



National Unit specification: general information

Unit title: Creative Analysis (SCQF level 5)

Unit code: H1TB 11

Superclass: KA

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Summary

This Unit enables candidates to develop skills in the detailed analysis of creative works. These skills can be applied to analysing their own creative output. The creative works studied could include music, video games, art, drama, literary texts, television, film, internet and any other appropriate content.

This is mandatory Unit in the National Certificate in Creative Industries at SCQF level 5 but is also available as a freestanding Unit. This Unit is suitable for candidates who have an interest in creative works and who wish to pursue an analytical approach to them.

Outcomes

- 1 Analyse features of two different genres of creative works.
- 2 Compare and contrast two creative works of the same genre.

Recommended entry

While entry is at the discretion of the centre, it is recommended that candidates have attained English at SCQF level 4, or equivalent.

Credit points and level

1 National Unit credit at SCQF level 5: (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.*

General information (cont)

Unit title: Creative Analysis (SCQF level 5)

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill None

Core Skill component Critical Thinking at SCQF level 4

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 title: Creative Analysis (SCQF level 5)

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

Analyse features of two different genres of creative works.

Performance Criteria

- a) Identify technical aspects of two different genres of creative work.
- b) Explain appropriate technical aspects of two different genres of creative work.

Outcome 2

Compare and contrast two creative works of the same genre.

Performance Criteria

- a) Identify the genre of two selected creative works.
- b) Explain similarities in features of the two creative works of the same genre.
- c) Explain differences in features of the two creative works of the same genre.

Evidence Requirements for this Unit

It should be noted that for the purposes of this Unit, creative work is taken to mean a single entity which has some form of closure, eg website; scene from a dramatic work; pop song; print or moving image advertisement; sculpture; photograph; painting; single excerpt from a video game.

For Outcome 1, candidates must provide written or oral recorded evidence of their ability to analyse the features of two distinct genres of creative works in their chosen subject area through identifying and explaining their differing technical aspects. Evidence should be produced under controlled open-book conditions.

For Outcome 2, candidates must provide written or oral recorded evidence, in open-book, controlled conditions, to show their ability to compare and contrast two creative works of the same genre. They must explain similarities of the two works and explain significant differences between the two works.

National Unit specification: support notes

Unit title: Creative Analysis (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 is a mandatory Unit within the National Certificate in Creative Industries at SCQF level 5 but it is also available as a freestanding Unit.

The Unit focuses on the identification and comparison of creative works. The type of works studied should correspond with the interests of the candidates and the creative industries pathway they are following. For example, candidates who are primarily interested in pursuing further study in drama should be given the opportunity to study excerpts of plays from different genres, while those who wish to study an art pathway study different genres of works of art. Where candidates are following a more general route they should be introduced to a broad range of creative works from art, media, drama, music and digital content. The creative works studied could include music, video games, art, drama, literary texts, television, film, internet content and any other appropriate creative work.

The technical features of genre will depend upon the creative works which are studied. Candidates should be introduced to the conventions of different genres so that they are able to identify, explain, compare and contrast their chosen creative works in relation to these conventions, eg a candidate studying a print advertisement should be aware of technical features such as font, colour, layout, etc.

This Unit is broadly aligned to the following National Occupational Standards from Creative Skillset and Creative and Cultural Skills:

- ◆ X1 Contribute to good working relationships
- ◆ CPD 1 Improving your skills

Guidance on learning and teaching approaches for this Unit

The methods of learning and teaching should reflect the interests of candidates and where possible, some negotiation around the creative works studied should be undertaken. Candidates should learn about the process of identifying features of a creative work first by demonstration and then by undertaking individual tasks.

Candidates will require access to books, magazines and internet content which explains the conventions of their chosen creative form in an accessible way. They will need access to a wide range of creative works and to undertake research different genres.

Candidates should be aware that information in textbooks and teaching packs may date quickly and that any information should be checked against current newspapers, magazines or internet sources to ensure they have relevant information.

National Unit specification: support notes (cont)

Unit title: Creative Analysis (SCQF level 5)

Understanding of creative works should derive from direct experience of both analysis and related practical activities undertaken in other Units. It will be important for candidates to be made aware of the links between this Unit and the more practical Units they are undertaking as part of the National Certificate in Creative Industries. An integrated approach should be taken in the study of creative works so that Performance Criteria are clearly linked.

Guidance on approaches to assessment for this Unit

For Outcome 1, the assessment should be carried out under controlled, open-book conditions and could consist of short responses to set questions. It should involve analysis through the identification and explanation of key technical aspects of two different genres of creative works, in the form most suited to the candidates.

The creative works chosen for assessment should allow candidates to be questioned on the technical aspects of two different genres.

Outcome 2 could be assessed via an extended essay of approximately 500 words, which compares and contrasts two creative works of the same genre. In order to help candidates prepare, the following activities may be useful.

- ◆ taking notes on different genres of creative works
- ◆ noting the relevant technical aspects and conventions of the particular genre
- ◆ regular cross referencing during teaching to reinforce that technical aspects relate to genre

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 Communication 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)

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Opportunities for developing Core Skills

In this Unit candidates will develop knowledge and skills in the explanation of creative work. Candidates will:

- ◆ take part in group activities and discussions
- ◆ analyse different works
- ◆ develop their critical skills

This means that as candidates are doing this Unit they may develop the Core Skills of *Communication* and *Problem Solving*.

In addition, aspects of the following Core Skills could be developed where particular learning and teaching approaches are adopted:

- ◆ *Working with Others* — through group work, eg discussions on analysis of works
- ◆ *Information and Communication Technology* — through researching and recording information

This Unit has the Critical Thinking component of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 4.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date
02	Core Skills Component Critical Thinking at SCQF level 4 embedded.	09/10/2012

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