



## Higher National Unit specification

### General information

**Unit title:** Podcasting (SCQF level 8)

**Unit code:** H9E1 35

**Superclass:** KA

**Publication date:** June 2015

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

This Unit is designed to develop an understanding of podcasts, how to generate a concept, how they differ from other forms of digital media, their technical requirements and how to make them accessible to an audience.

### Outcomes

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

- 1 Explain the concept of podcasting.
- 2 Develop and pitch a marketable idea for a series of podcasts.
- 3 Produce and publish a series of podcasts.

### Credit points and level

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

### Recommended entry to the Unit

In order to attempt this Unit, learners should be able to record and edit audio programmes. Learners who have successfully completed Unit *Radio: Technical Operations, Recording and Editing* or produced a radio feature in their Creative Project at level 7 will have appropriate skills. However learners with some understanding of programme making but no Unit passes would still be able to attempt this Unit, as it is assessed on understanding of podcast nomenclature and techniques as opposed to programme making.

## **Higher National Unit specification: General information (cont)**

**Unit title:** Podcasting (SCQF level 8)

### **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.

### **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](http://www.sqa.org.uk/assessmentarrangements).

## Higher National Unit specification: Statement of standards

**Unit title:** Podcasting (SCQF level 8)

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

Explain the concept of podcasting.

#### Knowledge and/or Skills

- ◆ Technical requirements of podcasting
- ◆ Target audience
- ◆ Style and presentation
- ◆ Content
- ◆ Technical realisation
- ◆ Originality of concept
- ◆ Regulations

### Outcome 2

Develop and pitch a marketable idea for a series of podcasts.

#### Knowledge and/or Skills

- ◆ Originate content
- ◆ Pitch presentation
- ◆ Source material
- ◆ Production process
- ◆ Online marketing strategy

### Outcome 3

Produce and publish a series of podcasts.

#### Knowledge and/or Skills

- ◆ Target outlet
- ◆ Podcast production
- ◆ Uploading podcasts
- ◆ RSS feeds
- ◆ Marketable identity
- ◆ Intellectual property

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

**Unit title:** Podcasting (SCQF level 8)

### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that they can:

#### Outcome 1

- ◆ provide a definition of podcasting.
- ◆ describe how podcasting is different from other online content delivery methods.
- ◆ describe production process required to create a podcast.
- ◆ describe a variety of online podcast platforms.
- ◆ explain what an RSS feed is.
- ◆ outline examples of online marketing used for podcasting.
- ◆ describe regulations relevant to podcasting.

#### Outcome 2

- ◆ produce a pitch.
- ◆ prepare and deliver a pitch presentation in conditions that reflect current industry practice.
- ◆ identify appeal of series to target audience.
- ◆ explain production process.
- ◆ identify suitable online marketing strategies to support podcast.

#### Outcome 3

- ◆ produce a series of three related podcasts suitable to a defined audience.
- ◆ create a suitable quality MP3 mix-down of podcasts with completed metadata.
- ◆ ensure the attribution of intellectual property is appropriate.
- ◆ upload content to an online podcasting platform with completed metadata.
- ◆ provide an RSS feed that can be subscribed to in regular podcast clients.
- ◆ develop an online promotional presence for published podcasts.
- ◆ adhere to regulatory guidelines.

The learner will produce a series of three podcasts. All final work must be of broadcast standard in terms of technical proficiency. Completed podcasts should be uploaded to a suitable platform that allows for RSS subscription.

The work can be edited to an appropriate length or re-purposed into a series of files. If work is produced specifically for this Unit it must be of a reasonable standard for public consumption and adhere to appropriate standards for taste, decency and content. Learners will ensure that their created content does not breach copyright laws and ensure metadata is correct.

Learners will upload and test their podcasts without assistance.



## Higher National Unit Support Notes

**Unit title:** Podcasting (SCQF level 8)

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

The primary purpose of this Unit is to equip the learner with the knowledge and skills to publish their own content directly to the internet as a subscribable podcast.

To do this cost effectively learners will need to consider the content they put online and its appropriateness for purpose and audience. They should also consider how they would market their podcast, perhaps via a website, blog or podcast directory.

For Outcome 3 learners should upload and test their podcasts without assistance.

### Guidance on approaches to delivery of this Unit

This Unit is an optional Unit in the *HND Radio* and provides an excellent opportunity to be delivered as part of an integrated assessment. Units suitable include *Content Generation*, *Radio Feature Production*, *Radio: Advanced Editing: Features and News* and *Advanced Radio Presentation*.

Outcome 1 concentrates on the definitions and technicalities, Outcome 2 addresses the development of a podcast idea and how to develop this, while Outcome 3 is a practical exercise in making a series of podcasts available online with an appropriate RSS feed to make it downloadable by popular podcast listening software.

As the technology and techniques involved in this type of syndicated programming is constantly evolving, assessments should reflect current practice and software usage.

For **Outcome 1** learners should be able to differentiate podcasts from straightforward downloadable content. They should be able to demonstrate the concept and advantages of subscription. This Outcome allows learners to develop an overall understanding of the genre of podcasts.

**Outcome 2** allows learners to explore their own ideas for a podcast series. Through examination of the format and much discussion on what makes a successful podcast, learners will develop a written and oral pitch of an idea for a podcast series in an industry-reflective setting. Centres may consider creating an industry panel of relevant guests or create a panel of peers to assist with establishing the suitable tone for oral pitches.

## Higher National Unit Support Notes (cont)

**Unit title:** Podcasting (SCQF level 8)

For **Outcome 3** the files should be mastered to an appropriate format for the type of content being produced. While learners must remain aware of the importance of maintaining high quality audio, for a speech-only audio programme, a 64k mono mp3 file is sufficient. Learners should be encouraged to work with higher quality audio files where possible.

Learners should apply title and episode metadata to their completed podcasts. The files can be uploaded to any web-host which supports podcasting and an appropriate RSS feed generated using either on-site tools or third party services. The test of the RSS feed is the ability to subscribe to the podcast in a common client and have the programmes self-download with appropriate metadata and images correctly displayed.

The content generated for Outcome 3 does not have to be specially prepared for this Unit. If produced outwith the Unit consideration should be given to the appropriateness of the content for podcast distribution. Centres may wish learners to repurpose content produced elsewhere. The learner is assessed on the appropriateness of the content, its successful upload and the ability to download it into a podcast client.

**Outcome 3** requires the learner to produce a series of three podcasts. The length of these can be agreed with individual centres. All final work must be of broadcast standard in terms of technical proficiency. Completed podcasts should be uploaded to a suitable platform that allows for RSS subscription and must include relevant metadata

It is acceptable that the three pieces of content can be produced for another part of the learner's course work. In this case, the work can be edited to an appropriate length or repurposed into a series of files. If work is produced specifically for this Unit, care should be taken to ensure that is of a reasonable standard for public consumption and adheres to reasonable standards for taste, decency and content.

Learners must be reminded of the importance of creating content that does not breach copyright laws and the importance of safeguarding their own intellectual property.

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Where possible, provision has been made for content produced for this Unit to be assessed jointly for other parts of the *HND Radio*. For example, rather than produce bespoke content for the podcast programmes in Outcome 3, it is recommended that this content (or content that can be repurposed as a podcast series) is also produced for other Units on the course.

## Higher National Unit Support Notes (cont)

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The Unit could be assessed by three separate submissions:

Outcome 1 lends itself to a written or recorded oral assessment requiring a series of answers to questions about podcasting and its purpose. It would also be possible to run the assessment event as a group discussion in which the assessor should note the learner's responses in respect of the knowledge required on a checklist.

Outcome 2 can be assessed as an oral presentation.

Outcome 3 requires learners to upload content to the web and produce an RSS feed using free internet tools.

### 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](http://www.sqa.org.uk/e-assessment).

### Opportunities for developing Core and other essential skills

There is no automatic certification of Core Skills or Core Skills Components in this Unit but there are opportunities to develop the Core Skills of *Communication, Information and Communication Technology (ICT) and Problem Solving* at SCQF level 6.

Enterprise and employability skills could also be developed in this Unit.

## History of changes to Unit

Version	Description of change	Date

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## **General information for learners**

### **Unit title:** Podcasting (SCQF level 8)

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 will develop your knowledge and understanding of podcasting.

The Unit starts by prompting you to investigate podcasting and explore the technical requirements of producing a podcast.

You will then begin the process of developing ideas for a podcast series of your own. An essential part of this process is pitching your idea. Through a scenario set up by your class tutor you will experience what conducting an industry standard pitch feels like. This process should assist your understanding of what is required to produce a successful podcast.

You will then produce a series of podcasts. This process allows you to explore your own creativity while considering technical requirements and online platforms. You will also consider the online marketing that is necessary to ensure your target audience can be reached.

The knowledge and skills acquired through this Unit will be transferrable across much of the work you may experience in the radio industry. The elements of the varied roles will provide a clear understanding of working with reliable information to produce content to a high standard.