



## Higher National Graded Unit specification

### General information for centres

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

**Graded Unit title:** Media Analysis and Production: Graded Unit 1

**Graded Unit code:** F4AN 34

**Type of Graded Unit:** Project

**Assessment Instrument:** Practical Assignment

**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.*

**Purpose:** This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the Media Production and Analysis HNC award:

- ◆ to develop candidates' knowledge and skills in planning, analysis and evaluation
- ◆ to develop study and research skills
- ◆ to develop candidates' transferable skills to enhance employment
- ◆ to develop candidates' skills related to the National Occupational Standards
- ◆ to prepare candidates for progression to further studies in media analysis and production
- ◆ to prepare candidates for employment in the media industries
- ◆ to develop a range of contemporary vocational skills in the media industry
- ◆ to develop candidates' technical skills in video production to an advanced level
- ◆ to develop candidates' technical skills in photography

**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 Graded Unit:

D7M3 34	<i>Video Production 1: Planning and Production</i>
D7XR 35	<i>Video Production 2: Making a Video Programme</i>
DW6C 34	<i>Photography: An Introduction</i>
F3F7 34	<i>Media Analysis: Semiotics, Representation and Ideology</i>

## General information for centres (cont)

**Core Skills:** There are opportunities to develop the Core Skills of *Problem Solving*, *Communication* and *Working with Others* at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Assessment:** This Graded Unit will be assessed by the use of a practical assignment. The developed practical assignment should provide candidates with the opportunity to produce evidence that demonstrates that they have met the aims of the Graded Unit that it covers.

## Administrative Information

**Graded Unit code:** F4AN 34

**Graded Unit title:** Media Analysis and Production: Graded Unit 1

**Original date of publication:** August 2008

**Version:** 01

**History of changes:**

Version	Description of change	Date

**Source:** SQA

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## **Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates**

**Graded Unit title:** Media Analysis and Production: Graded Unit 1

### **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.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any reassessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the reassessment, if this results in a higher grade.

### **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 Graded Unit has been designed to cover

The project must involve a practical assignment culminating in a finished product, and candidates must demonstrate the application of the skills and knowledge that fall within the context of media production. It should be noted, however, that this assessment instrument is not concerned exclusively with practical activity. Candidates will be provided with a project brief that allows them to prepare, plan and demonstrate creative skills. Driven by the particular brief, the project will require the production of two different solutions. These solutions will then be analysed by candidates allowing them the opportunity to select the strongest, which will be taken through to completion. A completed project will contain a mixture of video and stills photography presented in a manner that fulfils the criteria of the provided brief and appears as a coherent and consistent whole. This will be accompanied by a comprehensive production document detailing all stages of the project.

## **Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)**

Candidates will be asked to:

- ◆ interpret a project brief
- ◆ gather information in response to the project brief
- ◆ demonstrate the ability to develop concepts, and integrate research and analysis, within creative solutions
- ◆ investigate and analyse two different solutions to the brief, selecting the strongest to be further developed into a production
- ◆ demonstrate the application and use of a broad range of media production knowledge and skills
- ◆ demonstrate the application and use of a range of media production equipment
- ◆ produce a creative solution relevant to a proposed brief
- ◆ analyse the effectiveness of the final product
- ◆ evaluate the media production process
- ◆ assess the effectiveness and range of their own knowledge and skills in respect to media production

The practical assignment and its planning should allow opportunities for candidates to conduct individual research and development, within a choice of project brief. Candidates should be provided with a choice of project brief that reflects the diversity and range of the delivering centre. The project briefs should allow a degree of choice that may reflect a candidate's interests and personal strengths. The project briefs should also be written so as to make the best use of the delivering centre's available resources.

A mentoring system would help the candidate to select an appropriate brief, and ensure they carry out relevant preparation for the task.

The project requires candidates to integrate skills in order to produce a creative solution to their chosen project brief. Candidates should be asked to consider, research, analyse and develop diverse creative solutions and by using media production techniques and processes, produce a finished media product.

### **Stage 1: Planning**

Each candidate must document their individual responses to each of the first two stages (planning and developing) of the Graded Unit. Individual responses should be presented in the form of a structured production document, log book or presentation and should include a schedule giving realistic deadlines for the achievement of all significant steps of the project. The planning stage should culminate in a pitch where all evidence of research and a proposal for the chosen interpretation of the brief should be produced.

### **Stage 2: Developing**

The developing stage will be evidenced by the production of a completed media product that has been developed from work initiated as part of the planning process. This will incorporate the three production stages associated with media industry:

- ◆ pre-production
- ◆ production
- ◆ post-production

## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

All stages should be completed in a timeous manner, meeting the schedule produced in the planning stage. All three production stages should be documented in the form of a production document or log book.

### Stage 3: Evaluating

The final stage will be evidenced by an evaluation of the project. Candidates should critically analyse the success of the final solution within the context of the brief and review the effectiveness of their planning process.

Candidates should use suitable terminology, and where appropriate, use language associated with media production to clearly justify creative decisions and to reflect on possible amendments that could improve the final solution.

### 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.

Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> <li>◆ provides a wide range of evidence essential for the three phases of the project, produced to a high standard and is clearly interrelated.</li> <li>◆ evidences high levels of research and development in a breadth of material that substantiates the content of the final media product.</li> <li>◆ demonstrates a high degree of creativity, competence and practicality through a coherent and appropriate interpretation of the brief.</li> <li>◆ is highly focused and precise to the task proposed by the project.</li> <li>◆ presents a solution which obviously demonstrates well-structured and cohesive concepts. This is clear in the final media product and obvious through all stages of the project.</li> <li>◆ effectively integrates and utilises the various spheres of knowledge and skills related to media production.</li> <li>◆ has a style and delivery of final product which is highly accurate in relation to the brief and constitutes a professional use of the equipment and skills.</li> </ul>	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> <li>◆ has sufficient evidence of the three phases of the project.</li> <li>◆ evidences sufficient levels of research and development relevant to the content of the final media product.</li> <li>◆ demonstrates a competent interpretation of the brief.</li> <li>◆ is relevant to the task proposed by the brief.</li> <li>◆ displays a sufficient level of clearly structured concepts in the final media product. The arrangement of the content is satisfactory and can be traced through all stages of the project.</li> <li>◆ integrates and utilises the various spheres of knowledge and skills related to media production.</li> <li>◆ has a style and delivery of final product which is appropriate to the brief and constitutes a competent use of the equipment and skills.</li> </ul>

## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Grade A (continued)	Grade C (continued)
<ul style="list-style-type: none"> <li>◆ uses high quality visuals which communicate creative ideas to a sophisticated level.</li> <li>◆ analyses the final product and in so doing extends beyond merely detailing the product's relevance to the brief and technical qualities.</li> <li>◆ reviews and evaluates the project in a comprehensive way, fully explaining the relevance of the evidence gathered and the final product. It also draws conclusions which identify the transferable knowledge and skills gained, confidently using evaluative language relevant to the project.</li> <li>◆ required a minimal level of tutor support and guidance.</li> </ul>	<ul style="list-style-type: none"> <li>◆ uses appropriate visuals to communicate ideas to a satisfactory level.</li> <li>◆ analyses the final product, assessing its relevance to the brief and its resemblance to the proposed solution.</li> <li>◆ displays an adequate level of evaluative skills, using evaluative language that is sufficient in terms of accuracy and technical content.</li> <li>◆ required some tutor intervention.</li> </ul>

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

A = 70% — 100%  
 B = 60% — 69%  
 C = 50% — 59%

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

## Higher National 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 Graded Unit.

Project stage	Minimum Evidence Requirements
Stage 1 — Planning  20%	Candidates must: <ul style="list-style-type: none"> <li>◆ interpret a project brief</li> <li>◆ gather information in response to the brief</li> <li>◆ investigate two different approaches to the task</li> <li>◆ produce a clear, pragmatic schedule for the completion of all stages of the project</li> <li>◆ identify resources and requirements</li> <li>◆ analyse each approach and select the strongest solution</li> <li>◆ produce a proposal which warrants the favoured creative solution to the brief</li> <li>◆ make a pitch, which makes clear the direction of the project, the research gathered and the design of the final product</li> <li>◆ present a production document or log book which details the production as undertaken thus far</li> </ul> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>
Stage 2 — Developing  65%	Candidates must: <ul style="list-style-type: none"> <li>◆ use a variety of different media techniques to produce a finished product</li> <li>◆ integrate research and concept development into a final product</li> <li>◆ undertake all three production stages of media production</li> <li>◆ produce a completed media product</li> <li>◆ keep a record of the entire process underpinning the project that includes:               <ul style="list-style-type: none"> <li>— research and development</li> <li>— pre-production</li> <li>— production</li> <li>— post-production</li> <li>— alternative developments and solutions</li> </ul> </li> <li>◆ meet all the requirements of the project brief</li> <li>◆ present the production document or log book, updated to include all evidence of the developing stage</li> </ul> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.</i></p>



## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Project stage	Minimum Evidence Requirements (continued)
Stage 3 — Evaluating  15%	<p>Candidates must:</p> <ul style="list-style-type: none"> <li>◆ identify the knowledge and skills that have been gained, developed and/or employed</li> <li>◆ analyse the final product, explaining how the requirements of the brief have been met and the evaluate the effectiveness of the final product</li> <li>◆ assess individual strengths and weaknesses of the process undertaken in the project</li> <li>◆ identify strategies for further development or improvement</li> <li>◆ present the evaluation using the appropriate language and terminology, in a manner fitting the nature of the final media product</li> <li>◆ submit the finalised production document or log book which contains evidence of the stages of the project</li> </ul> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage</i></p>

### Support notes

The Graded Unit is designed to harness the skills, knowledge and competencies that the candidate has gained during the majority of the course and in particular to reflect the skills and knowledge gained through the following Mandatory Units, which should be completed or in progress:

D7M3 34	<i>Video Production 1: Planning and Production</i>
D7XR 35	<i>Video Production 2: Making a Video Programme</i>
DW6C 34	<i>Photography: An Introduction</i>
F3F7 34	<i>Media Analysis: Semiotics, Representation and Ideology</i>

In designing the instrument of assessment for this Graded Unit, a holistic approach is recommended.

The instrument of assessment and brief used should reflect the national standard of achievement required at SQA level 7. It should be designed to cover the three mandatory stages of the project, as well as supporting and furthering the aims of the Media Analysis and Production HNC.

The three stages are:

- ◆ planning
- ◆ developing
- ◆ evaluating

Candidates should undertake the Graded Unit as an individual project, this means that each candidate is responsible for, and will be graded on, the conception and completion of only one project. However, to further develop Core Skills, it is suggested that candidates work in small groups, allowing them to enlist the help of others and provide assistance on other projects, which will be most valuable at the development stage. The project should involve the development of a completed product, and the integration and application of a variety of knowledge and skills gained in the majority of the course. This project should be completed within a predetermined timescale, with time for mentoring and feedback also taken into account.

## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

To undertake the project the candidates should be capable to undertake the following media production stages with a minimum of supervision. Not all of the following activities are mandatory:

- ◆ pre-production — location scouting, scripting, storyboarding, arranging interviews, preparing interview questions, securing permissions (copyright, location shooting), equipment lists, shooting schedule
- ◆ production — directing, shooting (video, stills), interviewing, presenting
- ◆ post-production — tape-logging, capturing footage, editing, adding music, effects, titles and/or graphics, render

### 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 assessment arrangements. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: **[www.sqa.org.uk](http://www.sqa.org.uk)**.

## General information for candidates

This is a single credit Graded Unit at SCQF level 7. This Graded Unit will incorporate the skills, knowledge and techniques that you have developed during your study of the Media Analysis and Production HNC. The Graded Unit will allow you to demonstrate your understanding, knowledge and practical skills as developed in the mandatory Units of the Media Analysis and Production HNC.

You will be asked to plan, develop and evaluate a project that reflects your abilities in media production.

The project will be internally assessed by your tutor and subject to external verification by the SQA. You will be graded A, B, C, fail/remediate for this Graded Unit.

You will be required to work individually to a project brief that requires you to produce a media product, as well as to plan, develop and evaluate the entire project as a whole.

You will:

- ◆ interpret a project brief
- ◆ produce a timeline for the proposed project
- ◆ gather information in response to the brief
- ◆ produce two possible solutions to the brief
- ◆ analyse the solutions and select the stronger to take through production and onto completion
- ◆ integrate research and concept development in the production of a media product
- ◆ keep a record of the process underpinning the activity that includes:
  - an action plan
  - research and development
  - undertaking and documenting all the stages of media production
  - alternative developments and solutions
- ◆ meet all the requirements of the project brief
- ◆ identify knowledge and skills which have been utilised, gained or developed
- ◆ analyse the final product and describe how the requirements of the brief have been met
- ◆ assess the strengths and weaknesses of the processes undertaken in the project and of the final media product produced
- ◆ identify strategies for further development or improvement
- ◆ produce an extensive production document that clearly records all aspects of the project
- ◆ present an evaluation using appropriate language and terminology and in a manner fitting to the nature of the final product produced

There are opportunities to develop important Core Skills in the areas of *Problem Solving*, *Communication* and *Working with Others* at SCQF level 5, over the course of this Unit.