



Media Assignment (National 4)

SCQF: level 4 (6 SCQF credit points)

Unit code: H239 74

Unit outline

This is the Added Value Unit in the National 4 Media Course. The general aim of this Unit is to enable the learner to provide evidence of added value for the National 4 Media Course through the successful completion of an assignment which will allow the learner to demonstrate challenge and application.

Learners who complete this Unit will be able to:

- 1 Carry out an assignment which shows they can analyse and create straightforward media content

This Unit is a mandatory Unit of the National 4 Media Course, and is also available as a free-standing Unit. The Unit Specification should be read in conjunction with the *Course Support Notes*, which provide advice and guidance on delivery and assessment approaches. Exemplification of the assessment in this Unit is given in *Unit Assessment Support*.

Recommended entry

Entry to this Unit is at the discretion of the centre. It is recommended that the learner should be in the process of completing, or have completed, the following Units in the National 4 Media Course:

- ◆ Analysing Media Content (National 4)
- ◆ Creating Media Content (National 4)

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. For further information, please refer to the *Course Support Notes*.

Standards

Outcomes and assessment standards

Outcome 1

The learner will:

- 1 Carry out an assignment which shows they can analyse and create straightforward media content by:**
 - 1.1 Generating ideas in response to a brief
 - 1.2 Researching and analysing media content relevant to the brief, using appropriate key aspects of media literacy
 - 1.3 Planning and creating media content, carrying out at least one specific production role
 - 1.4 Reflecting on the process and product

Evidence Requirements for the Unit

For this Unit, learners will be required to provide evidence of:

- ◆ media analysis skills
- ◆ straightforward planning and research skills
- ◆ straightforward production skills (from pre-production, production, post-production as appropriate)
- ◆ straightforward evaluation skills
- ◆ knowledge of appropriate key aspects of media literacy

The assessment method for this Unit will be an assignment in which the learner will apply their analysis and production skills to analyse, plan, create and evaluate media content on a chosen topic.

Setting the assessment

The assignment is set by SQA and applied to a brief set by centres. It will be a meaningful and appropriately challenging task which allows candidates to demonstrate application of analysis and production skills at an appropriate level.

Evidence will be internally marked by centre staff in line with SQA guidelines.

All assessment is subject to quality assurance by SQA.

Conducting the assessment

The assignment will be conducted under some supervision and control. This will take the form of the following:

- ◆ Teachers/lecturers can select and provide media content and information appropriate to the learner.
- ◆ The amount of support provided should be reflected in the assessment judgement.

Judging the evidence

Evidence will be internally marked and verified by centre staff in line with SQA guidelines.

All assessment is subject to quality assurance by SQA.

Re-assessment

In relation to Unit assessment, SQA's guidance on re-assessment for Units applies.

Further information is provided in the exemplification of assessment in *Unit Assessment Support*. Advice and guidance on possible approaches to assessment is provided in the *Course Support Notes*.

Development of skills for learning, skills for life and skills for work

It is expected that learners will develop broad, generic skills through this Unit. The skills that learners will be expected to improve on and develop through the Unit are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Unit where there are appropriate opportunities.

1 Literacy

- 1.1 Reading
- 1.3 Listening and talking

4 Employability, enterprise and citizenship

- 4.3 Working with others
- 4.4 Enterprise
- 4.6 Citizenship

5 Thinking skills

- 5.4 Analysing and evaluating
- 5.5 Creating

Amplification of these is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills should be at the same SCQF level of the Unit and be consistent with the SCQF level descriptor. Further information on building in skills for learning, skills for life and skills for work is given in the *Unit Support Notes*.

Further mandatory information on Course coverage for the National 4 Media Course

The following gives details of mandatory skills, knowledge and understanding for the National 4 Media Course. Assessment of this Added Value Unit will involve selecting appropriate skills, knowledge and understanding from those listed below, in line with the Evidence Requirements above. This list of skills, knowledge and understanding also provides the basis for the assessment of all the Units in the Course:

Summary of mandatory skills, knowledge and understanding:

- ◆ analysing and creating straightforward media content, as appropriate to purpose, audience and context
- ◆ knowledge of the key aspects of media literacy, as appropriate to content
- ◆ knowledge of the role of media within society
- ◆ knowledge of contextual factors, constraints and freedoms that affect producers of media content
- ◆ straightforward evaluation skills

Course coverage: analysing media content

Analyse straightforward media content as appropriate to purpose, audience, contexts and roles of media, and with reference to the six key aspects of media literacy.

Content-based key aspects:

- ◆ Categories: purpose, genre.
- ◆ Language: denotations and connotations of medium-specific technical codes and cultural codes.
- ◆ Representation: selection and portrayal, stereotypes and non-stereotypes.
- ◆ Narrative: straightforward structures, codes and conventions.

Context-based key aspects:

- ◆ Audience: target audience, different audience reactions.
- ◆ Institution: straightforward internal and external controls.

Course coverage: creating media content

- ◆ Create straightforward media content as appropriate to purpose, audience and context.
- ◆ Apply key aspects of media literacy central to creating media content.
- ◆ Demonstrate straightforward planning and research skills.
- ◆ Demonstrate production skills appropriate to medium (pre-production, production, post-production as relevant).
- ◆ Demonstrate straightforward evaluation skills.

Administrative information

Published: June 2013 (version 2.0)

Superclass: KA

History of changes

Version	Description of change	Authorised by	Date
2.0	Changes to Evidence Requirements, setting of assessment and mandatory Course coverage.	Qualifications Development Manager	June 2013

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