



**Higher National Qualifications  
Internal Assessment Report 2013  
Creative Industries**

The purpose of this report is to provide feedback to centres on verification in Higher National Qualifications in this subject.

# Higher National Units

## General comments

The following HN Units were verified this session:

DM0V 34	Creative Industries: An Introduction
DJ3A 34	Working in the Creative Industries
DM0W 34	Creative Projects
DM2J 34	Television Planning and Production
F45M 34	Production Assistant Skills: Location
DM29 34	Television: Directing: Factual Programmes
DM28 34	Sound Recording: An Introduction
DM25 34	Multi-Camera Production: Support Roles
DM18 34	Radio Interviewing
DM1C 34	Radio: Technical Operations, Recording and Editing
DM0T 35	Audio Post Production: Mixing and Synchronising Audio for Video
F45S 35	Television Scripting: Non-Factual Programmes
F45R 35	Television Scripting: Factual Programmes
DM2D 35	Television Production Management: Non Factual Programmes
DM2A 35	Television Directing: Non Factual Programmes

Eight centres were verified of which three were verified under SQA's New Approach to Quality Assurance.

All centres (including a new participating centre) appear to have a clear and accurate understanding of the requirements of national standards.

## Unit specifications, instruments of assessment and exemplification materials

Most assessors continue to be familiar with all materials and procedures. However, there appears to have been major staffing changes due to centre reorganisation. In some cases, this has resulted in a drop in standards as new staff are trained and made familiar with material and procedures.

The recently established QDT for HNC/D Creative Industries: Television continues to review and update the Units and assessment exemplars for these awards. As a result, assessment and support materials are being improved and modernised.

## Evidence Requirements

External Verifiers (EVs) continue to report that in the majority of visits there is a clear understanding of Evidence Requirements for Units.

As noted above, the HN Television QDT is actively reviewing Evidence Requirements and encouraging alternative methods of gathering and recording evidence for the HN Television Units.

Meantime, however, major centre reorganisation seems to have stalled the trend towards a more integrated and contextualised curriculum delivery that appeared to be producing alternative approaches to evidence gathering. This will be monitored over the next few years.

### **Administration of assessments**

All centres are now demonstrating improved methods of delivering assessment and feedback, with all now utilising a variety of electronic communication and virtual learning environments (VLEs). The quality and performance of these is mixed and could benefit from standardisation.

In addition to centre VLEs, there continues to be a marked rise in the adoption of student initiated web-based 'social networking' and blogging. This has resulted in overall improved levels of assessment and communication.

EVs have also expressed concern that internal verification procedures do not appear to be keeping pace with developed assessment methods.

### **General feedback**

The challenges of reorganisation being experienced by centre mergers continue to have an effect on the development of this programme area, with many centres reporting difficulties in implementing desired curriculum and learning and teaching improvements.

Although learners are reporting an improved level of 'virtual' communication with assessors, they highlighted a diminution of personal assessor contact. This is also illustrated by the lack of candidate action and development plans.

As reported last year, in many centres, direct links with industry are reducing and as a result 'real-world' teaching continues to decline. Disappointingly, the concentration on delivering employability skills to candidates appears also to have been diminished. Centres are encouraged to maintain contact with professionals engaged in the industry so that students can benefit from up to date industry practice.

### **Areas of good practice**

As reported for the past few years, the best performing centres continue to embrace highly integrated and contextualised learning and teaching strategies concentrating on 'learning by doing' and reflecting industry practice.

Again, those centres with direct industry liaison and staff with a high level of subject experience (and CPD) are exhibiting high standards.

All centres are now actively embracing a variety of VLEs and electronic communication and promotion methods that reflect industry practice. It should be noted, however, that there is little standardisation amongst centres in terms of the systems used.

## **Specific areas for improvement**

Despite the eager adoption of new VLEs and electronic communication by centres it would appear that, unfortunately, personal contact between assessor and candidate is diminishing. Many centres now display a poor approach to candidate support and development needs. In particular, there is a reported marked diminution of exit and employability planning.

Internal verification systems in many centres are reported not to have kept pace with the adoption of VLEs and electronic communications. As a result, most are now cumbersome and would benefit from development to assist in the modernisation of curricula.

The hiatus being experienced during centre reorganisation has stalled the continued development of the following points previously identified:

- ◆ improvement of liaison with industry/staff CPD
- ◆ continuing integration and contextualisation of curriculum to mirror industry practice
- ◆ further exploration of alternative and practical ways of gathering evidence within a contextualised curriculum

# Higher National Graded Units

This session the HN Graded Unit verified in four centres was as follows:

F2E2 34 Creative Industries Television Graded Unit 1

## General comments

Centres demonstrated a mixed understanding of the requirements of the national standards with a marked diversity of interpretation of standards and resulting range of quality amongst centres. The planned standardisation event should help in this regard.

## Unit specifications, instruments of assessment and exemplification materials

Most assessors exhibited a good knowledge of Unit specifications and instruments of assessment. However, in some centres, new staff displayed a worrying lack of familiarity.

Encouragingly, progressive centres continue to develop unique material.

The HN Television QDT is engaged in updating this programme area. As a result, assessment and support material continue to be improved and modernised.

## Evidence Requirements

As above, there is a mixed understanding of Evidence Requirements amongst centres at present.

Although centres are to be applauded for developing unique methods of evidence gathering that reflect industry practice, there is a need to ensure consistency of standards among participating centres. SQA has indicated that a standardisation meeting will be held around June 2014 to encourage centres to share best practice and assist in standardisation.

## Administration of assessments

Centres that were verified this year demonstrated a mixed range of assessment material and a variety of levels of VLE-delivered assessment; communication and feedback.

Internal verification procedures, although robust, in most cases were cumbersome and did not reflect developments in assessment and candidate communication.

**General feedback**

As HN Units above.

**Areas of good practice**

As HN Units above.

**Specific areas for improvement**

As HN Units above.