

## Higher National Unit specification

### General information for centres

**Unit title:** Film Studies for New Media

**Unit code:** F1F0 35

**Unit purpose:** This Unit designed to enable the candidate to gain an understanding of the visual elements of cinema and the motion picture's universal power of communication. The candidate will study a range of film theories and will also demonstrate an understanding of the impact of narrative on new forms of artistic practices such as interactive installations, computer games, digital storytelling, hypertexts and interactive multimedia environments.

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

- 1 Investigate genres conventions and narrative principles of film and new media.
- 2 Evaluate the main elements within genre conventions and narrative principles.
- 3 Produce an audio-visual representation of a genre and narrative model.

**Credit points and level:** 1 HN credit at SCQF level 8: (8 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:** Access to this Unit is at the discretion of the centre. Candidates should have an understanding of the computer art and design process having completed HN Units in Computer Art and Design or have similar qualifications or experience. A knowledge and understanding of film language, computer graphics, computer games, multimedia environments or literature, would be advantageous.

**Core Skills:** There are opportunities to develop the Core Skills of Information Technology, Communication and Problem Solving at SCQF level 6 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:** This Unit can be assessed on three independent instruments of assessment, however holistic assessment should be strongly encouraged in relation to Outcome 1, and 2. Outcomes 1 and 2 are assessed by research evidence. Outcome 3 is assessed by an audio-visual representation.

## **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. 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**

Investigate genres conventions and narrative principles of film and new media

#### **Knowledge and/or Skills**

- ◆ Genres
- ◆ Conventions
- ◆ Narrative principles
- ◆ Working to a brief
- ◆ Contextualised research
- ◆ Collation and presentation
- ◆ Taxonomy of genres and associated conventions
- ◆ Vocational domains

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can, as directed by a given brief linked to a specific vocational domain:

- ◆ identify the impact of conventions and principles in a specific vocational domain
- ◆ produce research evidence and preliminary ideas that meet the needs of the brief
- ◆ highlight the main elements used to categorise genres and associated conventions
- ◆ clearly identify a range of narrative principles and codes

At least six conventions and principles must be explored.

Evidence should be in the form of an illustrated written research folder, report or oral/audio-visual/digital presentation.

#### **Assessment Guidelines**

The brief, which could be negotiated with the candidate or supplied by the tutor, should direct the candidate to a specific area of research; this could be linked directly to film or cinema.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Film Studies for New Media

### **Outcome 2**

Evaluate the main elements within genre conventions and narrative principles

#### **Knowledge and/or Skills**

- ◆ Selection and evaluation of material
- ◆ Narrative principles and structures
- ◆ Genre and associated conventions
- ◆ Character design
- ◆ Visual engagement
- ◆ Story boarding
- ◆ Time-based media

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ evaluate main genre and narrative conventions associated with a vocational area
- ◆ identify salient elements of character design
- ◆ evaluate the use of storytelling structures and principles with clear reference to the chosen vocational area of study
- ◆ analyse the use of visual elements in time-based media and how they engage an audience
- ◆ evaluate aspect of storytelling; structure, plot, story arc, character, pace, voice, timing, and setting

Evidence should be in the form of an illustrated written research folder, report or oral/audio-visual/digital presentation that demonstrates a clear understanding of genre and narrative

#### **Assessment Guidelines**

The use of a brief will help direct the candidate to a vocational research area such as interactive stories, hypertexts, films or narrative computer games.

Material sourced and collated for this report can be combined into a single larger presentation encompassing the Evidence Requirements for Outcome 1.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Film Studies for New Media

### **Outcome 3**

Produce an audio-visual representation of a genre and narrative model

#### **Knowledge and/or Skills**

- ◆ Audio visual material
- ◆ Vocational software
- ◆ Vocational hardware
- ◆ Pre-visualisation techniques

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can, in the production of an audio-visual representation capable of operating in a selected vocational environment:

- ◆ select and organise images and audio-visual material
- ◆ use appropriate tools and/or software to combine text/music/sound with visual elements that demonstrate an understanding of narrative and genre conventions
- ◆ follow appropriate narrative principles and genre conventions

#### **Assessment Guidelines**

Audiovisual representations may be in any suitable format, for example, a two-minute film combining text, photographic images and a soundtrack eg digital storytelling using appropriate technology.

The material could be linked vocationally using contextualised principles to outline a computer game narrative, multimedia or hypertext narrative, or comicbook story arc.

## Administrative Information

**Unit code:** F1F0 35  
**Unit title:** Film Studies for New Media  
**Superclass category:** KA  
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### History of changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Film Studies for New Media

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**

Since the emergence of classical Hollywood style in the early 20th century, narrative, usually in the form of the feature film, has been the dominant vehicle in commercial cinema.

This classical, invisible filmmaking needs to be understood in terms of its influence on storytelling principles.

For students working today in contemporary media environments understanding this model and allied genre classifications and conventions helps to inform choices on design in a raft of environments, including traditional film-making, computer games, interactive literature, hypertexts and multimedia worlds.

This Unit is designed to encourage creative and practical activities which will cause the candidates to reflect on the structure and strengths of a well-crafted narrative, genre and filmic conventions and language when designing or delivering stories.

In Outcome One candidates investigate genres conventions and narrative principles, demonstrating an understanding of their impact in a specific vocational domain as directed by a brief.

In Outcome Two candidates evaluate these genres conventions and narrative principles, within a vocational area. Freytag's model, or Walter Fisher's Narrative Paradigm could for example be discussed and analysed alongside conventional Hollywood narrative, contextualised vocationally and visual engagement of an audience within interactive and conventional media.

In Outcome Three candidates produce an audio-visual representation of a genre and narrative model capable of operating in a selected vocational environment. This could include a storyboard sequences which can be used for 2D or 3D character animation sequences, a time-based sequence, a photomontage etc. The audio-visual representation should contain appropriate examples of selected genre, the associated genre conventions and a narrative model should be clearly articulated.

### **Guidance on the delivery and assessment of this Unit**

This Unit has been developed as part of the HND Computer Art and Design Award. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

It would be helpful if candidates could observe and experience a wide range of storytelling and animation techniques delivered by professionals within a commercial setting.

## Higher National Unit specification: support notes (cont)

### Unit title: Film Studies for New Media

**Outcome 1** should be assessed on a given brief that will direct the candidate to vocationally relevant new media areas. The brief could structure research into specific areas like computer games, fictional literature, music or interactive multimedia.

The candidate should be provided with a range of experiences, crossing genre, and mediums; for example computer animated films, the work of the Quay brothers, Melies etc.

The research report or presentation should be of a realistic length and quality; a five minute presentation or a written report of at least 1,000 words is a reasonable guideline. The research evidence should identify salient elements of character design within a given medium. Genre conventions and narrative structures should be articulated within the candidate submission.

Candidates should contextualise and review the information and collate their findings in their final submission.

**Outcome 2** should be assessed on the basis of an illustrated report and/or presentation. This could be combined with the evidence from Outcome 1 in a single research and evaluation document, folio or presentation. Candidates could produce a single comprehensive profile of storytelling principles and genre and elements of visual engagement of an audience within interactive and conventional media.

For **Outcome 3** candidates could create a short film combining text, photographic images and a soundtrack or present assessment evidence based on digital storytelling, making use of appropriate technology. However material could be linked vocationally using the same contextualised principles to produce an outline for a computer game narrative, multimedia or hypertext narrative or comic book story arc.

This Outcome should be a single assessment. Candidates should select and organise images, audio-visual material and using appropriate tools and or software creates text/art/music/sound/models, demonstrating an understanding of narrative and genre conventions. An example could be a short film combining text, photographic images and a soundtrack. The film or other material must observe appropriate narrative and visual principles and genre conventions.

The material researched and evaluated for Outcomes 1 and 2 should inform this assessment.

### *Opportunities for developing Core Skills*

The Unit develops skills in using an effective search strategy to access and evaluate paper based and electronic sources of current information on all aspects of the conventions associated with genre. The production and discussion with the assessor of early drafts will support the development of oral and negotiating skills, as well as those in evaluation of relevant research materials. Use of appropriate software packages could support all aspects of the research process. Effective and responsible use of ICT equipment and development of efficient systems for collating, coding and storing notes for ease of reference should be routine.

Although communication skills are not discretely assessed candidates will be expected to analyse, and evaluate genre, narrative and visual conventions to standards acceptable in industry, and to express essential ideas accurately and coherently, using appropriate terminology and a coherent structure.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Film Studies for New Media

Candidates will be required as they undertake the Unit to analyse solutions to a range of theoretical and practical issues involved in the process of creating work in audio-visual form. Formative work in which they are encouraged to identify and consider the variables in a range of situations, including all available resources, and to analyse the significance of each before identifying and justifying an appropriate design strategy will be useful. The application of knowledge in the production of a sequence to meet a brief will provide opportunities to develop problem solving and technology skills to a significant level. Evaluation which examines all stages of proposed design solutions and their potential and actual impact would be on-going.

### **Open learning**

This Unit could be delivered by open learning provided opportunities to attend workshops and demonstrations could be incorporated, ensuring appropriate mentoring.

It may be appropriate under the circumstances that distance-learning candidates 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* ([www.sqa.org.uk](http://www.sqa.org.uk)).

### **Candidates with disabilities and/or additional support needs**

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).



## General information for candidates

### Unit title: Film Studies for New Media

This Unit will introduce you to principles and conventions of narrative and genre codes and conventions and their impact on the production of new media material. You will relate this to your own vocational area.

In **Outcome 1** you will be given or you will negotiate a brief with your tutor, which will help to direct your research. You will carry out research to help you gain an overview of conventions associated with storytelling and genre conventions. You will then contextualise and review the information and collate your findings.

In **Outcome 2** you will be asked to evaluate the genre and narrative and visual conventions associated with your vocational area. You will demonstrate that you have evaluated, for example, interactive stories, hypertexts, films or narrative computer games.

In **Outcome 3** you will be asked to select and organise images, audio-visual material and use appropriate tools and or software to create a piece of work in audio-visual form that demonstrates an understanding of narrative, visual and genre conventions.