

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Unit Number- **8440336**
-Superclass- **KH**
-Title- **DESK TOP PUBLISHING APPLICATIONS: MEDIA**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Producing extended documents for Public Relations and the Media using Desk Top Publishing techniques.

OUTCOMES

1. create documents for public relations or house journals;
2. create documents for magazine use;
3. describe the general applications and cost of Desk Top Publishing techniques.

CREDIT VALUE: 1 HN Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However, it would be beneficial if the candidate had competence in producing documents for the media by using Desk Top Publishing. This may be evidenced by possession of Higher National Unit Introduction to Desk Top Publishing Techniques or similar qualifications or experience.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order (£5.00)).

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STATEMENT OF STANDARDS

UNIT NUMBER: 8440336

UNIT TITLE: DESK TOP PUBLISHING APPLICATIONS: MEDIA

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

OUTCOME

1. CREATE DOCUMENTS FOR PUBLIC RELATIONS OR HOUSE JOURNALS

PERFORMANCE CRITERIA

- (a) Text files assembled for a particular topic are complete, accurate and based on comprehensive research.
- (b) Both documents produced contain material from assembled files and meet given requirements of length, editing and structure.
- (c) Presentation, layout and language of document is to the standard required for intended purpose.

RANGE STATEMENT

The range for this outcome is fully expressed in the performance criteria.

EVIDENCE REQUIREMENTS

Product evidence for all performance criteria.

OUTCOME

2. CREATE DOCUMENTS FOR MAGAZINE USE

PERFORMANCE CRITERIA

- (a) Text files assembled for a particular topic are complete, accurate and based on comprehensive research.
- (b) Extended document produced effectively incorporates material from files assembled.
- (c) Presentation, layout and language of document is to the standard required for intended purpose.

RANGE STATEMENT

The range for this outcome is fully expressed in the Performance Criteria.

EVIDENCE REQUIREMENTS

Product evidence for all performance criteria.

OUTCOME

- 3. DESCRIBE THE GENERAL APPLICATIONS AND COSTS OF DESK TOP PUBLISHING TECHNIQUES

PERFORMANCE CRITERIA

- (a) Description of production, transfer and publication methods used commercially is accurate.
- (b) Description of the application of desk top publishing to printing processes is accurate.
- (c) Estimate of costs of a particular method of production is broadly accurate.

RANGE STATEMENT

The range for this outcome is fully expressed in the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence for all performance criteria.

MERIT

PASS WITH MERIT

Pass with Merit may be awarded to a student who achieves all outcomes and in so doing consistently demonstrates superior performance when, for example:

- (a) producing extended documents using desk top publishing techniques.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

Proposals to modify outcomes, range statements or agreed assessment arrangements should be discussed in the first place with the external verifier.

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SUPPORT NOTES

UNIT NUMBER: 8440336

UNIT TITLE: DESK TOP PUBLISHING APPLICATIONS: MEDIA

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

CONTENT/CONTEXT Emphasis should be on the creation, manipulation and production of material for the target industry. Attention should be given to visual layout and the creative possibilities in editing style, language, structure and order.

REFERENCES

1. Guide to unit writing.
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment.
3. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures.
4. For details of other SQA publications, please consult SQA's publications list.

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