

**HIGHER NATIONAL CERTIFICATE IN COMMUNICATION WITH MEDIA**

**HIGHER NATIONAL DIPLOMA IN COMMUNICATION WITH MEDIA**

**Arrangements Document**

# **HNC/HND Communication with Media**

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# Section 1

## Rationale for the revalidation proposal

### 1.1 Background

The HNC/D Communication with Media awards were developed to new design principles by a Design team representing all FE colleges and were validated in June 2001. Following research into the experiences of centres piloting revalidated awards, and extensive consultation with stakeholders, the draft design rules for the Higher National awards were revised in 2003. In January 2004 representatives from all FE colleges were invited to a formal consultation meeting, and it was unanimously agreed to seek revalidation of the Communication with Media awards to take account of revised design principles and of the experiences of implementing centres.

Demand for the HN Communication with Media awards has fallen since the original validation, but they have a consistent recruitment profile and are particularly appropriate for candidates unsure about their choice of specialist area or lacking in the qualifications or confidence to progress to further study or employment.

The HNC Communication with Media is an acceptable entry qualification for many Higher Education courses. The majority of candidates completing the HNC award progress to further study, either into an HND course or directly to a degree course. On average at least 75% of HND candidates progress further to a degree course. The HND Group Award offers entry to the second and more often to the third year of related degree courses.

Where candidates take up employment, the development of broad skills in Communication allows application to a wide range of jobs as well as to those associated with the Communication and Media industries.

## Section 2

### Aims of the group awards

#### 2.1 HNC Communication with Media

The HNC Communication with Media aims to develop core competences of wide applicability. It is designed to prepare candidates for Communication and Media related Higher Education courses or employment in Communication/Media industries.

Specifically the HNC aims to:

- ◆ develop communication skills and presentation techniques
- ◆ develop the ability to be flexible and to work co-operatively with others
- ◆ develop investigative and research skills
- ◆ provide options in specialist areas — Advertising, Marketing, Public Relations, Journalism, Publishing, Radio Production, Video Production, Audio Visual Production and Photography
- ◆ develop an understanding of the interdisciplinary connections between the various specialist areas mentioned above
- ◆ facilitate progression to the HND Communication with Media by covering six HND mandatory units, five optional units and one Graded Unit credit
- ◆ prepare for employment
- ◆ prepare for progression to further study in Communication or Media

#### 2.2 HND Communication with Media

The HND Communication with Media aims to extend the competences and depth of understanding of core vocational issues, while developing higher level organisational skills

Specifically the HND aims to:

- ◆ develop and extend core competences achieved in the HNC Group Award
- ◆ supplement these with a breadth of specialised competences
- ◆ increase awareness of professional issues such as legal and ethical considerations
- ◆ develop a high level of understanding of the interdisciplinary connections between the various specialist areas
- ◆ accelerate the level of entry into degree courses
- ◆ accelerate the level of entry into vocational areas

## Section 3

### Recommended Access to the Group Awards

Access to the Group Awards is at the discretion of individual centres. It is recommended that candidates should have competence in communication skills equivalent to SCQF Level 6. This may be demonstrated by qualifications, or relevant experience.

<b>Preferred entry Qualifications</b>
<b>National Units including Communication (NC) EE3T 12, or Communication (NQ) D01B 12 with at least one other from the Communication and Media Studies cognate areas</b>
<b>or</b>
<b>Higher English, and/or Higher Media Studies</b>
<b>or</b>
<b>other relevant qualifications or appropriate work experience</b>

Qualifications which could support access to the group award are:

- ◆ A Scottish Group Award in Communication with Media
- ◆ Access courses — Arts and Social Sciences or similar
- ◆ Relevant Scottish Vocational Qualifications at level 3
- ◆ An IELTS of 5.5
- ◆ GCE ‘A’ level English/Media Studies and equivalent awards

The minimum recommended core skill entry profiles for the HNC Communication with Media awards are:

- ◆ Communication                      SCQF level 6
- ◆ Information Technology      SCQF level 4
- ◆ Numeracy                              SCQF level 4
- ◆ Problem Solving                      SCQF level 5
- ◆ Working with Others              SCQF level 5

Candidates who achieve 12 of the Units in the framework (96 points at SCQF level 7) will be able to access the second year of the HND award. Credit transfer arrangements may be considered for those with equivalent alternative qualifications.

## Section 4

### Structure of the qualifications

#### 4.1 Group award frameworks

##### HNC Communication with Media(G7GW 15)

**Total credit value of group award: 12 credits (96 SCQF credit points)**

The 12 credits must be gained by the achievement of:

◆ six mandatory Unit credits **including** one Graded Unit credit

**and**

◆ six Optional Unit credits

#### Mandatory units

A total of six unit credits (48 SCQF points) must be gained by achieving all of the following mandatory units.

HN Unit code	Title	Level	Credit
DH49 34	Complex Oral Presentation	7	1
DH4F 34	Writing for the Media	7	1
DH48 34	Press and Broadcasting in the UK	7	1
D7LW 34	Communication: Using Information Technology and Desktop Publishing	7	1
DH4G 34	Research Skills	7	1
DH8L 34	Communication with Media: Graded Unit 1	7	1

## Optional Units

A total of **six** unit credits (48 SCQF points) must be gained by achieving any **six** of the following Optional Units.

HN Unit code	Title	Level	Credit
DH4D 34	Audio Visual Presentation 1: Introducing Audio Visual Presentation	7	1
D7XN 35	Audio Visual Presentation 2: Creating Audio and Audio Visual Presentations	8	2
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	7	1
D7XP 35	Radio Production 2: Producing Programmes in a Range of Styles	8	2
D7M3 34	Video Production 1: Planning and Production	7	1
D7XR 35	Video Production 2: Making a Video Programme	8	2
D7M4 34	Journalism Skills 1: Introduction to Industry and Practice	7	1
D7XT 35	Journalism Skills 2: Research, Reporting and Subbing	8	2
D7M5 34	Publishing 1: Introduction to Publishing and the Retailing of Books	7	1
D7XV 35	Publishing 2: Publishing Project	8	2
DH4E 34	Advertising 1: The Advertising Industry	7	1
D7XW 35	Advertising 2: Advertising Practice	8	2
DH4A 34	Marketing 1: Industry and Practice	7	1
D7XX 35	Marketing 2: Practice in the Domestic Market	8	2
D7M8 34	Public Relations 1: Functions and Applications	7	1
D7XY 35	Public Relations 2: Planning and Implementing Public Relations Campaigns	8	2
A6SC 34	Photography 1: Basic Techniques and Processing	7	1
A6SD 35	Photography 2: Advanced Techniques and Processing	8	2
D7XG 35	Internet Theory and Practice	8	1
DH8K 35	Law and the Communication Industries	8	1
DH4C 34	Media Analysis: Advertisements	7	1
D7M9 35	Critical Analysis of Texts	8	1
D7XH 35	Interview Skills	8	1
D7XJ 35	Meeting Skills	8	1
D7XF 35	Interpersonal and Group Skills	8	1
D7XK 35	Editing and Proofreading	7	1
D7LN 34	Communication: Business Writing Skills	7	1

D7MA 34	Literature: Close Reading Skills	7	1
D7MB 34	Creative Writing for Vocational Purposes	7	1
D7MC 35	Narrative in Fiction and Film	8	1
D7MD 35	European Media: Analysis and Investigation	8	1
D7ME 35	Communication and Behavioural Science	8	1
D7MF 35	Communication and Attitudes Research	8	1
D7MG 35	Communication Industries and the Economy	8	1
A6SV 34	Desk Top Publishing Applications: Media	7	1
A6T0 34	Freelance Working Skills	7	1
A6T1 34	Workplace Experience	7	2
D7MH 34	Understanding and Managing Financial Resources: An Introduction	7	1
A6SL 34	Introduction to Graphics and Print	7	1
A6SM 35	Graphics and Print	8	1
DE1K 33	Workplace Communication in English	7	1
DE30 35	Narrative and Genre in Computing Games	8	2
DE2X 35	Interactive Fiction	8	2
DE2T 34	Audio Visual Techniques for Multimedia Application	7	2
DF62 33	Internet Introduction to Technologies	6	1
DF60 35	Internet Web Development	8	2
D4DJ 34	Scripting for Radio	7	1
A1VL 35	Scripting for Television	8	1
A6PH 34	Magazine Journalism	7	1
A5FW 33	Basic Communication in French 1	6	1
A5K2 33	Basic Communication in French 2	6	1
A5KH 33	Basic Communication in French 3	6	1
A5FJ 33	Basic Communication in Gaelic 1	6	1
A5KC 33	Basic Communication in Gaelic 2	6	1
A5KJ 33	Basic Communication in Gaelic 3	6	1
A5FK 33	Basic Communication in German 1	6	1
A5K4 33	Basic Communication in German 2	6	1
A5KK 33	Basic Communication in German 3	6	1
A5FL 33	Basic Communication in Italian 1	6	1
A5K5 33	Basic Communication in Italian 2	6	1
A5KL 33	Basic Communication in Italian 3	6	1
A5FT 33	Basic Communication in Spanish 1	6	1
A5KB 33	Basic Communication in Spanish 2	6	1
A5KS 33	Basic Communication in Spanish 3	6	1



## HND Communication with Media(G7GX 16)

**Total credit value of group award: 30 credits (240 SCQF credit points)**

The 30 credits must be gained by the achievement of:

- ◆ 12 mandatory Unit credits **including** three Graded Unit credits

**and**

- ◆ 18 optional Unit credits at least **two** of which are at SCQF level 8

### Mandatory Units

A total of **twelve** unit credits (96 SCQF credit points) must be gained by achieving **all** of the following mandatory units.

HN Unit code	Title	Level	Credit
DH49 34	Complex Oral Presentation	7	1
DH4F 34	Writing for the Media	7	1
DH48 34	Press and Broadcasting in the UK	7	1
DH8K 34	Law and the Communication Industries	8	1
D7LW 34	Communication: Using Information Technology and Desktop Publishing	7	1
DH4G 34	Research Skills	7	1
D7XF 35	Interpersonal and Group Skills	8	1
D7XH 35	Interview skills	8	1
D7XK 35	Editing and Proofreading	8	1
DH8L 34	Communication with Media: Graded Unit 1	7	1
DH8M 35	Communication with Media: Graded Unit 2	8	2

## HND optional units

A total of **18** unit credits (144 SCQF credit points) must be achieved, with at least two of the optional units selected at SCQF level 8

HN Unit code	Title	Level	Credit
DH4D 34	Audio Visual Presentation 1: Introducing Audio Visual Presentation	7	1
D7XN 35	Audio Visual Presentation 2: Creating Audio and Audio Visual Presentations	8	2
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	7	1
D7XP 35	Radio Production 2: Producing Programmes in a Range of Styles	8	2
D7M3 34	Video Production 1: Planning and Production	7	1
D7XR 35	Video Production 2: Making a Video Programme	8	2
D7M4 34	Journalism Skills 1: Introduction to Industry and Practice	7	1
D7XT 35	Journalism Skills 2: Research, Reporting and Subbing	8	2
D7M5 34	Publishing 1: Introduction to Publishing and the Retailing of Books	7	1
D7XV 35	Publishing 2: Publishing Project	8	2
DH4E 34	Advertising 1: The Advertising Industry	7	1
D7XW 35	Advertising 2: Advertising Practice	8	2
DH4A 34	Marketing 1: Industry and Practice	7	1
D7XX 35	Marketing 2: Practice in the Domestic Market	8	2
D7M8 34	Public Relations 1: Functions and Applications	7	1
D7XY 35	Public Relations 2: Planning and Implementing Public Relations Campaigns	8	2
A6SC 34	Photography 1: Basic Techniques and Processing	7	1
A6SD 35	Photography 2: Advanced Techniques and Processing	8	2
D7XG 35	Internet Theory and Practice	8	1

<b>HN Unit code</b>	<b>Title</b>	<b>Level</b>	<b>Credit</b>
DH4C 34	Media Analysis: Advertisements	7	1
D7M9 35	Critical Analysis of Texts	8	1
D7XJ 35	Meeting Skills	8	1
D7LN 34	Communication: Business Writing Skills	7	1
D7MA 34	Literature: Close Reading Skills	7	1
D7MB 34	Creative Writing for Vocational Purposes	7	1
D7MC 35	Narrative in Fiction and Film	8	1
D7MD 35	European Media: Analysis and Investigation	8	1
D7ME 35	Communication and Behavioural Science	8	1
D7MF 35	Communication and Attitudes Research	8	1
D7MG 35	Communication Industries and the Economy	8	1
A6SV 34	Desk Top Publishing Applications: Media	7	1
A6T0 34	Freelance Working Skills	7	1
A6T1 34	Workplace Experience	7	2
D7MH 34	Understanding and Managing Financial Resources: An Introduction	7	1
A6SL 34	Introduction to Graphics and Print	7	1
A6SM 35	Graphics and Print	8	1
DE30 35	Narrative and Genre in Computing Games	8	2
DE2X 35	Interactive Fiction	8	2
DE2T 34	Audio Visual Techniques for Multimedia Applications	7	2
DF62 33	Internet Introduction to Technologies	6	1
DF60 35	Internet Web Development	8	2
D4DJ 34	Scripting for Radio	7	1
A1VL 35	Scripting for Television	8	1
A6PH 34	Magazine Journalism	7	1
DE1K 33	Workplace Communication in English	7	1

A5FW 33	Basic Communication in French 1	6	1
A5K2 33	Basic Communication in French 2	6	1
A5KH 33	Basic Communication in French 3	6	1
A5FJ 33	Basic Communication in Gaelic 1	6	1
A5KC 33	Basic Communication in Gaelic 2	6	1
A5KJ 33	Basic Communication in Gaelic 3	6	1
A5FK 33	Basic Communication in German 1	6	1
A5K4 33	Basic Communication in German 2	6	1
A5KK 33	Basic Communication in German 3	6	1

A5FL 33	Basic Communication in Italian 1	6	1
A5K5 33	Basic Communication in Italian 2	6	1
A5KL 33	Basic Communication in Italian 3	6	1
A5FT 33	Basic Communication in Spanish 1	6	1
A5KB 33	Basic Communication in Spanish 2	6	1
A5KS 33	Basic Communication in Spanish 3	6	1

## 4.2 Graded Units

The main focus of the Graded Units is investigative and practical work, because of the strong practical emphasis of the Group Award.

One single credit Graded Unit at SCQF level 7 must be achieved for the award of HNC. One single credit Graded Unit at SCQF level 7 and one double credit unit at SCQF level 8 must be achieved for the award of HND.

The specifications are project-based, and are designed to integrate and apply the skills developed on the course, embed the core skill of Problem Solving at Higher and provide evidence that the candidate has achieved the principal aims of the Group Award. Each specification allows for some choice on the part of the candidate, the tutor and the presenting centre. At HNC level the focus of the integrated work is a Practical Assignment based around one of the course specialist areas. Candidates may undertake a Research Skills Investigation and the Practical Assignment either as two separate projects, or as a single, linked project. At HND level the Graded Unit requires candidates to analyse and investigate the requirements of a major Practical assignment typical of a media related specific brief prior to undertaking work. Reflective evaluation is an integral aspect of the Practical Assignment at both levels of the award, and both Graded Units develop the use of strategies in negotiating and skills in relating to a wide range of other people.

### 4.3 Core skills Development

The five Core Skills recognised by SQA are at levels from Access 2 to Higher (SCQF 2 – SCQF 6).

The minimum recommended core skill entry profiles for the HNC/D Communication with Media awards are:

- |                          |              |
|--------------------------|--------------|
| ◆ Communication          | SCQF level 6 |
| ◆ Information Technology | SCQF level 4 |
| ◆ Numeracy               | SCQF level 4 |
| ◆ Problem Solving        | SCQF level 5 |
| ◆ Working with Others    | SCQF level 5 |

Many candidates will have entry profiles beyond the minimum requirements, and selection interviews for the awards will additionally focus on the high level of personal qualities essential to success in the media industries.

The general aims of the awards include developing a range of personal and key skills which will improve analytical thinking, personal effectiveness and employability. Critical and analytical skills, the production of essays and papers and the ability to influence and negotiate with a wide range of people, information gathering and editing are attributes essential to success in the Media industries.

Additional qualities recognised as critical by employers and Higher Education, such as meeting targets and deadlines, personal management skills, and the ability to apply knowledge and skills in the workplace, are not precisely reflected in the SQA Core Skill specifications. Awareness and development of these skills is also incorporated into the award by the requirement for candidates, supported by tutors, to take responsibility for their own learning, and to work with a range of others on a variety of practical projects which culminate in the work for the Graded Units. The Graded Units integrate and apply knowledge and skills developed during the HNC/D awards, and provide further opportunities for candidates to demonstrate transferable key skills and a high level of achievement.

All practical teaching and learning activities of the course provide a context for developing Core Skills in Communication to a significant level beyond those recommended at entry. The Core Skills of Communication, Working with Others, Problem Solving and Information Technology are formally assessed and accredited in the mandatory Units of the HNC award, and can be further enhanced by certain of the optional Units. Numeracy is developed to the level of SCQF level 5 in two Units – Research Skills and Information Technology: Applications Software. Candidates who achieve the HNC award will develop core skills to the following levels as a minimum:

- |                          |              |
|--------------------------|--------------|
| ◆ Communication          | SCQF level 6 |
| ◆ Information Technology | SCQF level 5 |
| ◆ Numeracy               | SCQF level 5 |
| ◆ Problem Solving        | SCQF level 6 |

◆ Working with Others                      SCQF level 6

The guide focuses on signposting areas which offer specific opportunities for skills development, although further enhancement of skills will occur in the context of the wide range of Units in both awards offering options which will be selected to meet individual vocational and personal needs.

## Communication (Higher)

### Skill component Written Communication (Reading)

#### Read and Understand Complex Written Communication

- a – Identify and summarise significant information, ideas and supporting detail.
- b – Evaluate effectiveness in meeting purpose and needs of readership.

Core Units	Knowledge and Skills/Evidence	Developed / Assessed	a	b
Research Skills	Outcomes 1 Analysing and summarising complex information from a wide range of sources including the internet, papers, books and newspapers	Developed	√	
Editing and Proofreading	Summarising key elements of text	Developed	√	√
Writing for the Media	Outcome 1 Analysis and Evaluation of complex media articles and scripts  Extensive reading and evaluating content and style of a wide range complex texts is integral to the award.	Assessed/Developed	√	√



## Written Communication (Writing)

### Produce well-structured Written Communication on Complex Topics

- a – Present essential ideas/information in a logical and effective order
- b – Use a structure which takes account of purpose/links points for clarity and impact
- c – Use conventions which are effective adapted for audience
- d – Use accurate spelling, punctuation, sentence structures
- e – Vary sentence structure, paragraphing, vocabulary to suit purpose and target audience

Unit	Knowledge/Skills/Evidence	Developed/Assessed	a	B	c	d	e
Research Skills	Extended written report (1500 words) with graphical information	Developed	√	√	√	√	√
Press and Broadcasting	Extended written response to case study	Developed	√	√	√	√	√
Editing and Proofreading	Articles produced to specific brief and format	Developed	√	√	√	√	√
Writing for the Media	Outcome 2 Portfolio of media texts to specific brief, genre Skills developed during the HNC/D course will include the ability to produce and present an extensive range of written work to industry standards, beyond Higher core skill requirements	Developed/Assessed	√	√	√	√	√

# Oral Communication

## Produce and respond to oral Communication on a complex topic

- a – Use vocabulary and a range of spoken language structures consistently and effectively with appropriate formality
- b – Convey all essential ideas/information/opinions accurately and coherently with appropriate varied emphasis
- c – Structure to take full account of purpose and audience
- d – Take account of situation and audience during delivery
- e – Respond to others taking account of their contribution

Unit	Knowledge/Skills/Evidence	Developed/Assessed	a	b	c	d	e
Complex Oral Presentation	Outcome 1/2/3 Analysis of oral presentation, delivery of single and group presentations	Developed/Assessed	√	√		√	√
Interpersonal and Group Skills	Theoretical underpinning knowledge of advanced oral skills/and practical participation in all aspects of meetings	Developed	√	√	√	√	√
Interview Skills	Preparation and involvement in roles of interviewer and interviewee  Teaching and Learning for all units will involve extensive group discussion and personal interviews with tutor in which complex relevant information is analysed and evaluated in depth. Several of the extended reports are likely to be delivered orally.	Developed	√	√	√	√	√

## Using Information Technology (Higher)

### Use an IT system independently to process a range of information

- a – Use a range of IT equipment paying attention to security and other users
- b – Resolve a simple hardware or software problem
- c – Use software in an unfamiliar context requiring analysis, design, integration of data, decision on format
- d – Carry out searches to extract and present information from electronic sources

Unit	Knowledge/Skills/Evidence	Developed/Assessed	a	b	c	d
Using IT and DTP	Outcomes 1 – 2 Accessing data from various sources including electronic, selecting, integrating and presenting information in a range of formats	Assessed at Intermediate 2 – Developed at Higher	√	√	√	√
Research Skills	Research of electronic data. Presenting statistical data in an appropriate format.	Developed	√		√	√
The Internet	Internet research on current issues, events and media practice — essential underpinning knowledge for application to case study. Using IT equipment securely, resolving any problems, using software to analyse, design, integrate and output a range of information; accessing and selecting from a range of information including electronic sources	Developed/Assessed at Higher	√	√	√	√

# Numeracy (Intermediate 2)

## Skill component Using Number

### Apply a wide range of numerical skills

- a – Work confidently with a numerical concept
- b – Decide on numerical operations
- c – Carry out complex or sustained calculations

Unit	Knowledge/Skills/Evidence	Developed/Assessed	a	b	c
Research Skills	Theoretical and underpinning knowledge; questionnaire analysis and interpretation. Explanation, evaluation and presentation of statistical data	Developed	√	√	√

## Numeracy (Intermediate 2)

### Skill component using graphical information

#### Interpret and communicate graphical information in everyday and generalised contexts

- a – Interpret information from tables, charts or diagrams
- b – Select an appropriate format and communicate information

Core Units	Knowledge and Skills/Evidence	Developed / Assessed	a	b
Research Skills  Information Technology: Applications Software 1	Presentation of statistical information in graphical forms  Analysing and recording data in a range of business formats	Developed  Developed	✓  ✓	✓  ✓

# Problem Solving

## Skill components

### Critical Thinking

- ◆ Analyse a complex situation or issue

### Planning and Organising

- ◆ Plan, organise and complete a complex task

### Reviewing and Evaluating

- ◆ Review and evaluate a complex problem solving activity

Unit	Knowledge/Skills/Evidence	Developed/Assessed	CT	PO	RE
Communication and Behavioural Science	Strategy report. Underpinning knowledge — major behavioural theories on approaches to problem solving in organisations.	Developed	√		
Law and the Communication Industries	Outcomes 1 – 3 Written responses analysing and responding to case studies involving complex legal issues and situations.	Developed	√		
Meeting Skills	Outcome 3 Planning and participating in a formal business meeting. Formative work will involve the review and evaluation of performance.	Developed	√	√	√

Graded Units	The process of taking responsibility for personal study and production of assignments across the course will involve all skill components to a high level. Tutor supported guidance will encourage and support on-going evaluation of activities.	Developed/Assessed	√	√	√
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## Working with Others (Higher)

### Work with others in a group to analyse, plan and complete an activity

- a – Analyse the activity and identify component tasks and roles
- b – Agree allocation of activities taking account of group strengths and weaknesses
- c – Support co-operative working
- d – Evaluate and draw conclusions about own contribution, justifying with evidence

Unit	Knowledge/Skills/Evidence	Developed/Assessed	a	b	c	d
Complex Oral Presentation	Underpinning theoretical knowledge. Behavioural theories of organisational communication. Assessment for Outcome 3 requires practical activity, analytical observation and examination of component elements of group working practices.	Developed/Assessed	√	√	√	√
Interpersonal and Group Skills	Underpinning knowledge of all major theories on group dynamics. Formative and summative work will develop all aspects of the skill to a sophisticated standard and include practical exercises with evaluation of approaches to improving own and group performance.	Developed	√	√	√	√
Interview Skills	Planning, organising and taking part in formal interviews. Formative work will cover all aspects of the skill including evaluation of approaches to improving own and group performance.	Developed	√			√



# Section 5

## Guidance notes for centres

### 5.1 Context and Content

The HNC/D awards in Communication with Media are designed to be of value to candidates who hope to access degree courses, and the greatest proportion of those completing the award currently progress into further study. Where candidates are unsure about how they wish to specialise or lack entry qualifications, the wide choice of introductory units in nine optional areas is particularly valuable and allows entry into a wide range of media related courses. General communication skills developed in the HN awards which are also perceived as useful by selection staff in Higher Education are the focus of the mandatory sections. As well as broad media related knowledge and skills, the mandatory sections develop a high level of written and spoken communication, analytical research and information retrieval skills and practical use of information technology.

The awards will also prepare candidates for entry to a wide range of employment opportunities.

### 5.2 Delivery and assessment strategies

The revalidated award encourages a more holistic approach to assessment, with an emphasis on integration of assessment opportunities.

As conditions vary between centres in terms of resources, staff and candidate profiles, outline decisions have to be made early on as to what needs to be assessed, when and how, what knowledge is essential and crucial to test, and what knowledge and skills may be taught, developed and applied without formal assessment.

Continuous assessment not only provides practice and an opportunity for feedback at points of a course when alternatives are possible, it may prevent end of term/year overload. Opportunities exist for integrating assessment outcomes within Units, across Units, and in the final Graded Units. Inclusion of work experience is valuable, and appropriate Units are being further developed. In addition to product evidence for practical activities, written reports and end of Unit tests are a traditional way of providing tangible evidence of achievement. Evidence requirements may also be met by other methods of assessment, and centres have been recommended to consider use of:

- ◆ oral reporting, evidenced by videotape, or observation checklist and notes/product evidence
- ◆ brief notes, e-mails
- ◆ witness testimony/mentoring
- ◆ group discussion/seminars evidenced by action minutes/observation
- ◆ oral questioning
- ◆ multiple choice
- ◆ portfolio production
- ◆ assessment proforma sheets, log and diary records
- ◆ peer and self assessment

### **5.3 Moderation Arrangements**

There will be visiting moderation in June each year with a focus on the Graded Units for the HNC/D awards. Centres will be advised of any additional requirements for moderation of other Units. Although Prior Moderation of Assessment materials for the Graded Units is not mandatory because generic material has been produced by SQA to support each stage of the assessment process, centres are reminded of the facility for prior moderation which may be used for any of the Units in the award.

## 5.4 Credit transfer Transitional Arrangements

**The normal credit transfer arrangements made by the Scottish Qualifications Authority will apply during the transition period.**

Credit transfer transition arrangements are for candidates who may have partially completed an old HNC/D Communication award. They are not available to new candidates.

To facilitate any desired transition from the original (1990) award HNC Communication to the HND Communication with Media validated using the new design principles, it has been agreed that candidates should achieve Units equivalent to 224 SCQF credit points and ONE Graded Unit of SCQF 16 credit points at Level 8.

The original HNC/D Communication award allowed a wide choice of options from a number of broad based Units. Although mandatory requirements of the award have been modified slightly to accommodate new HN design principles the Units from the old award have all been upgraded and retained in the revalidated Communication with Media framework. Knowledge and skills components for these Units remain the same and delivery should have taken account of technological change and industry developments. In broad terms all the original versions of Units can, therefore, be accepted for direct credit transfer to related newer units in the HND award.

The specific embedding of the Core Skills in the Units of the revised award means, however, that centres must assure that any candidates transferring from the old award meet the required Core Skill exit profile. The Units which embed Core Skills are annotated in the table of information. Candidates may have an acceptable existing Core Skills profile, in which case no additional work will be required. Assessment approaches designed to “top up” specific Core Skill elements should be agreed at the start of the course with SQA.

Alternative recognition for the Graded Unit of 8 SCQF credit points at Level 7 in the HNC award will be given in one of the following ways:

The credit may be recognised with either the addition of a single credit unit at SCQF level 7, or candidates may undertake a personal interview with the assessor at the start of their HND award, where they analyse and explain their planning approaches to a practical activity and present project materials. They should complete a detailed Evaluation Report, using the SQA exemplar support assessment material for the Graded Unit, on their experience of the award. The evidence must meet the requirements for the level 7 Graded Unit and should be graded by the presenting centre and retained for External Moderation.

## **5.6 Open Learning**

The HNC and the HND awards include a sufficient number of Units which are suitable for Open or Distance Learning to make open learning delivery theoretically possible, although some attendance at the centre would be needed unless the candidate was able to provide video evidence of oral and group activity. In real terms, the practical nature of work in the media industries involves interaction and working together with a group, and in order to develop such skills attendance at a centre with access to specialised equipment available would be a preferred option for at least a part of the course. Flexible part time study with open delivery is a practical option where a candidate is in employment in a media related post.

## **5.7 Special Needs**

The awards have been designed to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units.

## 5.8 Guidance for candidates

### HNC/D Communication with Media

The HNC Communication with Media is a broad based qualification which allows you to develop a high level of understanding in the theory and practice of Communication and Media subjects and to develop skills in a range of specialist options such as Advertising, Marketing, Public Relations, Journalism, Publishing, Radio Production, Video Production, Audio Visual Production and Photography. Much of the coursework is practical, and at the end of the course you will be assessed on a Practical Assignment that allows you to demonstrate the skills that you have learned. During your course you will:

- ◆ develop communication skills and presentation techniques to a high standard
- ◆ learn how to be flexible and to work co-operatively with others
- ◆ develop investigative and research skills
- ◆ prepare for employment
- ◆ prepare for progression to further study in Communication or Media related subjects.

The HND Communication with Media extends the competences and depth of understanding of core vocational issues, while developing higher level organisational skills and extending the competences achieved in the HNC group award.

The awards are an acceptable entry qualification for many Higher Education courses. The majority of candidates completing the HNC award progress to further study, either into an HND course or directly to a degree course. On average at least 75% of HND candidates progress into the second or third year of a degree course in Communication or Media. Where candidates take up employment, the development of broad skills in Communication allow application to a wide range of jobs such as marketing, local journalism, media sales, customer care, researcher, youth community worker.

## Section 6

### History of changes

Taking account of changes to the design principles for HN Awards, of the comments of implementing centres, and of changes in patterns of HE Awards and employment, the following modifications have been made to the awards validated in 2001:

- ◆ The HNC award comprises 96 SCQF credit points (12 SQA credits) with a mandatory section of 48 SCQF credit points including a Graded Unit of 8 SCQF credit points at level 7
- ◆ The HND award comprises 240 SCQF credit points (30 SQA credits) with a mandatory section of 96 SCQF credit points, including a Graded Unit of 8 SCQF credit points at SCQF level 7 and a Graded Unit of 16 SCQF credit points at SCQF level 8
- ◆ Core Skills are developed and assessed at the following levels as a minimum – Communication (SCQF level 6), Information Technology (SCQF level 5), Problem Solving (SCQF level 6), and Working with Others (SCQF level 6). Numeracy will no longer be assessed but will be developed to SCQF level 5 in the context of research work.
- ◆ The two pathways created in the 2001 Group Award — one with core Units more suited to those seeking employment and the other containing Units considered appropriate for those going on to further study — have been consolidated to allow centres to decide on the most appropriate options for local needs and articulation agreements.
- ◆ Some Units have been further updated to take account of technological advances in the media industries. Units developing Multimedia and Journalism skills have been added to the options in the frameworks
- ◆ More holistic approaches to assessment, which retain the existing knowledge and skills requirements, have been introduced