



## **National Unit Specification: general information**

**UNIT** Creative Digital Media: Production Project

**CODE** F5CY 10

### **SUMMARY**

This Unit has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit. It is suited to those candidates who have an interest in, and may be considering a career in, digital media as well as those whose interest is more general.

The Unit provides candidates with opportunities to work individually and as part of a team in all aspects of the practical development and production of two digital media products.

Starting with the development of a project brief, the team will identify two complementary digital media products to satisfy the requirements of the brief and will then move on to the planning phase before undertaking the production of two digital media products. Candidates will review and evaluate their own contribution to the project.

### **OUTCOMES**

- 1 Contribute to the development of a digital media brief including the identification of complementary digital media products.
- 2 Contribute to the planning of the production phase for the complementary digital media products.
- 3 Contribute to the production phase for the complementary digital media products.
- 4 Review and evaluate own contribution to the project.

### **RECOMMENDED ENTRY**

Entry is at the discretion of the centre.

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#### **Administrative Information**

**Superclass:** KG

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## **National Unit Specification: general information (cont)**

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### **CREDIT VALUE**

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4\*).

*\*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**

Achievement of this Unit gives automatic certification of the following:

Complete Core Skills                  Working with Others at SCQF level 4

Core Skill component(s)              None

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

## **National Unit Specification: statement of standards**

### **UNIT Creative Digital Media: Production Project**

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**

Contribute to the development of a digital media brief including the identification of complementary digital media products.

##### **Performance Criteria**

- (a) Contribute to discussion and negotiation on the development of the brief.
- (b) Contribute by co-operatively sharing ideas, including agreeing working methods and rules.
- (c) Contribute to the identification of complementary products in different digital media.

#### **OUTCOME 2**

Contribute to the planning of the production phase for the complementary digital media products.

##### **Performance Criteria**

- (a) Contribute to the preparation of a schedule for the products within the identified constraints.
- (b) Contribute to the identification of practical skills and equipment required to create the products.
- (c) Contribute to the allocation of roles and responsibilities in the production phase, taking account of individual strengths and preferences.
- (d) Identify and agree own tasks in the production phase.

#### **OUTCOME 3**

Contribute to the production phase for the complementary digital media products.

##### **Performance Criteria**

- (a) Prepare resources for the production phase in accordance with the schedule, allocated roles and the brief.
- (b) Carry out allocated roles and tasks to complete the products, seeking and offering support from others as required.
- (c) Contribute to discussions to ensure the digital media products meet the requirements of the brief.
- (d) Comply with relevant health and safety and copyright requirements throughout the production phase.

## National Unit Specification: statement of standards (cont)

### UNIT Creative Digital Media: Production Project

#### OUTCOME 4

Review and evaluate own contribution to the project.

#### Performance Criteria

- (a) Review own contribution to the project taking account of feedback from others.
- (b) Identify strengths in own contribution to the project.
- (c) Identify areas for improvement in own contribution to the project.

#### EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates meet the requirements of all the Outcomes and Performance Criteria.

Practical activities must be carried out either in a realistic working environment or real workplace.

The evidence will be gathered in open-book conditions at appropriate points throughout the Unit.

**For Outcomes 1, 2 and 3**, performance evidence is required to demonstrate that the candidate has:

- ◆ contributed to discussing and negotiating the brief
- ◆ contributed by co-operatively sharing ideas, including agreeing working methods and rules
- ◆ contributed to the identification of **two** complementary products, each in a **different** digital medium, that satisfy the requirements of the brief within given constraints
- ◆ contributed to the preparation of a schedule for the **two** products within the identified constraints
- ◆ contributed to the identification of practical skills and equipment required to create the **two** products
- ◆ contributed to the allocation of roles and responsibilities in the production phase, taking account of individual strengths and preferences.
- ◆ identified and agreed own tasks in the production phase
- ◆ prepared resources for the production phase in accordance with the schedule, allocated roles and the brief
- ◆ carried out allocated roles and tasks to complete the **two** products, seeking and offering support from others as required
- ◆ contributed to discussions to ensure the digital media products meet the requirements of the brief
- ◆ complied with relevant health and safety and copyright requirements throughout the production phase

Candidates will maintain a record of their contribution to team discussions and the planning and production of the two complementary products. Assessor observation checklists must be used to provide evidence of performance.

## **National Unit Specification: statement of standards (cont)**

### **UNIT**      Creative Digital Media: Production Project

**For Outcome 4**, candidates will be required to provide evidence which includes:

- ◆ feedback from the teacher/lecturer
- ◆ statement of own strengths and areas for improvement in their contribution to the project

Candidates will be provided with a review template.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example project briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

## **National Unit Specification: support notes**

### **UNIT      Creative Digital Media: Production Project**

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 has been designed as a mandatory Unit of the Creative Digital Media (Intermediate 1) Course but may also be taken as a free-standing Unit.

Candidates will contribute to structured group productions, which involve the design and making of two complementary digital media products which meet the same project brief. eg a website and a game or a DVD and a radio advertisement which may share the same content. Candidates will be given experience of workplace practices and the issues which face digital media professionals, such as health and safety requirements, copyright law, good timekeeping, use of appropriate technology and adapting to the requirements of a brief. Candidates will contribute to the development and production of two complementary products each in a different digital medium addressing the requirements of the same brief. The same content may be included in the two products

Products will be chosen from a variety of digital media, ie radio, television/DVD, digital/computer games and software, publishing and websites

The brief should be on a topic appropriate to digital media industry and it should specify medium, purpose, audience/client, length and time frame. Candidates should be able to negotiate creative parts of the brief.

Candidates should learn about research and planning which should involve:

- ◆ topic research
- ◆ audience/client and product research
- ◆ technological resource requirements
- ◆ health and safety
- ◆ planning of content and style
- ◆ production stages and scheduling
- ◆ task allocation
- ◆ copyright and other legal constraints

## **National Unit Specification: support notes (cont)**

### **UNIT Creative Digital Media: Production Project**

#### **Employability Skills**

In this Unit candidates will generate evidence for the following employability skills:

- ◆ working co-operatively with others
- ◆ taking advice and dealing with feedback
- ◆ planning and preparation
- ◆ good communication skills
- ◆ contributing to discussions and practical projects
- ◆ time management skills and working to deadlines
- ◆ health and safety awareness, including maintaining a tidy, organised and safe working environment
- ◆ understanding roles and responsibilities in the workplace

Although not directly assessed in this Unit, there are also opportunities to develop the following employability skills:

- ◆ positive attitudes to learning and the workplace
- ◆ finding, gathering, organising and evaluating information including through the use of IT
- ◆ skills in using hardware and software
- ◆ organisational skills
- ◆ reviewing and evaluating own skills development
- ◆ presentation and pitching skills
- ◆ setting targets
- ◆ awareness of the digital media industry

#### **GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT**

Throughout the Unit, candidates should be encouraged to engage with industry practitioners.

Centres must ensure that, where appropriate, copyright clearance has been obtained for the use of materials and that relevant health and safety guidelines are followed at all times including when candidates are undertaking activities outwith the centre.

It is important that candidates develop knowledge about health and safety issues and develop some awareness of legal issues involved in the digital media industries. Candidates will be involved in experiential learning through various practical experiences and activities appropriate to the digital media industries. Candidates should experience workplace conditions and should conduct themselves in a manner appropriate to the industry. Although it is not an assessment requirement, it would be beneficial to candidates if they present their two digital media products to a ‘client’ — this might be a teacher or a local industry practitioner who can comment constructively on the digital media products and the candidates’ and team’s efforts.

Candidates will carry out practical tasks in the different chosen digital media as well as receiving instruction in health and safety procedures. Teaching and learning will also include demonstrations of practical work by teachers/lecturers although the main experience for candidates should be hands on application of technology.

## National Unit Specification: support notes (cont)

### UNIT Creative Digital Media: Production Project

In order to raise the candidates' awareness of local digital media industries and the realities of the workplace, visits to local media firms should be encouraged. Visits from digital media practitioners should also be encouraged. Candidates should also be encouraged to extend their learning by researching digital media on the Internet.

#### OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit, candidates will develop skills valued by employers. Candidates will be involved, as part of a group, in planning and making products in response to a brief. They will also review their own contribution to meeting the brief. These are good opportunities for developing aspects of the Core Skills:

- ◆ Communication
- ◆ Information Technology
- ◆ Problem Solving
- ◆ Working with Others

The opportunity should be taken during this Unit to emphasise that the employability skills, and the relevant Core Skills indicated above, are skills that apply to a wide range of situations both in everyday life and in employment.

#### GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Outcomes 1, 2 and 3 will be assessed using assessor observation checklists. Candidates will also maintain a record of their contribution to team discussions and the planning and production of the two complementary products. This record should be in a format appropriate to the needs of the candidate and could be, for example, a diary, log book or blog. Although not mandatory, it would be good practice to ensure that the complementary products, produced within this Unit, are retained for the purposes of providing supporting evidence of the production Outcomes and of a candidate's performance.

In Outcome 4 the candidate will produce a review of their performance including feedback from the teacher/lecturer and identifying their strengths and areas for improvement. Candidates could review the record kept for the first three Outcomes to help in this task.

The National Assessment Bank (NAB) pack provided for this Unit illustrates the standard that should be applied. It includes example project briefs, assessor checklists and a candidate review sheet. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

#### 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)*.



## **National Unit Specification: support notes (cont)**

**UNIT**      Creative Digital Media: Production Project

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