



## Higher National Unit specification: general information

**Unit title:** Visual Communication: Social Media

**Unit code:** H387 34

**Superclass:** KA

**Publication date:** February 2013

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**Version:** 01

### Unit purpose

This is an optional Unit in the Higher National Certificate and Higher National Diploma in Visual Communication. It can also be taken as a freestanding Unit.

The Unit introduces candidates to social media and how this communication tool can be utilised to maximise the marketing reach of a project/business/campaign. Candidates will develop investigative skills as they explore aspects of social media, and its success as a marketing tool. Candidates will develop these skills further by creating their own social media marketing campaign and evaluating its success. This Unit is aimed at candidates with an interest in social media, as well as those with no previous experience of social media.

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

- 1 Research, and present findings on, key aspects of social media.
- 2 Research, and present findings on, techniques and strategies used to maximise social media marketing campaigns.
- 3 Create and evaluate a social media marketing campaign in response to a project brief.

### Recommended prior knowledge and skills

Access is at the discretion of the centre, but it would be beneficial if the candidate had competence in the use of computer hardware and software for design applications.

### Credit points and level

1 Higher National Unit 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.*

## **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**

If this Unit is delivered as part of the Higher National Certificate/Diploma in Visual Communication, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

The assessment exemplar for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable Instrument of Assessment. Centres wishing to develop their own assessments should refer to the assessment exemplar to ensure a comparable standard. Assessment exemplars are available on SQA's secure website.

## 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.

Please refer to Knowledge and/or Skills for the Unit and Evidence Requirements for the Unit after the Outcomes.

### Outcome 1

Research, and present findings on, key aspects of social media.

#### Knowledge and/or Skills

- ◆ Social media platforms
- ◆ Social media tools
- ◆ Social media methodologies and terminology
- ◆ Social media etiquette

#### Evidence Requirements

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

- ◆ identify a minimum of two social media platforms, and describe their construction
- ◆ identify a range of social media tools within each platform and describe their function
- ◆ identify and describe current social media methodologies and terminology in relation to these tools
- ◆ outline the key issues surrounding social media etiquette

Candidates must be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

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

**Unit title:** Visual Communication: Social Media

### Outcome 2

Research, and present findings on, techniques and strategies used to maximise social media marketing campaigns.

#### Knowledge and/or Skills

- ◆ Social reach
- ◆ Viral marketing techniques
- ◆ Search engine optimisation
- ◆ Audience engagement methods
- ◆ Linking and participation strategies

#### Evidence Requirements

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

- ◆ identify and describe social reach and viral marketing techniques used in a minimum of three social media marketing campaigns
- ◆ identify and describe a minimum of three different methods of audience engagement used in each campaign
- ◆ identify and describe a minimum of three linking and participation strategies used in each campaign
- ◆ provide links to each campaign, crediting all sources
- ◆ evaluate the success of each campaign based on the techniques and strategies used

Candidates must be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

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

**Unit title:** Visual Communication: Social Media

### Outcome 3

Create and evaluate a social media marketing campaign in response to a project brief.

#### Knowledge and/or Skills

- ◆ Webspaces design
- ◆ Marketing
- ◆ Design and layout personalisation
- ◆ Content material
- ◆ Statistical analysis

#### Evidence Requirements

Candidates will need to provide written and/or oral recorded and product evidence to demonstrate their Knowledge and/or Skills by showing that they can, in response to a given brief:

- ◆ design a central webspaces to host the social media marketing campaign
- ◆ select a minimum of two different social media platforms and provide links to them from the webspaces
- ◆ co-ordinate the graphic/aesthetic elements of all platforms
- ◆ provide a range of content on all platforms
- ◆ collate and analyse results and statistics to evaluate the success of the social media campaign

Candidates must be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

## Higher National Unit specification: support notes

### Unit title: Visual Communication: Social 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

This Unit is primarily designed to provide candidates with technical and professional knowledge and skills related to social media within a specific occupational area. Candidates will develop skills in communicating and marketing using social media, and will also develop technical skills by constructing a simple webspace from a range of elements.

Contextualisation of the aspects, techniques and strategies explored through research and practice should offer candidates an insight into the possibilities of technical and creative approaches to their own social media marketing campaigns.

### Guidance on the delivery of this Unit

The Unit should be delivered in a way which enables the candidate to appreciate its relevance in industry. If possible, examples should be shown of functioning social media campaigns that use the same tools and platforms as the candidates will be using in order to inspire them and give them a greater understanding of what is required of them in the brief.

#### Outcome 1

Tutors may direct formative exercise/discussion to consider candidates' existing knowledge of social media. Candidates will research and present findings on different aspects of social media. This will enable candidates to describe the purpose and function of this form of communication, current methodologies and terminology, and user conduct.

#### Outcome 2

In this Outcome, candidates will research and present findings on techniques and strategies used by others within a social media campaign to maximise audience and impact. This Outcome could be undertaken either individually or as a group, however centres must ensure that individual candidates provide evidence of their own work. A list of platforms could be given to candidates for review; a list of current, relevant, successful social media campaigns could be provided. Candidates should understand the principles of success in social media, for example, *turning customers into a volunteer marketing army*, and *provide for others and they will provide for you*.

#### Outcome 3

In this Outcome, candidates will work to a tutor given project brief. For example, the candidate could be asked to construct a self-promotional campaign. The elements stipulated in the brief to construct the webspace could consist of images of themselves, their work, their curriculum vitae. Briefs could be given to other candidates which stipulate a different specific purpose and stipulate different elements, such as photos, logos, links, etc.

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

### Unit title: Visual Communication: Social Media

Candidates are required to incorporate at least two platforms to build a simple social media campaign. The brief can stipulate what social media platforms (eg social media sites) the candidate should use.

Candidates should also be encouraged to interact with other candidates' campaigns and adhere to social media etiquette.

Projects should show a good understanding of design and layout personalisation. Techniques used to co-ordinate the graphic elements could include developing a style to use on all platforms, co-ordinating colour, graphic style, and fonts. The range of content could cover blog entries, videos, and pictures; the amount required will depend on the platforms chosen.

### Guidance on the assessment of this Unit

Centres could integrate the delivery and assessment of this Unit with other Units in the Higher National Certificate/Higher National Diploma in Visual Communication using a thematic approach. Appropriate Units may be:

- ◆ *Visual Communication: An Introduction* (SCQF level 7)
- ◆ *Typography: An Introduction* (SCQF level 7)
- ◆ *Experimental Illustration* (SCQF level 7)
- ◆ *Working in the Field of Visual Communication* (SCQF level 7)
- ◆ *Preparing for a Role in the Field of Visual Communication* (SCQF level 8)

### Assessment Guidelines

#### Outcome 1

Assessment materials produced could be paper-based or submitted online. Candidates are required to present information that reflects research into key aspects of social media. Candidates could produce this evidence in the form of a social media submission on their own URL link. Posts could provide evidence for different aspects of achievement for this Outcome. Evidence could include annotated visuals, in the form of sketch diagrams or hard copy screenshots.

#### Outcome 2

It is recommended that the assessment of this Outcome should take the form of a research project. Candidates are required to present information that reflects research into social media marketing techniques and strategies.

Candidates could produce this evidence in the form of a social media submission on their own URL link. This could be the same social media space used in Outcome 1. Posts could provide evidence for different aspects of achievement for this Outcome. Candidates could also use video/animation to provide evidence within the post.

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

**Unit title:** Visual Communication: Social Media

### Outcome 3

It is recommended that the assessment of this Outcome should take the form of a practical project. To ensure there is evidence that the candidate can provide links to their social media platforms from the central webspace, the project could be submitted in the form of a simple URL address to the central webspace where other forms of social media will be accessed through links. The assessor could then follow the social media campaign through these links.

Analysis of success of audience reach according to statistics of views, interactions, followers, impressions, etc, could be submitted with the URL. Candidates' analysis of the success of their campaign through the use of social media statistics provided by these relevant platforms can be presented as written and/or oral recorded evidence.

### Online and Distance Learning

The research elements of this Unit, Outcome 1 and Outcome 2, could be undertaken using the internet if this is appropriate within the centre. This would facilitate an online learning approach. Candidates and centres may also choose to store their evidence in an electronic format which could facilitate remote access for tutors for assessment purposes.

This Unit could be delivered by distance learning, through an online learning resource or a virtual learning environment. Submissions could be in the form of URL links. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

### Opportunities for developing Core Skills

During this Unit candidates will be researching, and providing solutions in relation to a given project brief, evaluating and presenting information. They may be using a variety of software packages and/or accessing the internet to gather information and/or images. Candidates will be encouraged to interact with others' social media campaigns and engage with a real audience through their own social media campaigns. Candidates will also be encouraged to become familiar with the biggest, most current platforms of cutting edge social media.

These activities provide opportunities to develop aspects of the Core Skills of:

- ◆ *Communication*
- ◆ *Numeracy*
- ◆ *Information and Communication Technology*
- ◆ *Problem Solving*
- ◆ *Working with Others*

### 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](http://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:** Visual Communication: Social Media

This Unit is designed to introduce you to the concepts and workings of social media. It is primarily intended to equip you with the knowledge to create a basic social media campaign. You can do this by using a template design from elements supplied by various platforms.

The Unit has three Outcomes.

In Outcome 1, research will give you an opportunity to discover the key aspects of social media. Your evidence will be produced in written and/or oral recorded format. This may be submitted as a digital annotated visual. The findings may inform the creation of your own campaign in Outcome 3.

In Outcome 2, research will give you an opportunity to discover how others use social media and which platforms are best for different activities. You will evaluate the success of social media campaigns in terms of how they maximise audience reach. Your evidence will be produced in written and/or oral recorded format. This may be submitted as a digital annotated visual. The findings may inform the creation of your own campaign in Outcome 3.

In Outcome 3, in response to a tutor set project brief, you will build on the knowledge and skills gained in Outcomes 1 and 2 to create your own social media marketing campaign using several platforms. You will produce product evidence, such as a central webspace which links to at least two different social media platforms. All social media webspaces will be personalised and co-ordinated in graphic layout (where possible). Your URL link to your social media campaign could be submitted along with a brief summary of its success; this will include reference to statistics related to the campaign.