



Higher National Unit specification

General information for centres

Unit title: Digital Media: Video

Unit code: F20D 34

Unit purpose: The purpose of this Unit is to introduce candidates to the fundamental concepts of digital video production, in terms of defining project requirements, planning and production. Practical experience will be gained in the acquiring and editing video data to a given project brief. This Unit will also introduce candidates to wider areas of consideration in digital video production in terms of health and safety and copyright issues.

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

- 1 Define requirements for digital video content for a project brief.
- 2 Plan the acquisition and/or creation of digital video content for a project brief.
- 3 Acquire digital video content for a project brief.
- 4 Create content for inclusion in a digital video project.

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 will be at the discretion of the centre. However, it is recommended that candidates should have a working knowledge of personal computers. This may be evidenced by the possession of relevant National Units, HN Units, or relevant work experience.

Core Skills: There are opportunities to develop elements of the Core Skill of problem solving at SCQF level 5 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 is included within the framework of the HNC Interactive Media although it can also be delivered within other frameworks which require the inclusion of digital video acquisition. The Unit may be delivered as a free standing Unit but benefits greatly by being integrated with other practical Units within the context of a larger project.

There is potential to integrate this Unit with other practical or content creation Units.

General information for centres (cont)

Assessment: Evidence is required that candidates have achieved all Outcomes.

Candidates are encouraged to use the internet in any research, etc, however, the evidence produced must be the candidate's own words. Assessors should assure themselves of the authenticity of candidate's evidence.

Written and/or oral recorded, performance and product evidence is required which demonstrates that the candidate has achieved the requirements of all of the Outcomes to show that the candidate has appropriate knowledge and understanding of the content of this Unit.

This Unit should be based upon a practical project that allows the candidate to demonstrate the skills and knowledge required to work within a video production environment.

The candidate will implement a solution based on:

- ◆ Presentation documentation/materials
- ◆ Planning documentation
- ◆ Acquired digital video
- ◆ Edited digital video
- ◆ Finished product

All assessments within this Unit should be presented as open-book and carried out under supervised conditions. Due to the nature of this open-book assessment presentation assessors should assure themselves of the authenticity of each candidate's submission.

Higher National Unit specification: statement of standards

Unit title: Digital Media: Video

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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

Define requirements for digital video content for a project brief

Knowledge and/or Skills

- ◆ Digital video formats
- ◆ Video acquisition hardware
- ◆ Editing and manipulation software
- ◆ Distribution formats
- ◆ Current health and safety regulations relevant to video acquisition
- ◆ Copyright implications related to acquiring video footage
- ◆ A written treatment

Outcome 2

Plan the acquisition and/or creation of digital video content for a project brief

Knowledge and/or Skills

- ◆ Script and storyboard content
- ◆ Source technical resources
- ◆ Source human resources
- ◆ Produce a schedule of activities for acquisition within a timescale appropriate to the given brief
- ◆ Identify all health and safety implications for the acquisition activity and propose precautionary measures as necessary
- ◆ Obtain appropriate copyright clearances and permissions

Higher National Unit specification: statement of standards (cont)

Unit title: Digital Media: Video

Outcome 3

Acquire digital video content for a project brief

Knowledge and/or Skills

- ◆ Acquire digital video material which meets the requirements
- ◆ Digital video material conforms to the technical parameters
- ◆ Acquire digital video material within the timescale prescribed by a production schedule
- ◆ Acquire digital video material in a manner consistent with health and safety guidelines

Outcome 4

Create content for inclusion in a digital video project

Knowledge and/or Skills

- ◆ Edit video material according to script/storyboard
- ◆ Output edited material in the format specified within the requirements

Evidence Requirements for the Unit

Outcomes 1, 2, 3 and 4 should be assessed as one integrated project and this project should be based on one given project brief throughout all the Outcomes. The assessment covering all these Outcomes are open-book but should be carried out in supervised conditions. All Evidence Requirements for each Outcome must be achieved.

Candidates will be required to provide the following evidence to demonstrate their Knowledge and/or Skills:

- ◆ in the production of a Requirements Document for the project brief and this must at include at least:
 - a written treatment
 - digital video formats including edited and unedited
 - video acquisition hardware required
 - editing and manipulation software required for production
 - distribution media eg film, video tape, DVD, CD
 - current health and safety regulations relevant to video acquisition
 - copyright implications related to acquiring video footage
- ◆ in the production of a Production Document for the given project brief which should contain:
 - a script and/or storyboard
 - itemised technical and human resources
 - a detailed plan/schedule of acquisition activities
 - a risk assessment identifying any health and safety implications for the acquisition and stating precautionary measures that have to be taken
 - copyright clearances and permissions
 - time code logs for acquired material

Higher National Unit specification: statement of standards (cont)

Unit title: Digital Media: Video

- ◆ to acquire for the given project brief eg record, capture, source, video material:
 - acquire digital video material which meets the requirements
 - digital video material conforms to the technical parameters
 - acquire digital video material within the timescale prescribed by a production schedule
 - acquire digital video material in a manner consistent with health and safety guidelines
 - at least one clip must be captured using a digital video camera
- ◆ to edit video material according to script/storyboard for the given project brief:
 - apply at least one edit eg cut, copy, paste
 - apply at least one manipulation eg effects, transitions
 - apply at least one other type of media element eg audio, text, graphics
- ◆ to output edited material in the format specified within the requirements of the given project brief
- ◆ to produce original, edited and mixed material which conforms to the requirements of the project brief which must be presented and submitted to the assessor

Assessment Guidelines for the Unit

Candidates could base this project on a choice of topics offered by the centre or an alternative of their own choice, however, this should be approved by the assessor. Knowledge should be demonstrated within the context of the interpretation of the project brief and the strategy proposed to fulfil the requirements of this project brief.

Candidates should be given the project brief early on in the delivery of the Unit to familiarise themselves with what they have to achieve.

It is expected that the Requirements Document would consist of approximately 1,000 words. The Production Document could comprise of a combination of documents — word processed reports, spreadsheets, project management schedules and copyright emails/letters. The plan should clearly indicate a list of tasks and timescales with a summary of the tasks to be undertaken. A one page document would not be deemed sufficient evidence.

It is recommended that the digital video sequence comprise of more than two video clips and should last for at least 1 minute. Candidates should be given the opportunity to demonstrate a number of edits and manipulations, beyond the minimum stated in the Evidence Requirements of the Unit. A number of media types could be included in the sequence if the candidate wishes to enhance the storyline.

It is expected that candidates should be able to complete this assessment in about 10 hours.

Administrative Information

Unit code: F20D 34
Unit title: Digital Media: Video
Superclass category: KF
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Version: 01

History of changes:

| Version | Description of change | Date |
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Higher National Unit specification: support notes

Unit title: Digital Media: Video

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 Unit is included within the framework of the HNC Interactive Media although it can also be delivered within other frameworks which require the inclusion of digital video acquisition. The Unit may be delivered as a free standing Unit but benefits greatly by being integrated with other practical Units within the context of a larger project.

There is potential to integrate this Unit with other practical or content creation Units.

The purpose of this Unit is to introduce candidates to the fundamental concepts of digital video production. Discussion, throughout this Unit, should cover the general aspects of pre-production, production and post production. The various pieces of equipment and staffing required should also be introduced along with current health and safety legislation. Technical aspects such as analogue to digital conversion, streaming video, file formats eg variations of MPEG, AVI, WAV, MOV etc, could be explored. Candidates will not be expected to be skilled in video production at the end of the Unit but should be able to demonstrate basic skills and knowledge.

Candidates should be given the opportunity to explore the various aspects of defining the project brief based on the client's needs, planning projects based on time and resources and the necessity to produce clear plans of their activities.

Case studies could be used to highlight the importance of adhering to health and safety regulations and obtaining copyright permission. Examples of risk assessment documents should be used with pro-forma industry risk assessments existing and BBC training having an excellent on-line training resource.

Candidates should be given plenty of practical experience acquiring video and producing digital video sequences. There are opportunities for group work to be used in these instances. It is expected that candidates be introduced to the basics of camera work with this extended to the importance of shots, composition, lighting, working with sound and the implications for filming in different conditions eg weather, surroundings.

At the time of writing, there are a number of applications for use in the delivery of this Unit. These include: Adobe Premiere, Pinnacle, Windows Movie Maker, Flash and this list is not exhaustive, however, the software that candidates are exposed to should allow them to achieve the requirements of the assessment without any limitations.

The Unit should allow for candidates to optionally create their own video clips. Formative exercises could address the requirements of a scenario eg clip for a training package, presentation, newsreel, whereby candidates can source clips, graphics, images, sound effects, wild tracks and record dialogue and narration.

Higher National Unit specification: support notes (cont)

Unit title: Digital Media: Video

There is also the opportunity to combine this Unit with the HN Unit AA99 99 *Digital Media: Audio* to provide audio sequence for the video footage that the candidate has created.

The Unit exists to provide centres with the opportunity for their candidates to work with video within an interactive media context and to allow centres the freedom to integrate the content within their own context of delivery.

Guidance on the delivery and assessment of this Unit

The assessment of this Unit could be contained as part of a larger project plan or integrated with the HN Unit F20C 34 *Digital Media: Audio*.

Outcomes 1, 2, 3 and 4 should be assessed holistically by the use of one project. Candidates could be given a choice of topics from a given list to base this project on. Candidates could base this project on a choice of topics offered by the centre or an alternative of their own choice, however, this should be approved by the assessor. Knowledge should be demonstrated within the context of the interpretation of the project brief and the strategy proposed to fulfil the requirements of this project brief.

The relationship of the assessor to the candidate is analogous to that of a client or an executive producer. As the Unit is a single credit Unit at level 7, care should be taken to avoid providing a project brief which is too complex for delivery within the given time scale and available resources. The acquired material need not all be original material produced by the candidate themselves. For example, the project brief could be to provide video content for a webpage for another department within the Centre. The candidates would need to address the requirements of the webpage and then could decide to edit existing material provided by that department and include a short video.

It is recommended that the project brief be issued early on in the course, so that candidates are given adequate time to form and try out different ideas.

Outcome 1

For this Outcome, candidates are required to analyse the requirements of a given project brief and then present their solution to the assessor. Assessors should be looking for the application of the Knowledge and Skills for the Outcome within the presentation, eg if a candidate is acquiring material from a variety of sources and video formats, has the candidate understood the problems of how the material is to be captured and edited given the variety of formats?

An assessor should make sure that a candidate is aware of the technical constraints, timescales and deadlines that they will be working to.

From the project brief, Candidates could produce documentation such as a requirements document. It is expected that the documentation would consist of approximately 1,000 words. Centres may wish to make successful submission of this Outcome as a pre-requisite for progressing on to Outcome 2.

Higher National Unit specification: support notes (cont)

Unit title: Digital Media: Video

Outcome 2

This Outcome is where the candidate plans the acquisition of the material, eg identifying who does what, where, when and how. The Production Document could comprise of a combination of documents — scripts/storyboards, word processed document, spreadsheets, project management schedules. The plan should clearly indicate a list of tasks and timescales. A one page document would not be deemed sufficient.

If candidates are acquiring the material themselves, then it is important that current health and safety legislation are adhered to with them producing a risk assessment report. It is not necessary for the assessor to complete an observation checklist for this as it is impractical, however, they should check and counter-sign the risk assessment report.

Candidates should adhere to current copyright legislation and provide evidence that they have requested copyright permission for clips used, that aren't of their own creation.

Centres may wish to make successful submission of this Outcome a pre-requisite for progressing on to Outcome 3.

Outcome 3

In this Outcome, the candidate physically acquires the material, either by creating it themselves or by sourcing and acquiring from third parties. The material acquired should conform to appropriate legislation and be fit for purpose conforming to the Requirements Document, script, storyboard and/or plan. The candidate should also acquire the material according to the schedule they produced.

Centres may wish to make successful submission of this Outcome a pre-requisite for progressing on to Outcome 4.

Outcome 4

In this Outcome, the candidates will be preparing the material for editing, editing the acquired material and preparing it for inclusion and/or distribution in the format specified by the given project brief.

The finished product should be an accurate realisation of the candidate's initial presented creative solution. There may be occasions where an initial idea hits problems or an opportunity to enhance the initial solution presents itself. Under these circumstances the assessor (client) should approve these changes and these should be noted in the production-documentation.

The final sequence should be output in the format specified within the project requirements.

All files used, originals and edits, should be supplied to the assessor.

Higher National Unit specification: support notes (cont)

Unit title: Digital Media: Video

Opportunities for developing Core Skills

The assessment of this Unit may contribute towards the component ‘Planning and Organising’ of the Core Skill of Problem Solving at SCQF level 5. Candidates may have to develop a plan for their own research in Outcome 1 and 2. The general skill that candidates may have to complete is ‘Plan, Organise and Complete a Task’.

Assessment of this Unit may allow candidates to develop the ‘Critical Thinking’ component of the Core Skill of Problem Solving at SCQF level 5. Candidates may have opportunities to gather evidence to support their thinking and analysis. The general skill that candidates may complete is ‘Analyse a Situation or Issue’.

Open learning

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance.

A combination of new and traditional authentication tools may have to be devised for assessment and re-assessment purposes.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

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).

General information for candidates

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On completion of the Unit you should be able to:

- 1 Define requirements for digital video content for a project brief.
- 2 Plan the acquisition and/or creation of digital video content for a project brief.
- 3 Acquire digital video content for a project brief.
- 4 Create content for inclusion in a digital video project.

In Outcome 1, you will be given a project brief by your assessor (client) which you will be required to interpret. You will then present your solution to the project brief to your assessor who will approve your solution and you will proceed to Outcome 2.

In Outcome 2, you will plan how you are going to acquire the material you require for your solution and plan a schedule for this within any deadlines set by your assessor (client).

In Outcome 3, you actually undertake the acquisition of your digital video material according to your schedule.

In Outcome 4, you will prepare the material for editing, undertake the edit and then output the finished solution in the format specified in the project brief. The finished product will be presented to your assessor (ie the client) and as specified in your initial project brief.