# NQ Verification 2013–14

# Key Message Reports

| Verification group name: | Media |
|---|---|
| Levels | N3 to N5 |
| Date published: | July 2014 |

**This Report combines all Verification Key Messages for the academic session 2013-14.**

# NQ Verification 2013–14
# Key Messages Round 1

## 01 ▶ Section 1: Verification group information

| Verification group name: | Media |
|---|---|
| Verification event/visiting information | Event |
| Date published: | January 2014 |

### National Courses/Units/Awards verified:

H235 Media: Analysis Unit 74 and 75

## 02 ▶ Section 2: Comments on assessment

### Assessment approaches

Centres should consider making more use of the assessment approaches available in the Unit assessment support packs, adapting them to fit with individual centre practice or making use of prior verification to ensure concordance with the Outcomes.

Assessment instruments should clearly relate to the judging evidence tables published in the Unit assessment support packs.

Centres should consider administering assessment elements as and when candidates are ready and not just treat the assessment as an end of Unit test.

The basis of assessment in the Units is pass/fail. The allocation of marks is not required and may be unhelpful to the candidate, especially when marks are not closely aligned to Assessment Standards.

## Assessment judgements

Many assessment judgements were at the standard set in the judging evidence section of the Unit assessment support packs. Centres are reminded that there is no requirement to cover all of the key aspects in the Unit as long as the chosen key aspects reflect content, contexts and the role of media in society.

Assessment Standards must be consistent and fit the judging evidence standard for the level the candidate is being presented at. In particular for analysis, where two levels have used the same text, Centres should ensure that the different Assessment Standards for each level are applied in judging evidence. Most centres in the first verification sample did not do this.

## 03 ▶ Section 3: General comments

Centres should ensure that they have all the Unit and course documents and Unit assessment support packs that have been provided by SQA and are available on the secure web site.

Internal verification procedures should be stated to ensure that assessment arrangements for all candidates are consistent, reflective of national standards and accessible to the candidate.

Candidate assessment records should accompany the evidence to show how the centre has arrived at its assessment judgements so that they meet national standards.

# NQ Verification 2013–14 Key Messages Round 2

## 01  Section 1: Verification group information

| | |
|---|---|
| **Verification group name:** | **Media** |
| **Verification event/visiting information** | **Event** |
| **Date published:** | **March 2014** |

### National Courses/Units verified:

H235 73 H235 74 and H235 75 — Analysing Media Content

H238 74 — Creating Media Content

H239 74 — National 4 Added Value Unit

## 02  Section 2: Comments on assessment

### Assessment approaches

#### Good practice

Most centres verified used the Unit assessment support packages effectively. Some centres used minor adaptations of the published packages to more accurately support their teaching and learning approaches. This was highlighted by External Verifiers and is an example of good practice.

The use of annotations in the assessment instrument/assessment approach by the candidate to indicate the evidence they intend to use to achieve the Assessment Standard is another aspect of good practice, especially where this has been combined with the candidate's written response.

One centre developed an approach which encouraged *Analysis of Media Content* from a *Creating Media Content* perspective. Candidates were given a basic plot and a range of camera and edit codes so that they could create a text for

analysis. This is an innovative approach, placing the emphasis on creative ideas as the focus for media interpretation and analysis and fits well with the combined approach.

## Guidance for centres on approaches to assessment

Some centres had not submitted all the necessary materials for centre-devised assessments. The assessment task or tasks that are being used to generate candidate evidence must reflect the specified Unit Outcomes and address the assessment judgements reflecting the national standards. Where a centre produces its own assessment approaches and assessment judgements, they should be submitted to SQA for prior verification.

Candidate evidence submitted for verification should be marked against the national standard. Candidate evidence should be judged as pass or fail against the national standard and recorded on the individual Candidate Assessment Record along with any appropriate comments.

Some centres are over assessing candidates by requiring them to produce evidence for the same Assessment Standard on more than one occasion.

# Assessment judgements

## Good practice

A number of centres are including individual comment boxes on candidate evidence responses to indicate to the candidate the extent to which they have achieved the standards set out in the 'judging evidence' table. This is good practice, which is informative for the candidate and helpful for the internal verifier when sampling evidence. In addition, it contributes to consistency in arriving at valid assessment judgements and the development of robust verification practices.

A growing number of centres are using existing or amended Candidate Assessment Records to provide feedback for candidates. The use of clear, positive, constructive and relevant comments is supportive of good teaching and learning approaches. This assists candidates in meeting national standards and assessors and Verifiers in confirming national standards.

## Guidance for centres on assessment judgements

For the Added Value Unit centres must ensure that evidence for all of the Assessment Standards is submitted either as individual pieces of evidence or as part of a combination of responses.

The use of discussion with the candidate to satisfy an Assessment Standard must be supported with evidence to show that the candidate has processed the advice given and developed their initial response to satisfactorily reach the required standard. Detailed notes of the discussion could be made on the candidate checklist.

Centre-devised Candidate Assessment Records should contain a comments box for each Assessment Standard to show how it was or was not met. Commentary detailing how evidence was judged against the Assessment Standards is an effective teaching and learning approach.

Centres should be aware of the advantages of taking a holistic approach to judging evidence and of the validity of naturally occurring evidence. One assessment approach, which is directed at a specific Outcome, may also provide valid evidence for the achievement of another.

## 03 Section 3: General comments

Centres should submit evidence of their internal verification procedures. Where single-practitioner departments are operating it may be possible to develop a collegiate approach to internal verification across several centres in a geographic area.

Centres should include a copy of the text that was used to generate candidate evidence.

Candidate evidence for verification should be marked and internally verified by the centre before submission for external verification.

Where the centre is not using an SQA-produced Unit assessment support pack to generate evidence for candidates, a statement of the Assessment Standards against which that evidence has being judged should also be submitted. In such cases, it is recommended that the centre seeks prior verification of their assessment instruments.

There was evidence that some centres had carried out internal verification procedures very effectively. However, a number centres verified offered no evidence of internal quality assurance procedures or reflected a conflict in judgement between the assessor and the internal verifier. Centres are advised to refer to the guidance contained in the document *Evidence required for external verification of Units at verification events*.

# NQ Verification 2013–14
# Key Messages Round 3

 **Section 1: Verification group information**

| Verification group name: | Media |
|---|---|
| Verification event/visiting information | Postal |
| Date published: | June 2014 |

## National Courses/Units verified:

National 4 Media Added Value Unit

 **Section 2: Comments on assessment**

## Assessment approaches

The limited number of centres verified all used the SQA provided Added Value Unit.

A range of projects were submitted as evidence showing that centres had incorporated provisions for breadth, personalisation and choice in the way that they had used the assessment approach.

## Assessment judgements

The centres verified used the assessment judgements set out in the 'judging evidence' table consistently to provide robust standards clearly meeting the national standards.

## 03 Section 3: General comments

Centres appeared to be well aware of the importance of the Added Value Unit for the validity and integrity of the award for candidates, parents and employers.

Candidates were encouraged to negotiate their own preferred briefs within a general theme and this was an example of good practice.

A range of assessment templates were developed to record achievement and give feedback to candidates on strengths and weaknesses. This is again highlighted as good practice as it also informs internal assessment judgements and is insightful for both internal and external verification.