Higher National Unit specification

General information

Unit title: Media Management: An Introduction

Unit code: H4JA 34

Superclass: KA

Publication date: July 2013

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

During the course of this Unit learners will develop an understanding of the nature and importance of workflow in the television production process. They will gain knowledge of the central role of managing media in order to ensure that workflow is well organised, clear and properly documented, and that appropriate formats are selected for capturing, transferring, editing and outputting media files as part of a production process.

Outcomes

On successful completion of the Unit the learner will be able to:

1   Analyse media management issues in television production.
2   Devise and implement a media management strategy for a production.
3   Evaluate own performance in the media management process.

Credit points and level

1 Higher National Unit credit at SCQF 7 (8 SCQF credit points at SCQF level 7)

Recommended entry to the Unit

Access to this Unit is at the discretion of the centre, however, it would be beneficial if the learner has some technological competence.

Higher National Unit specification: General information (cont)

Unit title: Media Management: An Introduction

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for 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 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.

The Assessment Support Pack (ASP) for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website **(http://www.sqa.org.uk/sqa/46233.2769.html)**.

Equality and inclusion

This Unit Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website **www.sqa.org.uk/assessmentarrangements**

Higher National Unit specification: Statement of standards

Unit title: Media Management: An Introduction

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Analyse media management issues in television production.

Knowledge and/or Skills

♦ Television production workflow
♦ Recording formats, data rates, media file types and codecs
♦ Metadata
♦ Media storage
♦ Delivery formats

Outcome 2

Devise and implement a media management strategy for a production.

Knowledge and/or Skills

♦ Media management strategy
♦ Television production workflow
♦ Recording formats, data rates, media file types and codecs
♦ Metadata
♦ Media storage
♦ Delivery formats

Outcome 3

Evaluate own performance in the media management process.

Knowledge and/or Skills

♦ Evaluation skills
♦ Strengths and weaknesses
♦ Learning for the future

Higher National Unit specification: Statement of standards (cont)

Unit title: Media Management: An Introduction

Evidence Requirements for this Unit

Outcome 1
Learners will demonstrate their Knowledge and/or Skills by the production of a report that identifies and analyses the media management issues for a complex production.
They must also suggest and justify solutions that best address these issues.

This report must cover the whole production and post-production process.

Outcome 2
Learners will demonstrate their Knowledge and/or Skills by the production of:

♦ A plan outlining a media management strategy for an actual production, detailing the workflow through the production for all media used.
♦ Media files ready for post-production, in appropriate format(s), correctly logged and backed up.
♦ A project file linked to the above media files.
♦ Relevant and appropriate metadata.
♦ An exported final programme, optimised for a defined delivery format.
♦ A back-up of the above programme in an appropriate location.

Outcome 3
Learners will demonstrate their Knowledge and/or Skills by the production of:

An evaluative report (or equivalent) which must include:

♦ An analysis of strengths and weaknesses of own performance, the process and quality of final output.
♦ Learning for the future.

Higher National Unit: Support Notes

Unit title: Media Management: An Introduction

Unit Support Notes are offered as guidance and 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 designed to introduce learners to key concepts around the understanding of workflow in the television production process. They will develop an awareness of the key role played by the management of media in a television production, and they will then be able to devise and implement clear, well-documented media management plans for different production scenarios.

Learners must be able to select appropriate formats for capturing, transferring, editing and outputting media files as part of a production process.

This Unit will link with other key Units concerned with capturing and editing video, including:

♦   *Camera: An Introduction*
♦   *Sound Recording: An Introduction*
♦   *Editing: An Introduction*

The Unit will also provide useful underpinning knowledge for learners undertaking project based Units such as, *Creative Content Generation.*

Guidance on approaches to the delivery of this Unit

Learners will need to learn about the different file formats, video resolutions, codecs and data rates associated with relevant cameras used in capturing and editing video. It is vital that they develop a basic understanding of the range of available options, and are guided on the most appropriate solutions given the choices available with the hardware and software they have access to. They should learn about the fundamental importance of selecting appropriate settings on the camera, and also that that these settings should be logged at the time of acquisition.

They should learn about the potential issues around using different cameras and codecs, and that codecs, resolutions and file formats should be planned before a production begins and monitored during shooting. They must also learn about central importance of logging relevant metadata when capturing and transferring media, and that delivery formats must be considered from the outset of the production process.

Higher National Unit: Support Notes (cont)

Unit title: Media Management: An Introduction

Learners should be made aware of the importance of transferring files to storage media using appropriate settings, and the crucial function of back-ups in maintaining an effective workflow.

They should be guided on optimal media management solutions when more than one video or other media format is used in a production, and why some solutions are more appropriate than others.

Learners should also learn about transcoding video to appropriate formats for editing, as well as up scaling and down converting video files, and the issues surrounding all of these processes.

Integrating different types of media, such as stills, into the video production process should be covered, as well as the need to resize images to the correct dimensions for given delivery formats.

Guidance on approaches to assessment of this Unit

Outcome 1

Assessment for this Outcome could take the form of a short response test or equivalent, delivered either as a written submission or a presentation. The assessment should cover a number of issues associated with media management in a production, including:

♦ codecs
♦ frame rates
♦ image dimensions
♦ shooting formats
♦ storage and backups
♦ interlaced and progressive video
♦ incorporating other media elements
♦ transcoding
♦ mixing formats in post-production
♦ output formats

Outcome 2

The centre should develop a number of briefs for theoretical productions in which there is more than one source being used to generate material for the production. These could include different recording formats, incorporating stills and different audio sources. Having gone through formative exercises, the candidate should then be sufficiently prepared for summative assessment.

The candidate should plan and implement the media management strategy for an actual production they are involved in. This could be the project they are undertaking for Creative Content Generation. The plan should be around 400 words or equivalent, with clear justification for the proposed strategy; it must refer to all stages of the production process.

Higher National Unit: Support Notes (cont)

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It should be a real production of sufficient complexity to require careful planning around media management, and give the learner the opportunity to apply the theoretical knowledge gained in learning for Outcome 1 in a practical context. Learners' plans should be assessed before their implementation, enabling the tutor to give feedback that may help guide the practical media management work to follow.

The tutor should check the learner's media management at more than one stage in the workflow process to avoid issues which may compromise the production as a whole.

Outcome 3

The learner should reflect on her/his own performance in managing media for an actual production — ie the one undertaken in Outcome 2.

Opportunities for 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 social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at **www.sqa.org.uk/e-assessment**.

Opportunities for developing Core and other essential skills

Depending on the learning and teaching/assessment approaches adopted, this Unit provides opportunities for developing the Core Skills of *Problem Solving* and *ICT* as well as, the Oral and Written components of the *Communication* Core Skill.

*Problem Solving***: Planning and Organising at SCQF level 6**
Learners will formulate a plan to devise and implement a media management strategy for a production. They will need to take account of different source materials and media and deal with a large number of variables, some of which may be in unfamiliar contexts. The learner will decide how the entire complex task will be managed and carried out.

*Problem Solving***: Critical Thinking at SCQF level 6**
The task will require learners to identify the factors and variables involved and assess the relevance of each. They will then develop and justify their proposed approach to the task, making reference to all stages of the production process. They will also evaluate and monitor the situation and their progress and identify a strategy to achieve the required result. They may modify their original approach by taking changing factors or resources into account but if they do they will need to justify this by explanation and/or by comparisons with other possible approaches.

Higher National Unit: Support Notes (cont)

Unit title: Media Management: An Introduction

Problem Solving: Reviewing and Evaluating at SCQF level 6
Learners will evaluate their own performance in devising and managing a strategy for the media management task. They will appraise the process they used and the quality of their final output. They will also identify their strengths and weaknesses, draw conclusions and make recommendations which will enhance their future activities.

ICT: Accessing Information at SCQF level 6
Throughout the Unit, learners will use a variety of ICT equipment independently, observing security procedures, backing up data and organising and maintaining their own files. They will carry out complex searches to retrieve and store data and present information logically, efficiently and in an appropriate format.

ICT: Providing/Creating Information at SCQF level 6
Learners will carry out a range of processing skills independently, launching appropriate software and resolving simple hardware and software problems. They will evaluate data against given or chosen criteria, interpret information and present their findings in appropriate formats.

Communication: Oral Communication at SCQF level 6
Candidates will use vocabulary and language effectively at an appropriate level of formality. They will need to ensure that they understand the concepts underpinning the theory and practice of media management skills, asking questions and seeking clarification when required. They will take part in spoken interaction with other learners and tutors, exploring issues and reaching conclusions.

To demonstrate their understanding learners may be asked to respond to questions, or to make a short presentation, conveying essential information and ideas to others. They will also respond to others appropriately by exploring comments or discussions in greater depth, and analysing, summarising, expanding or reflecting on information and points of view.

Communication: Written Communication at SCQF level 6
Learners may be required to produce well-structured written communications on complex topics which will have a clearly defined purpose. They may use conventions, formats and layouts which are appropriate to their specific audiences and contexts and produce information which makes clear how content has been organised and evaluated. Learners should make clear distinctions between opinion and fact and use conventions which achieve the purpose of the writing.

Other essential skills
Throughout the Unit learners will develop knowledge and skills which are specifically intended to enhance their employability in the Creative Industries sector. Because these and other soft skills such as punctuality, presentability and efficient time management are readily transferable, they could be applied to many areas of employment whether related to the creative industries (such as photography and film and video making) or not.

History of changes to Unit

Version	Description of change	Date

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for learners

Unit title: Media Management: An Introduction

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit is designed to introduce you to the key concepts around the management and storing of data on a television production. In Outcome 1, you will learn about the workflow in the television production process and the central role of managing media to ensure the workflow is well organised, clear and properly documented. You will also learn about the different file formats, video resolutions, codecs and data rates associated with relevant cameras used in capturing and editing video.

For Outcome 2 you will devise and implement a media management plan for an actual production. This will allow you to apply the theoretical knowledge you have gained in Outcome 1 in a practical context. You will be required to select appropriate formats for capturing, transferring, editing and outputting media files as part of a production process.

For Outcome 3 you will produce an evaluative report (or equivalent) which will include: an analysis of strengths and weaknesses of your performance, the process and quality of final output. You will also highlight the lessons learned.

This Unit is likely to be undertaken as part of the HNC/HND *Creative Industries*: *Television* and will provide useful underpinning knowledge for other project based Units, eg Creative Content Generation.

On completion of the HNC/HND Creative Industries: Television, you will have developed a range of creative and technical skills suitable for entry positions in the industry eg office runner; production runner; logger; edit assistant, etc. The HNC/HND *Creative industries: Television* also provides opportunities for progression to degree programmes such as, BA in Television, BA in Broadcast Production, etc.