

Higher National Unit Specification

General information for centres

Unit title: Television: Planning and Production

Unit code: DM2J 34

Unit purpose: This Unit is about introducing some of the key organisational and planning skills of programme production and developing the candidate's understanding of the overall production process.

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

1. Analyse types of television programme.
2. Plan for a production.
3. Work as a member of a production team.

Credit points and level: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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: Access to this Unit is at the discretion of the centre. No prior knowledge or skills are required.

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. There are opportunities for integration with other units, such as DM0W 34 Creative Project and DM2E 35 Television Research.

Assessment: This Unit should be assessed in the context of a production project which allows the candidate to complete tasks in a realistic setting. There are opportunities for integration with practical tasks from other units.

Higher National Unit specification: statement of standards

Unit title: Television: Planning and Production

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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. 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

Analyse types of television programme

Knowledge and/or skills

- ◆ Methods of determining market requirements for television programmes
- ◆ Content, style and presentation of a range of television programmes
- ◆ The concept of target audience
- ◆ The needs of television audiences and how to meet them

Evidence requirements

The candidate will be required to demonstrate his/her knowledge by undertaking a brief written analysis of three television programmes. Each analysis should be at least 250 words and should:

- ◆ identify the category of each programme
- ◆ outline the content of each programme
- ◆ demonstrate an understanding of the factors influencing content and style
- ◆ explain the relationship between the needs of the audience and the style of the programme.

Assessment guidelines

Responses may be in the form of an essay, but may be achieved by completion of a log book or diary with a brief analysis of each programme under a series of headings such as “channel, time, date, name of programme, category, content, target audience, needs of the audience met by the programme, how the programme succeeds in meeting these needs.

Higher National Unit specification: statement of standards (cont)

Unit title: Television: Planning and Production

Outcome 2

Plan for a production

Knowledge and/or skills

- ◆ Writing a treatment
- ◆ Scriptwriting
- ◆ Visualisation
- ◆ Preparing shot lists and storyboards
- ◆ Scheduling

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- ◆ write a treatment of a minimum written 500 words, which states the purpose of the sequence and outlines content and stylistic approach
- ◆ write a proposal outlining structure
- ◆ draw up a shot list or storyboard
- ◆ contribute to the writing of a schedule that includes the following organisational information: recording dates, times, locations, crew roles, with contact names and numbers

Treatment, proposal, shot list and/or storyboard and schedule should be retained as evidence.

Assessment guidelines

This assessment is concerned with the organisation and recording of information in an appropriate format.

Outcome 3

Work as a member of a production team

Knowledge and/or skills

- Technical skills
- Organisational skills
- Team working skills
- Oral Communication skills
- Negotiating skills
- Record keeping
- Health and safety requirements

Higher National Unit specification: statement of standards (cont)

Unit title: Television: Planning and Production

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- ◆ communicate effectively with others
- ◆ keep appropriate records

An observation checklist and support records should be retained as evidence.

Assessment guidelines

The assessment should be integrated with the assessment of practical tasks in other units.

Each candidate should keep a diary of the production process which may be used as notes to support the evidence.

Administrative Information

Unit code:	DM2J 34
Unit title:	Television: Planning and Production
Superclass category:	KA
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Higher National Unit specification: support notes

Unit title: Television: Planning and Production

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 40 hours.

Guidance on the content and context for this Unit

This is an introductory Unit which has been designed to allow candidates to become familiar with key areas of the production process.

This Unit may prepare the candidate for the demands of more technically specialised Units or programmes of study.

Guidance on the delivery and assessment of this Unit

The emphasis is on the candidate developing skills of self-organisation, co-operation and communication to support a technical role.

Candidates should have some understanding of techniques to establish the needs of an audience, including awareness of the role such bodies as BARB which defines ratings against sponsored programmes, and conducts Lifestyle Insights surveys to complement standard audience viewing data with additional panel classifications covering how viewers spend their time and their money. The need to analyse and meet the requirements of an audience should be stressed as candidates view and evaluate a range of programmes. Group discussions on successful current programmes are useful aids to critical evaluation.

The approach to generating evidence for Outcomes 2 and 3 should follow current industrial practice as closely as possible. Examples of pre-production documents such as proposals, scripts and schedules should be used to demonstrate that although there are variations in format, functions and characteristics are standard. Candidates should be encouraged to contribute to the critical evaluation of proposals and scripts.

The need to present written and oral proposals that attract and interest a range of others should be stressed. Proposals and scripts should both “tell” and “sell”.

The candidate will require additional information in order to place experience in context and there should be some discussion of key differences in approaches to programme making.

Higher National Unit specification: support notes (cont)

Unit title: Television: Planning and Production

Open learning

HN Unit (code): Television: *Planning and Production* is based upon co-ordinated group activity and therefore it is not generally recommended as appropriate for Open or Distance Learning.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1036).

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 candidates

Unit title: Television: Planning and Production

HN Unit (code): : *Planning and Production* will introduce you to some of the key aspects of production that are common to many aspects of television programme making.

You will learn about key stages of production: pre-production which involves planning and preparation, and the recording of decisions, action and information.

No previous experience of technical and creative work is required and appropriate tuition and guidance will be given before you begin the recording of your own project.

The assessment for this Unit will be largely practical and will involve developing ideas and working with others. On completion of the Unit you should be able to:

1. Analyse types of television programme
2. Plan a production
3. Work as a member of a Production Team