



Higher National Unit specification: general information

Unit title: Radio Feature Production

Unit code: FT69 35

Superclass: KA

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Unit purpose

This Unit is designed to develop the candidates knowledge of radio features across different genres. It will also develop the candidates skills in producing radio features, including developing and pitching ideas and the technical skills required to turn the ideas into a finished radio feature.

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

- 1 Evaluate a range of radio features.
- 2 Develop and pitch ideas for a radio feature.
- 3 Produce a radio feature.

Recommended prior knowledge and skills

Entry to this Unit is at the discretion of the delivering centre; however candidates would benefit from being able to record and edit audio programmes. Candidates who have successfully completed *DM1C 34 Radio: Technical Operations, Recording and Editing* or produced a simple radio feature in their Creative Project at SCQF level 7 will have appropriate skills.

Credit points and level

1 Higher National Unit 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.*

General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

This Unit is delivered as part of the HND in *Creative Industries: Radio*. It is likely to be taught and assessed within the subject area of that Group Award. However, it may also be delivered on a stand-alone basis, or as part of a limited package of HN Units from the award, to candidates interested in, for example, community or online radio.

Assessment

Outcome 1 concentrates on the candidate listening to a variety of radio features. Each should have been produced for a different audience or outlet and ideally they should showcase different production techniques and a number of different ways of using sound to tell a story. Candidates will review all three and discuss the techniques used by the producer.

Outcomes 2 and 3 are more practical in nature and replicate the commissioning process for the production of a short feature (up to 15 minutes). They may be assessed jointly as a whole process under a single assessment instrument or separately, with a production brief provided for feature to be produced.

Outcome 2 sees the candidate respond to a commissioning brief, offering three ideas that are suitable for production. These ideas are then verbally pitched to a 'commissioner', who could be a tutor, industry practitioner or both.

For Outcome 3, the candidate can either produce a new feature to a brief suggested by the centre or take the idea favoured at Outcome 2 and make it. All relevant production paperwork should be provided, including any necessary compliance documentation.

Note that the feature can be studio based, location based or a mixture of both. Access to multi-track digital editing software is necessary to effectively produce the finished programme.

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.

Outcome 1

Evaluate a range of radio features.

Knowledge and/or Skills

- ◆ Target audience
- ◆ Style and genre
- ◆ Technical realisation
- ◆ Storytelling techniques
- ◆ Aspects unique to the medium of radio

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can evaluate a minimum of three distinct radio features with regard to:

- ◆ Appropriateness to target audience
- ◆ Style & genre
- ◆ Technical realisation
- ◆ Storytelling techniques
- ◆ Uniqueness to the radio medium

Candidates should listen to at least three features, produced for different outlets or audiences.

Assessment Guidelines

This assessment of this Outcome could take place as an open-book written examination in controlled conditions, but it is also appropriate for presentations to be made orally with the use of audio visual prompts. Centres should consider the possibility of later presentations being influenced by their predecessors and put measures in place to minimise this.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Feature Production

Outcome 2

Develop and pitch ideas for a radio feature.

Knowledge and/or Skills

- ◆ Appropriateness to target audience
- ◆ Style & genre
- ◆ Technical realisation
- ◆ Storytelling techniques
- ◆ Uniqueness to the radio medium

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can pitch three developed ideas in response to a brief, indicating:

- ◆ Appropriateness to target audience
- ◆ Style & genre
- ◆ Technical realisation
- ◆ Storytelling techniques
- ◆ Uniqueness to the radio medium

Candidates should be given a limited time for their pitch, which should be conducted one-to-one.

Assessment Guidelines

This Outcome could be assessed through the development and presentation of three pitches to meet a given brief.

The assessment of this Outcome may be combined with Outcome 3, where one of the three ideas submitted is 'commissioned'.

Should they wish, candidates could enhance their oral pitch with appropriate multimedia aids, but the quality of the feature idea and its appropriateness to the brief will be most influential.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Feature Production

Outcome 3

Produce a radio feature.

Knowledge and/or Skills

- ◆ Appropriate sound and tone for the target outlet
- ◆ Well-researched voices and other audio content
- ◆ Multi layered audio mixing techniques combining links, inserts, fx and/or music
- ◆ Storytelling techniques
- ◆ Programme paperwork
- ◆ Working to deadlines

Evidence Requirements

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

- ◆ produce a short radio feature following a brief, demonstrating:
 - appropriate sound and tone for the target outlet
 - well-researched voices and other audio content
 - multi layered audio mixing techniques combining links, inserts, fx and/or music
 - appropriate storytelling techniques
- ◆ produce all appropriate programme paperwork
- ◆ deliver to deadline
- ◆ produce a complex radio feature to broadcast standard following a brief.

While the overall approach to the feature can be either linear or artistic, the finished result should be a coherent whole that could be broadcast on professional radio. The scripting, interviews, music, fx and overall technical realisation should be of a high standard.

Assessment Guidelines

The assessment of this Outcome may be combined with Outcome 2, where one of the three ideas submitted is 'commissioned'.

The finished programme, script, and cue material, PasB and music details should be retained.

The programme file should be delivered 'ready for transmission' with all audio levels and mixes produced to broadcast standard.

Higher National Unit specification: support notes

Unit title: Radio Feature 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

The purpose of this Unit is to get candidates to consider Radio Features as a media form in their own right. The approach is twofold. In Outcome 1, candidates listen to and then critically review a range of features demonstrating different ways of presenting a story. These can vary from straightforward news features to some of the most complex, crafted pieces produced for major speech broadcasters. It is important to differentiate these from news packages, which are often put together to tight deadlines and demonstrate few technical flourishes.

Outcomes 2 replicate the commissioning process for a longer piece of work (up to 15 minutes). Candidates are expected to respond to a brief with three separate ideas. All of these will have been researched to the point where they are able to be produced and the candidate will demonstrate some command of the subject. At the pitching phase, the candidate will also be able to describe how the completed programme will sound and sell the idea to the commissioning producer.

Outcome 3 will see the candidate make the feature. This will involve sourcing guests and speakers, recording content, links and wildtracks as appropriate. Then mixing the programme down into a coherent whole that fits the original brief.

Outcomes 2 and 3 are designed to be jointly assessed but can also be assessed separately if integrated with other Units being delivered in the course.

If this Unit is delivered as part of the HND in Creative Industries: Radio there may be opportunities to integrate the delivery and assessment of this Unit with other Units. For example the Unit *FT6A 35: Creative Industries: Content Generation* could be integrated with Outcome 2 of this Unit where candidates plan for and develop a pitch, which could then be developed in Outcome 3.

Guidance on the delivery and assessment of this Unit

This course is designed to be largely practical in nature with around 30% of course time taken up on Outcome 1 and the remainder on Outcomes 2 and 3.

Candidates should keep on file copies of appropriate supporting information, including:

- ◆ The finished programme as an audio file
- ◆ Script
- ◆ Cue material
- ◆ PasB
- ◆ Music details

Higher National Unit specification: support notes (Cont)

Unit title: Radio Feature Production

Assessors will also need to record candidate's progress on the three Outcomes on an appropriate checklist.

O1 — The evidence should be presented as a 750 word report or a presentation of seven to ten minutes. The submission should cover at least three different radio features from a number of sources which demonstrate different ways of exploring their subjects. Candidates should get below the surface of their programmes, listening for choice of voices, use of music, layering of inserts and effects. All of this should refer back to the originating radio station and the feature's appropriateness for the target audience.

Open learning

This Unit can be delivered by distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Communication, Information and Communication Technology (ICT)*, *Working with Others* and *Problem Solving* at SCQF level 6 in this Unit; however there is no automatic certification of Core Skills or Core Skill components.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Radio Feature Production

In this Unit you will learn about one of radio's great strengths as a medium — the radio feature.

Features come in as many shapes and sizes as there are radio stations, but they share one thing: they all tell a story. It could be the story of an event in history, a travelogue or popular science. In every case, the intimacy of radio gives it the opportunity to give listeners a more challenging take on the story. Like many forms of speech radio, radio features are not designed to be background listening — they demand your attention.

This will be borne out by Outcome 1, where you will listen to a number of different radio features and go on to compare and contrast the production techniques used to tell their stories.

In Outcomes 2 and 3 you will receive a brief from your tutor and research three ideas and 'treatments' for them. You will then pitch the ideas to your tutor who will want to know what techniques you will be using to tell your story and engage your listener.

Having pitched ideas, you will then go on to make a radio feature. You will be expected to retain all of your paperwork; but more importantly you'll produce a multi layered piece where all the voices and other pieces of content are seamlessly mixed in a way that adds to your storytelling.