



National Unit Specification: general information

UNIT Media: An Introduction to Film and the Film Industry
(SCQF level 5)

CODE F57T 11

SUMMARY

This Unit provides an introduction to film and the film industry. Candidates will be introduced to both technical and narrative codes in film. This will be achieved through viewing films or film extracts from a range of film genres. Candidates will also have the opportunity to gain knowledge of the film industry and the commercial factors that affect film production.

This Unit is suitable for candidates who are interested in developing their knowledge of film and the film industry.

OUTCOMES

- 1 Explain technical codes in film.
- 2 Explain narrative codes in films.
- 3 Explain commercial factors affecting the film industry.

RECOMMENDED ENTRY

Entry is at the discretion of the centre. Candidates would benefit from having good communication skills.

Administrative Information

Superclass: KA

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National Unit Specification: general information (cont)

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CREDIT VALUE

1 credit at SQA Intermediate 2 (6 SCQF credit points at SCQF level 5*).

**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.*

CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

There are opportunities for Core Skill development, these are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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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 technical codes in film.

Performance Criteria

- (a) Explain the significance of camera angles, movements, and shots in film.
- (b) Explain the contribution made by lighting in film.
- (c) Explain the significance of mise-en-scene in film.
- (d) Explain the significance of sound in film.
- (e) Explain the significance of editing techniques in film.

OUTCOME 2

Explain narrative codes in films.

Performance Criteria

- (a) Identify and describe genre and genre conventions in film.
- (b) Describe the narrative structure in given films.
- (c) Explain the way in which characterisation contributes to film narrative.

OUTCOME 3

Explain commercial factors affecting the film industry.

Performance Criteria

- (a) Explain the way in which films are financed and the effect on film production.
- (b) Explain the impact of 'stars' on the commercial success of films.
- (c) Explain the way in which the availability of cinema outlets affects the commercial success of films.
- (d) Explain the role of marketing on the commercial success of films.
- (e) Explain the impact of non cinema income and merchandise on the commercial success of films.

National Unit Specification: statement of standards (cont)

UNIT Media: An Introduction to Film and the Film Industry (SCQF level 5)

EVIDENCE REQUIREMENTS FOR THIS UNIT

Outcome 1 and 2 — Written and/or Oral Evidence

Evidence is required which demonstrates that the candidate has achieved Outcome 1 and 2 to the standard specified in the Outcomes and Performance Criteria.

Candidates are required to select a minimum of two film extracts and explain the following for each:

- ◆ the significance of camera angles, movements, and shots in film
- ◆ the contribution made by lighting in film
- ◆ the significance of mise-en-scene in film
- ◆ the significance of sound in film

Candidates are also required to explain the significance of editing techniques.

For each film extract, candidates will also be required to:

- ◆ identify the genre
- ◆ describe the genre conventions
- ◆ describe the narrative structure
- ◆ explain the way in which characterisation contributes to film narrative

This evidence will be gathered under open-book conditions at appropriate points throughout the Unit.

Outcome 3 — Written and/or Oral Evidence

Evidence is required which demonstrates that the candidate has achieved Outcome 3 to the standard specified in the Outcome and Performance Criteria.

Candidates are required to:

- ◆ explain the different types of financial backing available within the film industry (including Hollywood Studio finance, product endorsement, and independent film finance).
- ◆ explain the impact of 'stars' on the commercial success of films.
- ◆ explain the impact of the availability of cinema outlets on the commercial success of the film. (This should include reference to film maker and producer choice of distribution and how this affects audience access and commercial success).
- ◆ explain the role of marketing. This must include reference to advertising (including poster campaigns, cinema trailers, film premiers and 'star' interviews).
- ◆ explain the impact of non cinema income and merchandise on the commercial success of films. This must include reference to DVD sales and rental, games and other merchandise.

This evidence will be gathered under open-book conditions at appropriate points throughout the Unit.

National Unit Specification: support notes

UNIT Media: An Introduction to Film and the Film Industry (SCQF level 5)

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 an optional Unit within the National Certificate Group Award in Media (SCQF level 6), but can also be taken as a free-standing Unit.

The purpose of this Unit is to introduce candidates to the study of film and the film industry. Candidates will have the opportunity to learn about the technical and narrative codes used in film, and should gain an insight into the commercial factors affecting the film industry, including finance, cinema outlets and marketing.

This Unit would be of benefit to candidates who have an interest in film. It would be beneficial for candidates to have good skills in communication prior to undertaking this Unit.

Candidates should be introduced to a wide range of genres within film (such as fantasy, science fiction, romantic, thriller, horror, historical, western and comedy), as different genres typically use different types of lighting, sound, camera angles etc. To help candidates to focus on individual elements such as technical codes it is suggested that short extracts or scenes could be examined and/or compared.

Candidates should develop an understanding of film as a commercial, advertised ‘consumer product’. They will have the opportunity to consider how film studios generate profit from sources other than cinema takings, such as DVD sales and rental, games and other merchandise.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

It is recommended that candidates are introduced to a wide range of genres within film through viewing film extracts as a class. Through tutor-led class discussions on the technical and narrative codes candidates should be able to contextualise their learning.

It may be beneficial for candidates to study case studies of successful films and to learn the reasons for their success from these examples. Candidates could then be given the opportunity to analyse each in terms of the funding available, use of ‘stars’, access to cinema outlets, marketing and merchandise.

Candidates may wish to use the internet and magazines to source relevant information on the film industry.

National Unit Specification: support notes (cont)

UNIT Media: An Introduction to Film and the Film Industry (SCQF level 5)

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral communication evidence as part of the assessment. This offers ideal opportunities to develop aspects of the Core Skill of *Communication*.

Candidates will have the opportunity to develop aspects of the Core Skill of *Information Technology*, should they choose to source information on the film industry from the internet.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following approaches to assessment are suggested:

It is suggested that candidates generate evidence for this Unit through both restricted response questions and an essay. Centres could decide how best to allocate the assessment of the three Outcomes between these two assessment methods.

The restricted response evidence could comprise a set of responses compiled by candidates to films, film scenes, or commercial aspects viewed and discussed in class. Candidates could be given restricted response questions or work sheets to complete during each lesson, in which they demonstrate that they can correctly explain and describe selected aspects.

As an example, Outcome 1 could be covered by restricted responses based on technical codes in two or more brief contrasting scenes.

Time should be allowed for any necessary re-assessment.

Opportunities for the use of 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 communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).