



Arrangements for:

HNC Creative Industries: Media and Communication

Group Award Code: G9C0 15

HND Creative Industries: Media and Communication

Group Award Code: G9C1 16

Validation date: March 2009

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Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a Unit is revised by another Unit:

- ◆ No new centres may be approved to offer the Unit which has been revised.
- ◆ Centres should only enter candidates for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version number	Description	Date
19	Revision of Unit: DG6P 35 Marketing Planning for a Domestic Market has been replaced in both HNC and HND frameworks by HX3T 35 Marketing Planning: Domestic Market and will finish on 31/07/2021	15/12/17
18	Additional Unit: HC2M 34 Advertising: Media Sales has been added to the optional section of the HNC/HND Frameworks	15/08/17
17	Revision of Unit: DV72 34 Advertising: The Advertising Industry has been replaced by HK55 34 and will finish on 31/07/2020	13/04/17
16	Revision of Unit: DV0M 34 Work Experience has been replaced by HJ4W 34 and will finish on 31/07/2019	29/03/17
15	Additional Unit: H4A3 34 Camera: An Introduction and H2W9 35 Journalism: Sub Editing Advanced have been added to the optional section of both the HNC and HND.	06/12/2016
14	Revision on Unit: DW9J Animation: An Introduction has been revised by HG56 34 and added to both HNC and HND and will finish 31/07/2019	18/10/16
13	Additional Unit: FF44 35 Creative Industries: Enterprise Activity has been added to the optional section of both the HNC and HND.	31/08/16
12	Revision of Unit. FD5W 34 <i>Scripting and Presenting for Radio News</i> has been revised by H9DW 34 <i>Scripting and Presenting for Radio Information Bulletins</i> and will finish on 31/07/2018. Additional Unit: Narrative and Genre in Comics and Animation, unit code F7KX 34 Correction: F1N1 34 was corrected to F1N1 35 Correction: H9DW 34 unit title amended to Scripting and Presenting for Radio Information Bulletins	26/07/16
11	Core Skills update: HC2P 34 Public Relations: Principles and Practice - Critical Thinking at SCQF level 5, HC49 35 Public Relations: Strategic Analysis, Planning and Application - Critical Thinking, Planning and Organising, Reviewing and Evaluating at SCQF level 6.	4/7/2016
10	Communication: Business Communication (H7TK 34) has been added as an optional unit to both frameworks.	07/06/16
09	Revision of Units: FK8N 34 Public Relations: Principles and Practice has been revised by Public Relations: Principles and Practice HC2P 34. FM10 35 Public Relations: Strategic Analysis,	16/03/16

	Planning and Application has been replaced by HC49 35 Public Relations: Strategic Analysis, Planning and Application.	
08	Revised Units: DV5M 34 <i>Web Design: An Introduction</i> has been revised by H383 34. DV95 34 <i>Art and Design DTP and Layout</i> has been revised by H383 34 Art and Design DTP and Layout. Both units will finish on 31/07/2015	18/06/15
07	Revised Units: F35X 34 <i>Food and Beverage Events</i> has been revised by H91N 34. F35R 34 <i>Events Applications</i> has been revised by H91J 34 <i>Organising an Event</i> . Old units will finish on 31/07/2017. DE1K 33 <i>Workplace Communication in English</i> has been revised by H8T2 33 and finishes on 31/07/2016.	20/05/15
06	<i>Personal Enterprise Skills</i> (F3HT 34) and <i>Digital Culture: Online Communication</i> (F86P 34) added as optional Units to both frameworks.	17/06/14
05	<i>Editing: An Introduction</i> (H4A6 34) has been added as an optional Unit to both frameworks. DM18 34, <i>Radio Interviewing</i> , DM19 34, <i>Radio Music Programme Production</i> , DM1A 34, <i>Radio Production</i> have been added as optional units.	27/01/14
04	Revision of Unit: DM0V 34 <i>Creative Industries: An Introduction</i> has been revised by H4A1 34 and will finish on 31/07/2015.	19/09/13
03	Change of codes: <i>Public Relations: Strategic Analysis, Planning Applications</i> from DV70 35 (<i>lapse date 31/07/2013, finish date 31/07/2015</i>) to FM10 35. <i>Photography: Portraiture</i> from DW8C 34 (<i>lapse date 31/07/2012, finish date 31/07/2014</i>) to H1LK 34. <i>Public Relations: Principles and Practice</i> from DV7A 34 (<i>lapse date 31/07/2013, finish date 31/07/2015</i>) to FK8N 34. Change of codes and titles: <i>Information and Communication Technology for Music Industry Promotion</i> from DR0W 35 (<i>lapse date 31/07/2011, finish date 31/07/2013</i>) to <i>Music Industry Digital Communication</i> FN1A 35. Units finished: <i>Narrative and Genre in Computing Games</i> DE30 35. <i>Scripting and Presenting for Radio News</i> DM27 34. <i>Journalism Skills 1: Introduction to Industry and Practice</i> D7M4 34. <i>Journalism Skills 2: Research, Reporting and Subbing</i> D7XT 35. <i>Marketing: An Introduction</i> DE3C 34.	07/09/12
02	Revised Units added to the optional section of the frameworks.	September 2011

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1 Introduction

This is the Arrangements Document for the Group Awards in Creative Industries: Media and Communication which were validated in March 2009. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

2 Rationale for the revision of the Group Awards

This is a revision of the HNC/HND Communication with Media awards, originally validated in June 2000. Minor modifications were made in 2004 to take account of finalised design principles.

The new title will better reflect the aims and destinations of the award, improve stakeholder understanding and enhance recruitment potential.

The revision of the awards takes formal account of developments in technology. The unprecedented growth in communication technology in recent years means that media are accessible and global, with the tools of production increasingly available. Changes in media creation, distribution and access can promote a greater demand for transferable communication skills if the award content is updated to take account of sector developments.

3 Aims of the Group Awards

The HNC/HND Creative Industries: Media and Communication qualifications aim to develop core competences of wide applicability. The awards have a dual purpose and could lead in to Higher Education and/or employment. Candidates develop high level communication skills and knowledge and understanding of global media. Transferable skills developed will maximise opportunities in further study and/or employment.

3.1 General aims of the Group Awards

- ◆ To enable progression within the SCQF
- ◆ To develop critical and evaluative thinking
- ◆ To develop transferable skills including Core Skills to the levels demanded by employers and/or progression to higher education

3.2 Specific aims of the Group Award(s)

HNC Creative Industries: Media and Communication

Specifically, the HNC aims to:

- ◆ Develop specialised communication and presentation skills
- ◆ develop understanding of current technology, multi-platforms and media convergence
- ◆ develop analytical and research skills
- ◆ develop awareness of ethical and legal issues in the vocational sector
- ◆ develop employability skills with the ability to work co-operatively with others

- ◆ develop understanding of a range of specialist areas relevant to the industry sector
- ◆ develop understanding of the interdisciplinary connections between the various specialist areas mentioned above
- ◆ prepare for progression to further study or employment

HND Creative Industries: Media and Communication

Specifically, the HND aims to:

- ◆ develop and extend core and specialist competences
- ◆ increase understanding of professional industry sector issues including ethical and legal considerations
- ◆ enhance the ability to exercise autonomy and initiative in a range of activities
- ◆ accelerate the level of entry into degree courses or employment

3.3 Target groups

The multi-disciplinary study of Media and Communication with vocational options is designed to meet the needs of candidates who wish to develop the flexible broad skills appropriate to the Creative Industries or the needs of those who are undecided on a specialist destination. The qualifications are of particular value to candidates who wish to progress to higher education and/or employment.

3.4 Employment opportunities

Most candidates progress to degree programmes, several have secured work in the public sector and others in media-related work, sometimes as a result of a work placement. Employment has included work in:

Public Relations
 Health Board
 Record company
 Advertising, BBC, Radio Clyde
 Music promotion
 Marketing
 Running own businesses

4 Access to Group Awards

Access to the Group Awards is at the discretion of individual centres. It is recommended that candidates should have skills in *Communication* equivalent to SCQF level 6. This may be demonstrated by qualifications or appropriate experience.

Preferred Entry Qualifications

Higher English (C115 12)

or

Communication (EE3T 12) and Literature 1 (E9X8 12)

or

Higher Gaidhlig (C229 12)

or

Higher ESOL (C222 12)

and

Higher Media Studies (C210 12) or other relevant Higher subject

or

other relevant qualifications or appropriate work experience. For example:

- ◆ NQ access Courses in Media, Arts or Social Sciences
- ◆ IELTS at 6.0
- ◆ Relevant Scottish Vocational Qualifications at level 3
- ◆ *Communication Core Skills Units* at SCQF level 6

Recommended Core Skill entry profiles for the HNC Creative Industries: Media and Communication qualifications are:

- | | |
|---|--------------|
| ◆ <i>Communication</i> (F3GB 12) | SCQF level 6 |
| ◆ <i>Information and Communication Technology</i> (F3GC 11) | SCQF level 5 |
| ◆ <i>Numeracy</i> (F3GF 10) | SCQF level 4 |
| ◆ <i>Problem Solving</i> (F3GD 11) | SCQF level 5 |
| ◆ <i>Working with Others</i> (F3GE 11) | SCQF level 5 |

Candidates who achieve 12 of the credits, including the mandatory Units, in the framework (96 points at SCQF level 7) will be able to access the second year of the HND award.

5 Group Awards structure

5.1 Framework

HNC Creative Industries: Media and Communication (G9C0 15)

Total credit value of Group Award: 12 credits (96 SCQF points)

Mandatory section (8 credits)

A total of **8** Unit credits (64 SCQF points) must be gained by achieving **all** of the following mandatory Units.

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Complex Oral Presentation	DH49 34	8	7	1
Writing for the Media	F69K 34	8	7	1
The Media: Features and Trends	F607 34	8	7	1
English Language Skills: Correcting Creative Text	F1WK 34	8	7	1
Creative Industries: An Introduction	H4A1 34*	8	7	1
Law and the Media	F6JF 34	8	7	1
Research Skills	F60A 34	8	7	1
Creative Industries: Media and Communication: Graded Unit 1	F6V7 34	8	7	1

*Refer to History of Changes for revision changes.

Optional section (4 credits required)**Media related Units (a minimum of 2 credits must be chosen from this section)****Audio Visual**

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Audio Visual Presentation 1: Introducing Audio Visual Presentation	DH4D 34	8	7	1
Audio Visual Presentation 2: Creating Audio and Audio Visual Presentations	D7XN 35	16	8	2
Radio Production 1: Analysing and Producing Radio Programmes	D7M2 34	8	7	1
Radio Production 2: Producing Programmes in a Range of Styles	D7XP 35	16	8	2
Video Production 1: Planning and Production	D7M3 34	8	7	1
Video Production 2: Making a Video Programme	D7XR 35	16	8	2
Photography: An Introduction	DW6C 34	8	7	1
Photography: Documentary	DW82 35	16	8	2
Photography: Portraiture	H1LK 34*	16	7	2
Audio Visual Techniques for Multimedia Application	DE2T 34	16	7	2
Scripting and Presenting for Radio Information Bulletins	H9DW 34*	8	7	1
Television: Planning and Production	DM2J 34	8	7	1
Script writing for Radio	H9DY 34*	8	7	1
Scripting for Television	A1VL 35	8	8	1
Animation: An Introduction	HG56 34*	8	7	1
Electronic News Gathering	F1N1 35	8	8	1
Radio Interviewing	H9DL 34*	8	8	1
Radio Music Programme Production	H9DX 34*	8	7	1
Radio Presentation	DM1A 34	8	7	1
Camera: An Introduction	H4A3 34	8	7	1

*Refer to History of Changes for revision changes.

Print Journalism

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Journalism Skills: Introduction to Industry and Practice	F7PW 34	8	7	1
Journalism Skills: Advanced	F7PX 35	16	8	2
Editing and Proofreading	D7XK 35	8	8	1
Editing: An Introduction	H4A6 34*	8	7	1
Magazine Journalism OR Magazine Journalism	A6PH 34 F1N4 34	8	7	1
Shorthand as a Skill (Introductory) (60wpm)	DE27 34	16	7	2
Shorthand as a Skill (Speed Development 1) (70 wpm)	DE28 35	8	8	1
Shorthand as a Skill (Speed Development 2) (80 wpm)	DE29 35	8	8	1
Shorthand as a Skill (Speed Development 3) (90 wpm)	DE2A 35	8	8	1
Shorthand as a Skill(Speed Development 4) (100 wpm)	DE2C 35	8	8	1
Journalism: Sub Editing Advanced	H2W9 35	8	8	1

Advertising, Marketing and PR

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Advertising: The Advertising Industry	HK55 34*	8	7	1
Advertising: Developing a Campaign	DV74 35	8	8	1
Marketing: An Introduction	F7BX 34	8	7	1
Advertising: Media Sales	HC2M 34*	8	7	1
Marketing Planning: Domestic Market	HX3T 35*	16	8	2
Public Relations: Principles and Practice	HC2P 34*	8	7	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35*	16	8	2
Media Analysis: Advertisements	DH4C 34	8	7	1

Promotions and Events

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Music Industry Promotions	DJ2R 34	8	7	1
Music Industry Digital Communication	FN1A 35*	8	8	1
Food and Beverage Events	H91N 34*	8	7	1
Live Performance: Events	F3J4 34	8	7	1
Organising an Event*	H91J 34*	16	7	2

*Refer to History of Changes for revision changes.

Technology

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Internet Theory and Practice	D7XG 35	8	8	1
Interactive Fiction	DE2X 35	16	8	2
Internet Introduction to Technologies	DF62 33	8	6	1
Internet Web Development	DF60 35	16	8	2
Web Design: An Introduction	H383 34*	8	7	1
Art and Design: DTP and Layout	H382 34*	8	7	1
Communication: Using IT and DTP	D7LW 34	8	7	1
Digital Culture: Online Communication	F86P 34*	8	7	1

Media Theory

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Law and the Communication Industries	DH8K 35	8	8	1
Narrative in Fiction and Film	D7MC 35	8	8	1
Narrative and Genre in Computing Games	F6BX 35	16	8	2
Film Theory	DW9R 34	8	7	1
Film Studies for New Media	F1F0 35	8	8	1
Media Analysis: Semiotics, Representation and Ideology	F3F7 34	8	7	1
Narrative and Genre in Comics and Animation	F7KX 34	8	7	1

Communication

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Critical Analysis of Texts	D7M9 35	8	8	1
Meeting Skills	D7XJ 35	8	8	1
Communication: Business Writing Skills	D7LN 34	8	7	1
Communication: Business Communication	H7TK 34	8	7	1
Literature: Close Reading Skills	D7MA 34	8	7	1
Creative Writing for Vocational Purposes	D7MB 34	8	7	1
Communication and Behavioural Science	D7ME 35	8	8	1
Communication and Attitudes Research	D7MF 35	8	8	1
Communication: Promoting and Pitching	F608 35	8	8	1
Interpersonal and Group Skills	D7XF 35	8	8	1
Writing for the Media: Advanced	F69J 35	8	8	1
Interviewing Skills	F609 35	8	8	1

*Refer to History of Changes for revision changes.

General option (a maximum of 2 credits can be selected from this option)

Employability

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Freelance Working Skills	A6T0 34	8	7	1
Work Placement	HJ4W 34*	8	7	1
Workplace Communication in English	H8T2 33*	8	6	1
Personal Development Planning	DE3R 34	8	7	1
Personal Enterprise Skills	F3HT 34*	8	7	1
Creative Industries: Enterprise Activity	FF44 35*	8	8	1

Languages

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication in French: Basic Operational Speaking and Listening Skills	F20P 33	8	6	1
Communication in French: Basic Operational Reading and Writing Skills	F2F9 33	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	F20R 33	8	6	1
Communication in Gaelic: Basic Operational Reading and Writing Skills	F2FA 33	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	F20S 33	8	6	1
Communication in German: Basic Operational Reading and Writing Skills	F2FB 33	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	F20T 33	8	6	1
Communication in Italian: Basic Operational Reading and Writing Skills	F2FC 33	8	6	1
Communication in Polish: Basic Operational Speaking and Listening Skills	F20V 33	8	6	1
Communication in Polish: Basic Operational Reading and Writing Skills	F2FD 33	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	F20W 33	8	6	1
Communication in Spanish: Basic Operational Reading and Writing Skills	F2FE 33	8	6	1

*Refer to History of Changes for revision changes.

HND Creative Industries: Media and Communication (G9C1 16)

Total credit value if Group Award: 30 credits (240 SCQF credit points)

Mandatory section (14 credits)

A total of **14** Unit credits (112 SCQF credit points) must be gained by achieving **all** of the following mandatory Units.

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Complex Oral Presentation	DH49 34	8	7	1
Writing for the Media	F69K 34	8	7	1
The Media: Features and Trends	F607 34	8	7	1
English Language Skills: Correcting Creative Text	F1WK 34	8	7	1
Creative Industries: An Introduction	H4A1 34*	8	7	1
Law and the Media	F6JF 34	8	7	1
Research Skills	F60A 34	8	7	1
Creative Industries: Media and Communication Graded Unit 1	F6V7 34	8	7	1
Creative Industries: Media and Communication Graded Unit 2	F6V8 35	16	8	2
Communication: Promoting and Pitching	F608 35	8	8	1
Interpersonal and Group Skills	D7XF 35	8	8	1
Writing for the Media: Advanced	F69J 35	8	8	1
Interviewing Skills	F609 35	8	8	1

*Refer to History of Changes for revision changes.

Optional section (16 credits required, including 2 credits at SCQF level 8)

A total of **16** Unit credits (128 SCQF credit points) must be gained by achieving any of the following Units. However, a maximum of 4 credits can be taken from the General options.

Media option (a minimum of 12 credits must be chosen from this section)

Audio Visual

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Audio Visual Presentation 1: Introducing Audio Visual Presentation	DH4D 34	8	7	1
Audio Visual Presentation 2: Creating Audio and Audio Visual Presentations	D7XN 35	16	8	2
Radio Production 1: Analysing and Producing Radio Programmes	D7M2 34	8	7	1
Radio Production 2: Producing Programmes in a Range of Styles	D7XP 35	16	8	2
Video Production 1: Planning and Production	D7M3 34	8	7	1
Video Production 2: Making a Video Programme	D7XR 35	16	8	2
Photography: An Introduction	DW6C 34	8	7	1
Photography: Documentary	DW82 35	16	8	2
Photography: Portraiture	H1LK 34*	16	7	2
Audio Visual Techniques for Multimedia Application	DE2T 34	16	7	2
Scripting and Presenting for Radio Information Bulletins*	H9DW 34*	8	7	1
Television: Planning and Production	DM2J 34	8	7	1
Script Writing for Radio	H9DY 34*	8	7	1
Scripting for Television	A1VL 35	8	8	1
Animation: An Introduction	HG56 34*	8	7	1
Electronic News Gathering	F1N1 35	8	8	1
Radio Interviewing	H9DL 34*	8	8	1
Radio Music Programme Production	H9DX 34*	8	7	1
Radio Presentation	DM1A 34	8	7	1
Camera: An Introduction	H4A3 34	8	7	1

*Refer to History of Changes for revision changes.

Print Journalism

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Journalism Skills: Introduction to Industry and Practice	F7PW 34	8	7	1
Journalism Skills: Advanced	F7PX 35	16	8	2
Editing and Proofreading	D7XK 35	8	8	1
Editing: An Introduction	H4A6 34*	8	7	1
Magazine Journalism OR Magazine Journalism	A6PH 34 F1N4 34	8	7	1
Shorthand as a Skill (Introductory (60 wpm)	D7XK 34	16	7	2
Shorthand as a Skill (Speed Development 1) (70 wpm)	DE28 35	8	8	1
Shorthand as a Skill (Speed Development 2) (80 wpm)	DE29 35	8	8	1
Shorthand as a Skill (Speed Development 3) (90 wpm)	DE2A 35	8	8	1
Shorthand as a Skill(Speed Development 4) (100 wpm)	DE2C 35	8	8	1
Journalism: Sub Editing Advanced	H2W9 35	8	8	1

Advertising, Marketing and PR

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Advertising: The Advertising Industry	HK55 34*	8	7	1
Advertising: Developing a Campaign	DV74 35	8	8	1
Advertising: Media Sales	HC2M 34*	8	7	1
Marketing: An Introduction	F7BX 34	8	7	1
Marketing Planning: Domestic Market	HX3T 35*	16	8	2
Public Relations: Principles and Practice	HC2P 34*	8	7	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35*	16	8	2
Media Analysis: Advertisements	DH4C 34	8	7	1

*Refer to History of Changes for revision changes.

Promotions and Events

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Music Industry Promotions	DJ2R 34	8	7	1
Music Industry Digital Communication	FN1A 35*	8	8	1
Food and Beverage Events	H91N 34*	8	7	1
Live Performance: Events	F3J4 34	8	7	1
Organising an Event*	H91J 34*	16	7	2

Technology

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Internet: Theory and Practice	D7XG 35	8	8	1
Interactive Fiction	DE2X 35	16	8	2
Internet: Introduction to Technologies	DF62 33	8	6	1
Internet: Web Development	DF60 35	16	8	2
Web Design: An Introduction	H383 34*	8	7	1
Art and Design: DTP and Layout	H382 34*	8	7	1
Communication: Using IT and DTP	D7LW 34	8	7	1
Digital Culture: Online Communication	F86P 34*	8	7	1

Communication

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Critical Analysis of Texts	D7M9 35	8	8	1
Meeting Skills	D7XJ 35	8	8	1
Communication: Business Writing Skills	D7LN 34	8	7	1
Communication: Business Communication	H7TK 34	8	7	1
Literature: Close Reading Skills	D7MA 34	8	7	1
Creative Writing for Vocational Purposes	D7MB 34	8	7	1
Communication and Behavioural Science	D7ME 35	8	8	1
Communication and Attitudes Research	D7MF 35	8	8	1

*Refer to History of Changes for revision changes.

Media Theory

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Law and the Communication Industries	DH8K 35	8	8	1
Narrative in Fiction and Film	D7MC 35	8	8	1
Narrative and Genre in Computing Games	F6BX 35	16	8	2
Film Theory	DW9R 34	8	7	1
Film Studies for New Media	F1F0 35	8	8	1
Media Analysis: Semiotics, Representation and Ideology	F3F7 34	8	7	1
Narrative and Genre in Comics and Animation*	F7KX 34	8	7	1

General options (a maximum of 4 credits can be chosen from this section)

Employability

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Freelance Working Skills	A6T0 34	8	7	1
Work Placement	HJ4W 34*	8	7	1
Workplace Communication in English	H8T2 33*	8	6	1
Personal Development Planning	DE3R 34	8	7	1
Personal Enterprise Skills	F3HT 34*	8	7	1
Creative Industries: Enterprise Activity	FF44 35*	8	8	1

Languages

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Communication in French: Basic Operational Speaking and Listening Skills	F20P 33	8	6	1
Communication in French: Basic Operational Reading and Writing Skills	F2F9 33	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	F20R 33	8	6	1
Communication in Gaelic: Basic Operational Reading and Writing Skills	F2FA 33	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	F20S 33	8	6	1
Communication in German: Basic Operational Reading and Writing Skills	F2FB 33	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	F20T 33	8	6	1
Communication in Italian: Basic Operational Reading and Writing Skills	F2FC 33	8	6	1
Communication in Polish: Basic Operational Speaking and Listening Skills	F20V 33	8	6	1
Communication in Polish: Basic Operational Reading and Writing Skills	F2FD 33	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	F20W 33	8	6	1
Communication in Spanish: Basic Operational Reading and Writing Skills	F2FE 33	8	6	1

*Refer to History of Changes for revision changes.

5.2 Mapping information

Links between the aims and the mandatory Units

HNC Unit code	Title	Meeting aims
DH49 34	Complex Oral Presentation	1, 2, 5, 8
F69K 34	Writing for the Media	1, 2, 4, 5, 6, 7, 8
F607 34	The Media: Features and Trends	2, 3, 4, 7, 8
F1WK 34	English Language Skills: Correcting Creative Text	1, 5, 6, 8
H4A1 34*	Creative Industries: An Introduction	2, 3, 4, 5, 7, 8
F6JF 34	Law and the Media	3, 4, 7, 8
F60A 34	Research Skills	1, 2, 3, 8
F6V7 34	Creative Industries: Media and Communication: Graded Unit 1	1 to 8
HND Unit code	Title	Meeting aims
F6V8 35	Creative Industries: Media and Communication: Graded Unit 2	1 to 12
F608 35	Communication: Promoting and Pitching	1, 2, 3, 5, 7, 8, 9, 10
D7XF 35	Interpersonal and Group Skills	1, 2, 5, 8
F69J 35	Writing for the Media: Advanced	1, 2, 3, 4, 6, 8, 9, 10, 11, 12
F609 35	Interviewing Skills	1, 2, 4, 5, 8, 9, 10, 11, 12

National Occupational Standards

Skillset is the Sector Skills Council (SSC) for Creative Media which comprises TV, film, radio, interactive media, animation, computer games, facilities, photo imaging and publishing.

New Units in the proposed framework have been mapped to current National Occupational Standards.

Further detail can be found in **Appendix 1**.

5.3 Articulation, professional recognition and credit transfer

The normal credit transfer arrangements made by the Scottish Qualifications Authority will apply during the transition period. If a candidate with an older award wishes to upgrade or transfer to the proposed new award, it is the responsibility of the presenting centre to make arrangements for the achievement of any outstanding Units and Core Skill requirements.

Credit transfer, either full or partial, can be given where there is currency and broad equivalence between Units or combination of Units.

A candidate who is transferring from the previous Group Award in the same subject area should:

- ◆ be given credit for the Units achieved in the previous award where the knowledge and skills is current and broadly similar to that of the new award
- ◆ undertake any required additional Units to meet the conditions of the award
- ◆ have opportunities to develop or achieve Core Skills as required

The following tables illustrate agreed opportunities for transfer of Unit credit for candidates progressing from the previous HNC Communication with Media (G7GW 15) to the new HNC/HND Creative Industries: Media and Communication. Further advice should be sought from SQA where there are concerns on the process involved in credit transfer.

Full credit transfer

HNC/HND Communication with Media	HNC/HND Creative Industries: Media and Communication
Writing for the Media (DH4F 34)	Writing for the Media (F69K 34)
Research Skills (DH4G 34)	Research Skills (F60A 34)
Editing and Proofreading (D7XK 35)	English Language Skills: Correcting Creative Text (F1WK 34)
Communication with Media: Graded Unit 1 (DH8L 34)	Creative Industries: Media and Communication Graded Unit 1 (F6V7 34)

Partial credit transfer opportunities

Candidates progressing from the previous HNC award may have Unit evidence sufficient for partial credit transfer to a new Unit, and should be given the opportunity to undertake 'top up' assessment to provide sufficient additional evidence.

HNC/HND Communication with Media	HNC/HND Creative Industries: Media and Communication
Press and Broadcasting in the UK (DH48 34)	The Media: Features and Trends <i>(supplementary questioning on global dimensions required)</i>
Freelance Working Skills (A6T0 34)	Creative Industries: An Introduction <i>(also some integration opportunities with formative work for Communication: Promoting and Pitching Unit)</i>

5.4 Core Skills

The five Core Skills are defined from SCQF level 2 (Access) — SCQF level 6 (Higher).

Recommended minimum Core Skill entry profiles for the awards are:

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

Many candidates will have entry profiles beyond these minimum requirements, and selection interviews for the award will additionally focus on the high level of personal and creative skills essential to success in the vocational area.

Candidates who achieve the HNC award will develop Core Skills to at least the following levels of competence:

Communication	SCQF level 6	Embedded*
Information and Communication Technology	SCQF level 6	Signposted
Numeracy	SCQF level 5	Signposted
Critical Thinking	SCQF level 5	Embedded***
Problem Solving	SCQF level 6	Embedded****
Problem Solving	SCQF level 6	Signposted
Working with Others	SCQF level 6	Embedded**

* Oral component is embedded in *Complex Oral Presentation* (DH49 34)

** Core Skill is embedded in *Complex Oral Presentation* (DH49 34)

*** Critical thinking is embedded in *Public Relations: Principles and Practice* (HC2P 34)

**** Problem Solving is embedded in *Public Relations: Strategic Analysis, Planning and Application* (HC49 35)

6 Approaches to delivery and assessment

6.1 Content and context

The focus of the content/context should be two fold as the awards aim to prepare candidates for progression into further study in higher education and employment.

Candidates should be provided with the opportunity to develop a wide range of transferable skills which would be applicable in a variety of contexts and situations. For example, in the delivery of both the mandatory Units and the chosen optional Units, opportunities should be identified to develop skills and knowledge in areas such as:

- ◆ Study skills
- ◆ Research and investigative skills
- ◆ Information gathering
- ◆ Keeping records
- ◆ Organising, planning and arranging, eg, activities, materials, events, visits, visits to centre by others
- ◆ Communication skills — presenting information in writing, presenting information orally, listening skills, reading skills, non verbal communication
- ◆ Meeting skills, leading, contributing and participating

- ◆ Critical, analytical, evaluating, synthesising skills
- ◆ Problem solving skills
- ◆ Interpersonal skills
- ◆ Team working skills — group work or team presentations, co-operation
- ◆ Working independently/autonomously
- ◆ Leadership skills, motivation and delegation skills, supporting peers, decision making
- ◆ Self reflection/evaluation and peer evaluation
- ◆ Time management skills, goal setting, punctuality, meeting deadlines
- ◆ Working under pressure
- ◆ Prioritising tasks/work
- ◆ Working flexibly
- ◆ Being adaptable
- ◆ Multi-tasking
- ◆ Taking responsibility and showing initiative
- ◆ Budgeting and financial management
- ◆ Using technology, word processing, internet, spreadsheets
- ◆ Awareness of ethical issues
- ◆ Creative and innovative skills
- ◆ Awareness of current business or industry environment
- ◆ Recording skills and achievements
- ◆ Self promotion
- ◆ Researching careers/job opportunities
- ◆ Networking/building a data base of contacts

This list is not exhaustive and is a suggestion of the types of skills that would be of benefit to candidates for future study or employment. Every opportunity should be taken therefore to plan and integrate the development of such skills, where possible, within the delivery of subject specific Units and the Graded Units.

In addition to the above transferable skills, the awards will focus on the development of media and communication specific skills.

For example, it is expected that candidates will develop:

- ◆ high level and specialist communication and presentation skills. The candidate should demonstrate these skills at a high level consistently across the period of delivery of the awards. The importance of accuracy will be stressed at all times and is consolidated through the Unit English Language Skills: Correcting Creative Text. All stages of the communication processes should be covered from theory to practical presentation using the most appropriate media for effect and impact. An in-depth understanding of the range of communication media available should be developed.
- ◆ high level analytical and evaluative skills.
- ◆ high level research and interviewing skills.
- ◆ an in-depth understanding of the global media and current business/industry knowledge such as current/new technology, multi-platforms, media convergence, the importance of being multi-skilled.
- ◆ project management skills, particularly through the undertaking of the Graded Units.
- ◆ promotion and pitching skills in relation to work produced in specialist Units and the Graded Units.

- ◆ a detailed understanding of the law as it relates to the media and communication industry but also particularly to the choice of options undertaken by the candidate. This will include an understanding of ethical issues.
- ◆ creative and technical skills, particularly in relation to work produced for specialist optional Units, for example, articles for a newspaper or magazine, PR materials, a documentary, a film, a radio documentary, a portfolio of photographs, an event.
- ◆ working under pressure and to deadlines in an environment that simulates real working/industry conditions as far as possible.
- ◆ the importance of contingency planning.
- ◆ the ability to review work objectively and identify how work could be improved in the future.
- ◆ awareness of and, as far as possible, working to professional standards.

As candidates move from year one to year two, it is expected that their knowledge of specialist areas of interest will develop in-depth. This will be achieved through continuity and progression in choice of specialist optional Units across year one and year two.

The year one and year two projects for the Graded Units could be in the same medium but will be two entirely different projects.

SQA produces exemplars for mandatory Units which exemplify the standard of work to be achieved by the candidate.

Progression pathways

The HNC framework has been designed to facilitate progression to HND level, or to allow candidates to enter employment. If there is no HND provision in the original presenting centre candidates should be able to continue their studies at one of the centres offering the HND award. There are also several degree courses to which candidates may progress on achievement of the HNC/HND awards.

6.2 Delivery and assessment

Continuous assessment provides both practical experience and on-going opportunities for feedback throughout the course. In addition to product evidence for practical activities, written and/or oral reports are a traditional way of providing tangible evidence of achievement, knowledge and skills. Evidence Requirements may also be met by other methods, including:

- ◆ Group discussion/seminars evidenced by action minutes/observation
- ◆ Oral questioning
- ◆ Portfolio production
- ◆ Pro forma sheets, log and diary records
- ◆ Recordings
- ◆ Assessor/peer observation checklists
- ◆ Self-assessment and reflective reporting

Use of ICT to support and enhance learning and assessment will be routine practice. Centres use interactive learning resources/materials, e-assessment, e-mail guidance and feedback and networking groups.

Time management is integral to planning, developing and evaluating the Practical Assignment undertaken for the Graded Units. Individual progress reviews, from the commencement of the Unit, may be recorded in a planning logbook or diary with progress review sheets to record discussions and agreements. Such mentoring activities are a crucial part of the Graded Unit and should confirm the deadlines which are an essential part of professional practice in the media industries. Detailed notes on the on-going progress and drafts of work could also be signed by the lecturer and kept in a folio to be submitted with the final submission. This would ensure the authenticity of the candidate's work.

Integration opportunities

There are potential opportunities for integrating assessments within Units and, if practical, across Units. These are outlined in the Unit specifications.

Examples of integration opportunities

Unit title	Proposed Method	Integration opportunities	Comments
Research Skills	Report (1,000 words)	The Media: Features and Trends	Underpinning knowledge. Possible formative report writing.
Creative Industries: An Introduction	Reports	Complex Oral Presentation Outcomes 1 and 2	Underpinning knowledge
Complex Oral Presentation	Self/peer assessment, individual presentation, group presentation	IP – oral report for Creative Industries: An Introduction Group work – possible early joint research/planning activities	Group presentation may be natural evidence of Working with Others or skills for research surveys or Graded Unit
Writing for the Media	Copy and script	Communication: Using IT and DTP	Layout not assessable, but could enhance professionalism
Communication: Using IT and DTP	Practical exercises in use of software/formatting	Writing for Media/Research skills	Practical resource implications, equipment access
Communication: Business Writing Skills	Portfolio of documents	Introduction to the Creative Industries (report) Graded Unit planning (letters etc)	The Media: Features and Trends research and reporting

Sequence of delivery

There will be variations in delivery patterns as a result of centre systems, structures and resource needs. Most centres have either a two or three Block/Semester structure and each will plan appropriate sequencing in order to develop a programme that fully satisfies the aims of the qualifications and organisational requirements. The following is an example of the delivery sequence for one centre:

HNC	Mon a.m.	Mon p.m.	Tues a.m.	Tues p.m.	Wed a.m.	Wed p.m.	Thurs a.m.	Thurs p.m.	Fri a.m.	Fri p.m.
Cycle 1	Writing for the Media	Creative Industries: An Introduction	Research Skills				DTP and Layout	Radio Production 1		
Cycle 2	Law	The Media: Features and Trends	Journalism 1				Web Design	Radio Production 2		
Cycle 3	Complex Oral Presentation	Film Theory	Graded Unit 1				Correcting Creative Text	Radio Production 2		
HND	Mon a.m.	Mon p.m.	Tues a.m.	Tues p.m.	Wed a.m.	Wed p.m.	Thurs a.m.	Thurs p.m.	Fri a.m.	Fri p.m.
Cycle 1				Writing for the Media: Advanced	Interview Skills	Public Relations 1	Video Production 1	Journalism 2		
Cycle 2				Graded Unit 2	Interpersonal and Group Skills	Public Relations 2	Video Production 2	Journalism 2		
Cycle 3				Graded Unit 2	Pitching and Presenting	Public Relations 2	Video Production 2	Magazine Journalism		

6.3 Graded Units

The purpose of the Graded Units in the qualifications is to assess the candidate's ability to integrate and apply the knowledge and/or skills in the individual Units in order to demonstrate that they have achieved the principal aims of the qualifications.

For the HNC, one single credit Graded Unit at SCQF 7 must be achieved. For the HND, one double credit Graded Unit at SCQF level 8 in addition to the SCQF level 7 Graded Unit is required.

The timing of the delivery of Graded Units will vary from centre to centre and will most likely be focused on the second half of the academic year. However, it is in the best interest of candidates to introduce the concept of Graded Units as early as possible in the academic year.

It is best practice and also in the best interest of candidates for course teams as a whole to take responsibility for the Graded Units and to introduce the relevance of their Units to the Graded Units. This should include keeping candidates abreast of where each Unit lies in relation to the Graded Unit, including types of knowledge and skills that can transfer.

More detailed guidance can be found in the publication *Guidance for the Implementation of Graded Units in Higher National Certificates and Diplomas* (CA4405)

6.4 Core Skills development

The awards encourage the exploration of a range of ways to enhance skills in *Communication* and *Working with Others* to a sophisticated level. The ability to research, edit and convey complex information in the most effective medium and format for purpose and intended users is integral to achievement. Interviews, meetings and presentations provide an environment in which to practise verbal and non-verbal communication techniques and to apply strategies to negotiate and promote co-operative relationships.

Problem Solving — Critical Thinking, Planning, Organising, Reviewing and Evaluating — are applied and enhanced in all practical activities. Decisions have to be made on technologies and materials in line with identified legal, organisational and safety requirements. Plans are recorded and reviewed. The Graded Unit applies the ability to adapt and modify approaches as needed within a given timescale, with effectiveness of approaches to working practice formally evaluated and documented.

Convergence of media platforms in the Creative Industries makes *Information and Communication Technology* an essential tool.

Numeracy is applied in the practical ability to interpret, calculate and present complex numerical and graphical data, while managing timelines and resources.

In order to apply other key skills in an appropriate practical context development opportunities for relevant elements of the Core Skills have been signposted across the award and are detailed in new Unit specifications.

Appendix 2 includes signposting of specific opportunities for skills development and further enhancement will occur in the wide range of options available to meet individual vocational and personal needs. Development approaches are also outlined in Unit support notes.

6.5 Open Learning

The HNC and the HND awards include a sufficient number of Units which are suitable for Open or Distance Learning to make some open learning delivery theoretically possible when supported by technology. Flexible part-time study with open delivery is a practical option particularly if a candidate is in employment in a media related post. In real terms, the practical nature of work in the media and communication industry involves interaction and working with a group; in order to develop such skills attendance at a centre, which could also provide access to specialised equipment, would be a preferred option for a significant part of the course. Some attendance at the centre would, additionally, be essential unless the candidate was able to provide visual evidence of oral and group activities.

7 General information for centres

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.

Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* (www.sqa.org.uk).

8 General information for candidates

What is this course about?

You will learn about the principles, concepts, ethics and practice in Media and Communication, study various media institutions and develop skills in a range of specialist options such as Journalism, Marketing, Public Relations, Radio or Television Production. You will develop Core Skills, learn how to work co-operatively with others and enhance your employability.

How will I be assessed?

The awards include a combination of assessments including group work, report-writing and research tasks. Much of the coursework is practical. By the end of your HNC you will have completed a Practical Assignment that gives you the opportunity to develop your own media production. You will have access to equipment and facilities that will help you gain practical skills and experience and you will be supported through the year by college staff including media practitioners.

How long is the course?

The Higher National Certificate is a one year full-time course (12 credits); for part-time study flexible arrangements may be possible. The Higher National Diploma is a two year full-time course; for part-time study flexible arrangements may be possible. As well as full-time taught programmes there are other modes and types of study. You may be able to study part-time by attending classes or for some parts of the course online study may be available.

What can I do at the end of my course?

The award aims to develop skills to enhance your employability or qualify you for entry to a range of media related degree courses. Many candidates completing the HNC award progress to further study, either into an HND course or directly to a degree course. On average 75% of HND candidates progress into the second or third year of a degree course in Media, Communication or related areas such as Journalism or Public Relations.

Previous HN candidates who have wished to take up employment at the end of their course have secured jobs in such areas as local government, health education, advertising and marketing, voluntary and community organisations, local radio, TV and music promotion.

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One HN credit is equivalent to 8 SCQF credit points. This applies to all HN Units, irrespective of their level.

SCQF levels: The SCQF covers 12 levels of learning. HN Units will normally be at levels 6–9. Graded Units will be at level 7 and 8.

Subject Unit: Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Graded Unit: Graded Units assess candidates' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage candidates to retain and adapt their skills and knowledge.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the HNC/HND from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised HNCs and HNDs are those developments or revisions undertaken by a group of centres in partnership with SQA.

Specialist single centre and specialist collaborative devised HNCs and HNDs are those developments or revisions led by a single centre or small group of centres who provide knowledge and skills in a specialist area. Like consortium-devised HNCs and HNDs, these developments or revisions will also be supported by SQA.

10 Appendices

Appendix 1: Mapping against National Occupational Standards

Appendix 2: Core Skills signposting

Appendix 1: Mapping against National Occupational Standards

The following table gives examples of how some HN Units are mapped against National Occupational Standards for:

Radio Content Creation 2008
Broadcast Journalism, Jan 2006
Production (Film & TV), September 2005
Interactive Media, May 2005

SQA HN Unit Outcomes	National Occupational Standards	Overview	Knowledge/Understanding
<p>Creative Industries: An Introduction (DM0V 34)</p> <ol style="list-style-type: none"> 1 Explain the background and concept of the Creative Industries sector in the UK. 3 Identify the issues and support mechanisms that influence an elected vocational area within the Creative Industries sector. <p>Law and the Media (F6JF 34)</p> <ol style="list-style-type: none"> 1 Describe the law of Contempt of Court in Scotland in respect of media activity. 2 Describe the law of copyright in respect of media activity. 3 Describe the law of Defamation in Scotland in respect of media activity. 4 Describe ethical issues and voluntary controls on the media. <p>The Media: Features and Trends (F607 34)</p> <ol style="list-style-type: none"> 1 Explain the roles and functions of the media. 2 Explain features and trends of the media. 3 Explain the impact of globalisation on the media. 	<p>B1 – Recognise and Deal with Issues of Law, Ethics, Regulation and Public Affairs</p> <p><i>Broadcast Journalism; Professional Development</i></p>	<p>The impact of the media law; codes of conduct and production conditions imposed on broadcasting by licensing authorities; the relationship between broadcast journalism and all levels of government, business and industry and other areas of public affairs.</p>	<p>a) Principles of democratic journalism, the freedom of the press, free speech and Freedom of Information. c, d, e) relevant aspects of current ethical, legal and regulatory issues and how they impact on broadcast journalism. f) the relevant aspects of all levels of government, business and industry and other areas of public affairs g) the criteria and procedures of complaints mechanisms.</p>

SQA HN Unit Outcomes	National Occupational Standards	Overview	Knowledge/Understanding
<p>Research Skills (F60A 34)</p> <ol style="list-style-type: none"> 1 Plan a research investigation. 2 Access and analyse complex information from a range of primary and secondary sources. 3 Present findings of a research investigation. 	<p>B3 — Research and Gather Information from Various Sources <i>Broadcast Journalism</i></p>	<p>Maintain up to date contact details, investigate other sources of information, monitor other media regularly, check that any information received is accurate and reliable.</p>	<p>a) the importance of checking all information for accuracy c) available sources of information relevant to needs f) how to undertake fast and effective internet research using specialist search engines where necessary h) how to access news stories on the internet and through other media.</p>
<p>Writing for the Media (F69K 34)</p> <ol style="list-style-type: none"> 1 Write copy for a variety of media. 2 Write scripts for a variety of media. <p>English Language Skills: Correcting Creative Text (F1WK 34)</p> <ol style="list-style-type: none"> 1 Apply conventions of language usage to correct spelling and grammatical errors in creative writing. 2 Apply conventions of language usage to correct errors in punctuation, syntax and factual accuracy in creative writing. 	<p>B5 — Produce Written Material for TV or Video <i>Broadcast Journalism</i></p> <p>P11 — Contribute to the Drafting of Scripts, Cues, Links or Written Content <i>Production (Film & TV)</i></p>	<p>Writing using a wide vocabulary which is relevant to the pictures described, to the subject matter and target audience, while complying with relevant current regulations.</p> <p>Writing drafts, checking the final written material for accuracy and suitability for its purpose; suggesting amendments and alterations in a helpful and constructive way.</p>	<p>b) How to write for both sound and vision. c) Grammatical rules, including spelling and punctuation. d) The ‘rules’ of writing. e) How to visualise the story in a visual medium f) When to add script to pictures to aid the telling of the story. g) How to write to pictures. h) The requirements of different house and programme styles. i) The requirements of different formats of writing.</p> <p>g) Different writing styles for different types of programmes.</p>

HN Unit	National Occupational Standards	Overview	Knowledge/Understanding
<p>Creative Writing for Vocational Purposes (D7MB 34)</p> <ol style="list-style-type: none"> 1 Write discourse in a chosen form and genre to reveal characteristics of the speaker(s). 2 Sustain reader interest using the conventions of narrative technique in a chosen genre. 3 Write to manipulate reader response in a chosen form and genre. 	<p>B4 — Produce Written Material for Radio <i>Broadcast Journalism</i></p>	<p>Writing scripts using a wide vocabulary which is relevant to the subject matter and target audience.</p>	<p>c) English grammatical rules, including spelling and punctuation. d) The ‘rules’ of writing. e) The requirements of different formats of writing for copy, cues, intros, outros, annos & back annos, voice reports, narrative scripts, headlines. f) the different requirements for writing news & features.</p>
<p>Scripting for Radio (DM27 34)</p> <ol style="list-style-type: none"> 1 Select news items for radio broadcast. 2 Script a news bulletin. 3 Present a radio news broadcast. <p>Creative Writing for Vocational Purposes (D7MB 34)</p> <ol style="list-style-type: none"> 1 Write discourse in a chosen form and genre to reveal characteristics of the speaker(s). 	<p>R10 — Write for Radio <i>Radio Content Creation</i></p>	<p>Writing material for radio — to be read by a reporter, presenter or performer and heard by listeners.</p>	<p>a) Techniques of writing for the ear using simple, direct language. b) The importance of varying language, content and style to suit different items, programmes and target audiences. c) Grammar, punctuation, spelling, phonetics. d) Purpose and intended use. Annotation. e) Tell a story, present arguments, summarise, communicate key points. h) Law, industry guidelines i) Timescales, deadlines, length.</p>

HN Unit	National Occupational Standards	Overview	Knowledge/Understanding
<p>Communication: Promoting and Pitching (F608 35)</p> <ol style="list-style-type: none"> 1 Develop a self promotion strategy. 2 Produce personalised presentation materials. 3 Present a 'showcase' portfolio of work. 4 Evaluate the effectiveness of the pitch. <p>Interpersonal and Group Skills (D7XF 35)</p> <ol style="list-style-type: none"> 1 Analyse the effect of perceptual processes on the judgement of others in interpersonal encounters. 2 Analyse communication problems encountered in interpersonal interaction. 3 Communicate within a group to complete a given task. 	<p>F1 — Manage and Market Yourself as a Freelancer <i>Broadcast Journalism</i></p> <p>X1 — Contribute to Good Working Relationships <i>Production (Film & TV)</i></p>	<p>Knowledge and understanding about how to promote your achievements, how to sell yourself and keep your reputation and knowledge up-to-date. Required skills to seek and find work.</p> <p>Working effectively with others; clarifying and agreeing the roles to be undertaken and what your working arrangements are in a manner that promotes positive working relationships with colleagues; getting the right balance between working efficiently and meeting the needs of colleagues as well as the creative needs of the production. Collaborating with colleagues and seeking their help as required, including providing assistance whenever possible; having the communication skills to explain and discuss what you have to do and what you expect of others, the quality and output.</p>	<p>a) Major organisations in the Creative Industries c) how to market yourself and your services including making, following up and maintaining contact with potential clients d) what are the best and most effective self-promoting tools to use.</p> <p>a) how to clarify what you have to do and who you report to b) how to discuss and agree your tasks and responsibilities in a way which promotes good working relationships c) how to confirm the deadlines and standards you are expected to meet d) the types of roles and responsibilities which you may be asked to undertake e) how to ascertain and verify any changes in your tasks in the production f) importance of acknowledging what the work arrangements, quality and safety requirements are g) how to balance the need for personal efficiency with needs of others /task requirements.</p>

Appendix 2 Core Skills

Communication (SCQF level 6)

Written Communication (Reading)

Read, understand and evaluate complex written communication

- ◆ Identify and summarise all significant information, ideas and supporting details in a complex written communication
- ◆ Evaluate fully the effectiveness of a communication in meeting its purpose and the needs of its intended readership

Core Units	Knowledge and Skills/Evidence	a	b
Research Skills (F60A 34)	Outcome 1 — Analysing, summarising and evaluating complex information from a wide range of sources including the internet, journals and books.	x	x
The Media: Features and Trends (F607 34)	Summarising and evaluating key information on social, political and economic factors.	x	x
English Language Skills: Correcting Creative Text (F1WK 34)	Reading and evaluating the effectiveness of content and presentation.	x	x
Writing for the Media (F69K 34)	Analysis and evaluation of media articles and scripts.	x	x

Written Communication (Writing)

Produce well structured written communication on complex topics

- ◆ Present all essential ideas/information and supporting detail in a logical and effective order
- ◆ Use a structure which takes account of purpose and audience and links major and minor points in ways which assist the clarity and impact of the writing
- ◆ Use conventions which are effective in achieving the purpose and adapted as necessary for the target audience
- ◆ Use spelling, punctuation and sentence structures which are consistently accurate
- ◆ Vary sentence structure, paragraphing and vocabulary to suit the purpose and target audience

Unit	Knowledge/Skills/Evidence	a	b	c	d	e
Research Skills (F60A 34)	Extended report (1,500 words) with graphical information.	x	x	x	x	x
The Media: Features and Trends (F607 34)	Extended responses (1,600 words) analysing features, trends, social, political and economic factors.	x	x	x	x	x
English Language Skills: Correcting Creative Text (F1WK 34)	Texts presented accurately to specific brief and format.	x	x	x	x	x
Writing for the Media (F69K 34)	Portfolio of media texts produced to meet specific brief and genre requirements.	x	x	x	x	x

Oral Communication

Produce and respond to oral communication on a complex topic

- ◆ Use vocabulary and a range of spoken language structures consistently and effectively at an appropriate level of formality
- ◆ Convey all essential information, opinions or ideas with supporting detail accurately and coherently and with varied emphasis as appropriate
- ◆ Structure communication to take full account of purpose and audience
- ◆ Take account of situation and audience during delivery
- ◆ Respond to others, taking account of their contributions

Unit	Knowledge/Skills/Evidence	a	b	c	d	e
Complex Oral Presentation (DH49 34)	Outcome 1-3. In depth, detailed analysis of oral presentation, delivery of single and group presentations on complex topics.	x	x	x	x	x
Communication: Promoting and Pitching (F608 35)	Theoretical underpinning knowledge of advanced oral skills/and practical participation in a pitch. Evaluation of strengths/impact.	x	x	x	x	x
Interviewing Skills (F609 35)	Preparation for and involvement in interviewing for a range of purposes.	x	x	x	x	x

Problem Solving (SCQF level 5)

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	CT	PO	RE
Public Relations: Principles and Practice (HC2P 34)	Analysis and resolution in practical activities	x		

Problem Solving (SCQF level 6)

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	CT	PO	RE
Public Relations: Strategic Analysis, Planning and Application (HC49 35)	Analysis and resolution in practical activities.	x	x	x
	Plan and take part in a single and/or group presentation.	x	x	x
	Review and evaluation of performance. Learners must evaluate their news conference, including strengths, weaknesses and recommendations.	x	x	x
English Language Skills: Correcting Creative Text (F1WK 34)	Analysis and resolution in practical activities.	x	x	x
Complex Oral Presentation (DH49 34)	Outcomes 2/3: Plan and take part in a single and group presentation. Review and evaluation of performance.	x	x	x
Communication: Promoting and Pitching (F608 35)	Plan and take part in a single and group presentation. Review and evaluation of performance.	x	x	x

Interpersonal and Group Skills (D7XF 35)	Strategy report. Underpinning knowledge — major Behavioural theories on approaches to problem solving in organisations.	x	x	x
Graded Units (F6V7 34) and (F6V8 35)	The process of taking responsibility for production of assignments will involve all skill components to a high level. Tutor supported guidance will additionally encourage and support on-going evaluation of activities.		x	x
Advertising: Media Sales (HC2M 34)		x	x	

Working with Others (SCQF level 6)

In complex interactions, work with others co-operatively on an activity and/or activities

- ◆ Analyse own role and the roles that make up the activity and/or activities and the relationship between them
- ◆ Organise own role to contribute effectively to the activity and/or activities, adapting own role as necessary
- ◆ Negotiate working methods
- ◆ Promote co-operative working with others, progress towards shared goal

Review work with others in a co-operative activity and/or activities

- ◆ Evaluate overall co-operative working, considering own involvement and the involvement of others, referring to supporting evidence
- ◆ Draw conclusions and justify them with reference to supporting evidence
- ◆ Identify learning objectives based on the evaluation and make recommendations for future co-operative working

Unit	Knowledge/Skills/Evidence		
Complex Oral Presentation (DH49 34)	Underpinning theoretical knowledge: Behavioural theories of organisational communication, assessment for Outcome 3 requires analytical observation and examination of component elements of group working practices.	4	4
Interpersonal and Group Skills (D7XF 35)	Underpinning in depth theoretical knowledge on Group dynamics. Work will extensively develop all aspects of the skill including evaluation of approaches to improving own and group performance.	4	4
Graded Units (F6V7 34) and (F6V8 35)	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.	4	4

ICT (SCQF level 6)

Accessing Information

Use ICT independently to carry out complex searches across a range of tasks

- ◆ Use a range of ICT equipment, observing security procedures
- ◆ Carry out complex searches for information
- ◆ Evaluate reliability of information using given criteria

Providing/Creating Information

Use ICT independently to carry out a range of processing tasks

- ◆ Use a range of ICT equipment, observing security procedures and needs of other users
- ◆ Resolve simple hardware or software problems
- ◆ Use software in unfamiliar contexts
- ◆ Evaluate information
- ◆ Present findings in an appropriate format

Unit	Knowledge/Skills/Evidence		
Creative Industries: An Introduction (DM0V 34)	Accessing data from various sources including electronic, selecting and integrating information and presenting a report in a range of formats.	4	4
Research Skills (F60A 34)	Accessing and evaluating a range of information from electronic sources. Presenting statistical data in an appropriate format.	4	4
Art and Design: DTP and Layout (DV95 34)	Using software to analyse, evaluate, design, integrate and output a range of information.	4	4
Web Design: An Introduction (H382 34)	Using IT equipment securely, resolving any problems. Use software in unfamiliar contexts.	4	4

Numeracy (SCQF level 5)

Using Graphical information

Interpret and communicate graphical information in everyday situations

- ◆ Interpret information from a table, graph, chart or diagram
- ◆ Select an appropriate form of table, graph, chart or diagram, and communicate information in the chosen form

Using Number

Apply a range of numerical skills in various everyday situations

- ◆ Work confidently to solve a numerical problem
- ◆ Decide on the types of numerical calculations to be carried out
- ◆ Decide on steps to be carried out and in what order to solve problems or situations, where the required processes are not obvious

Core Units	Knowledge and Skills/Evidence	UGI	UN
Research Skills (F60A 34)	Theoretical and underpinning knowledge; questionnaire analysis and interpretation, explanation, evaluation and presentation of statistical data.	4	4
Creative Industries: An Introduction (DM0V 34)	Interpretation, analysis and recording data in a range of business formats.	4	4
The Media: Features and Trends (F607 34)	Interpreting and presenting key information on social, political and economic factors and trends.	4	4
Graded Units (F6V7 34) and (F6V8 35)	Data associated with budgeting and working to deadlines must be calculated and managed in accordance with initial planning. Some data will be communicated graphically.	4	4