learn first-hand about the production process, and you will also create a self-promotion package. The recommended duration of the work placement is a minimum of five months. This will give you a real opportunity to expand your knowledge, gain experience and develop your abilities. The workplace will benefit from the fact that you have sufficient time to contribute fully to programme production. Prior to commencing this unit, you should recently have completed a course of study in broadcast skills at Higher National level through the medium of Gaelic.

In Outcome 1 you will plan, implement and evaluate your work placement. You will complete a Working Brief before you begin, you will continue to monitor your own progress as you undertake a role in a production environment. Finally, you will evaluate your own performance over the course of the placement and identify potential future training requirements and possible career path.

During your work placement, support will be provided by your centre. The centre will identify a tutor who will liaise with you. A workplace manager will be identified prior to the work placement and s/he will be responsible for the supervision of your training while on work placement. Regular communication will take place between the centre and your place of work and feedback will be provided at agreed intervals. The tutor will liaise with you and your workplace manager to ensure that the requirements of the placement are being met.

In Outcome 2, following shadow attachments with key programme-makers, you will demonstrate your knowledge and understanding of the production process by creating and presenting a programme treatment.

In Outcome 3 you will create a self-promotion package. You will design and produce: *curriculum vitae*, a business card and a portfolio which, upon completion of your work placement, will showcase your skills and abilities. The medium and style of the package will be your own choice.