



## **Arrangements for:**

**National Progression Award (NPA) in  
Digital Media Production SCQF level 6**

**Group Award Code: G9J5 46**

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## **Acknowledgement**

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.



## Contents

1	Introduction .....	1
2	Rationale for the revision of the Group Award .....	2
2.1	How the award meets the criteria for SCQF level 6.....	4
3	Aims of the Group Award .....	4
3.1	Principal aims of the Group Award.....	5
3.2	General aims of the Group Award.....	5
3.3	Target groups.....	5
4	Access to Group Award.....	6
5	Group Award structure .....	6
5.1	Framework.....	6
5.2	Mapping information.....	7
5.3	Articulation, professional recognition and credit transfer .....	8
6	Approaches to delivery and assessment .....	11
6.1	Delivery .....	11
6.2	Assessment .....	11
7	General information for centres.....	11
8	General information for candidates .....	12
9	Glossary of terms.....	12

# 1 Introduction

This is the Arrangements Document for the new Group Award in Digital Media Production at SCQF level 6 validated in June 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.

The award is composed of Units which form part of the National Certificate awards in Digital Media Computing. Candidates for the NC Digital Media Computing awards have the opportunity to be certificated for these NPA awards depending on their choice of Units within their programmes. Conversely, candidates who achieve an NPA award will have SCQF credits that can count towards the NC DMC awards.

**UNIT** Digital Media: Still Images (SCQF level 6)

**CODE** F3T5 12

## SUMMARY

The purpose of this Unit is to allow candidates to acquire knowledge and skills required to undertake the acquisition and editing of digital still images within the context of a given brief. Candidates will develop skills which will enable them to identify image requirements and plan the acquisition of the images.

Candidates will also develop skills to interpret the given brief and edit still images to meet the needs of the brief. On completion of this Unit candidates should be able to confidently report on and justify reasons for their proposed solution, present the images in a format which conforms to the proposed solution for the brief and evaluate the finished product and their own performance.

## OUTCOMES

Identify and present a solution for the acquisition of digital still images to meet the requirements of a given brief.

Undertake the acquisition of digital still images in accordance with the presented solution and the planned schedule.

Prepare and present an image portfolio in the format specified by the presented solution.

Evaluate the image portfolio and own performance in meeting the requirements of the given brief.

**UNIT** Digital Acquisition and Editing: Audio (SCQF level 6)

**CODE** F3T7 12

## SUMMARY

The overall aim of this Unit is to enable candidates to be able to successfully capture, edit and manipulate audio files incorporating multi-track techniques. The Unit will provide candidates with the knowledge and skills required to manipulate an audio file to a professional standard using industry standard file types, and

prepare it for insertion to multi-track software by use of cropping tools, effects and amplitude fades. The candidate will also gain knowledge of the correct use of appropriate file types and correct storage and labelling processes. The candidate will have the knowledge of copyright law and its application in the field of audio.

### **OUTCOMES**

Describe the effect on digital audio of recording, editing and playback techniques.

Identify and plan the acquisition of digital audio for a specified multi-track brief.

Acquire and manipulate sound using multi-track techniques in accordance with a specified brief.

Playback and evaluate a multi-track recording in accordance with a given brief.

**UNIT** Digital Acquisition and Editing: Video (SCQF level 6)

**CODE** F3T6 12

### **SUMMARY**

The purpose of this Unit is to allow candidates to acquire knowledge and skills required to undertake the acquisition and editing of digital video within the context of a given brief. Candidates will develop skills which will enable them to identify video requirements and plan the acquisition of the video images.

Candidates will also develop skills to interpret the given brief and edit video to meet the needs of the brief.

On completion of this Unit candidates should be able to confidently report on and justify reasons for their selection of video images and how to acquire them, present the finished video in a format which conforms to the proposed solution for the brief and evaluate the finished product and their own performance.

### **OUTCOMES**

Plan the acquisition and editing of digital video images to meet the requirements of the given brief.

Acquire and edit digital video images in accordance with the given brief.

Evaluate finished product and own performance within the requirements of the given brief.

## **2 Rationale for the revision of the Group Award**

The rationale for developing the National Progression Award (NPA) Digital Media Production at SCQF level 6 is to address a demand for provision of an award that focuses on editing various digital media elements to produce a final product, especially one that may be gained through short-course or flexible provision.

This award is designed to follow on from the NPA Digital Media Editing at SCQF level 5 where candidates gain basic skills in acquiring digital elements from various

sources. This award will give candidates the opportunity to develop their skills in acquiring and editing digital media elements for given briefs.

In recent years there has been rapid uptake of courses in multimedia, web design, digital media, creative arts and related disciplines. However, as yet there has been no nationally devised course that specifically addresses these disciplines at lower levels in the Scottish Credit and Qualifications Framework (SCQF), or allows natural articulation to higher levels of study.

Use of digital media has grown to the extent that over half the households in the UK have access to it at home and some 80% of businesses make use of it. In recent years the government has made clear its intention that its citizens should have access to information, advice and support from government bodies and local councils in electronic form through the internet. It has funded a range of initiatives to improve the infrastructure for public access to the internet, in community centres, libraries, shops and other public places. As a result, the further education and community education sectors have seen a corresponding increase in demand for entry qualifications in aspects of digital media. The rationale for the development of this National Progression Award (NPA) in Digital Media Production is to address the demand for provision of a qualification in the elements of acquisition, editing and production of a final product on computer systems.

This NPA will offer candidates a knowledge and understanding of acquiring, editing and production of digital media elements in a fundamental area within digital media. This award will also develop skills in the use of a range of tools to acquire various digital elements from a range of different sources, editing and assembling them into a final product.

This award is suitable for a wide range of candidates — from secondary school pupils through to ‘mature lifelong learners’. It will be beneficial to candidates in employment as well as those wishing to acquire skills to enter or re-enter the workplace.

The award is composed of existing Units which form part of the National Certificate in Digital Media Computing (NC DMC) awards. Candidates undertaking the NC DMC awards have the opportunity to be certificated for this National Progression Award depending on their choice of Units within their programme of study. Conversely, candidates who achieve this award will have SCQF credits that can count towards the National Certificate in Digital Media Computing awards or progression into other areas.

The award focuses on technical skills in the creation of images and editing images with a computing slant, but also emphasises the importance of the design process and soft skills such as interviewing and responding to feedback. Some aspects of the qualification also address demands from industry and government for the promotion of ‘employability skills’. Successful candidates should be expected to have an appreciation of important employability skills such as collaboration, communicating with a client, problem solving and reflective practice, as well as being able to produce aesthetically pleasing product.

In general terms, NPAs have been developed in a number of areas, at SCQF levels 4, 5 and 6, to offer qualifications that focus on a particular area of study and give candidates a breadth of understanding and skills in that area. These awards have a similar rationale to the Professional Development Awards (PDAs) which have been developed for SCQF levels 7 and 8.

## 2.1 How the award meets the criteria for SCQF level 6

The level of this award is SCQF level 6 and has 18 SCQF credit points. This meets the criteria required by the design principles of NPA (ie at least half of the SCQF credit points are at the level of the Group Award).

### SCQF Level Descriptor 6

<b>Knowledge and Understanding</b>	<p>Demonstrate and/or work with:</p> <ul style="list-style-type: none"> <li>◆ generalised knowledge of a subject/discipline</li> <li>◆ factual and theoretical knowledge</li> <li>◆ a range of facts, ideas, properties, materials, terminology, practices, techniques about/associated with a subject/discipline</li> </ul> <p>Relate the subject/discipline to a range of practical and/or everyday applications.</p>
<b>Practice: Applied knowledge and understanding</b>	<p>Apply knowledge and understanding in known, practical contexts.</p> <p>Use some of the basic, routine practices, techniques and/or materials associated with a subject/discipline in routine contexts which may have non-routine elements.</p> <p>Plan how skills will be used to address set situations and/or problems and adapt these as necessary.</p>
<b>Generic cognitive skills</b>	<p>Obtain, organise and use factual theoretical information in problem solving.</p> <p>Make generalisations and predictions.</p> <p>Draw conclusions and suggest solutions.</p>
<b>Communication, ICT and numeracy skills</b>	<p>Use a wide range of skills - for example:</p> <ul style="list-style-type: none"> <li>◆ produce and respond to detailed and relatively complex written and oral communication in both familiar and unfamiliar contexts</li> <li>◆ select and use standard applications to process, obtain and combine information</li> <li>◆ use a wide range of numerical and graphical data in routine contexts which may have non-routine elements</li> </ul>
<b>Autonomy, accountability and working with others</b>	<p>Take responsibility for the carrying out of a range of activities where the overall goal is clear under non-directive supervision.</p> <p>Take some supervisory responsibility for the work of others and lead established teams in the implementation of routine work.</p> <p>Manage limited resources within defined and supervised areas of work.</p> <p>Take account of roles and responsibilities related to the tasks being carried out and take a significant role in the evaluation of work and the improvement of practices and processes.</p>

## 3 Aims of the Group Award

This award is new for the sector and does not replace any existing awards. The award will provide an opportunity for centres to offer a certificated course based around a grouping of Units relating to audio, video and still images within the digital media area at SCQF levels 6.

The general aim of this award is to produce a robust qualification that engages with candidates and allows them to enter vocational education. It will also enable centres to provide a solid grounding to candidates.

### 3.1 Principal aims of the Group Award

- ◆ To introduce candidates to industry-standard software and principles.
- ◆ To develop candidates' understanding of the legislative issues related to ownership.
- ◆ To meet client demands and provide industry with well-qualified and competent juniors to work in the digital media area.
- ◆ To provide candidates with a range of skills to start a new pathway to higher level studies in media studies, computing, multimedia, interactive media, animation and related subjects, through short-course provision.
- ◆ To provide candidates with the specialist skills required to access career opportunities in current and future markets.
- ◆ To ensure that advances in software skills are matched by advances in employability skills such as working with clients, receiving feedback and responding to change.
- ◆ To promote and maintain the importance of these digital elements being included within the design and development of products produced in media studies, computing, multimedia, interactive media, animation, websites and/or web-based media products.
- ◆ To provide candidates with the confidence to acquire and edit digital media elements safely.
- ◆ To give candidates the skills to use software tools effectively to carry out editing of digital media elements.
- ◆ To provide candidates with additional skills by completing this short-course of study which will equip them to articulate to further studies.

### 3.2 General aims of the Group Award

- ◆ To allow candidates to build on their interests, knowledge and/or skills by undertaking a series of National Progression Awards similar to this award or to progress to a selection of different National Certificate awards, particularly the Digital Media Computing suite, or Higher National Certificate and Diploma awards.
- ◆ To address predicted skills gaps.
- ◆ To produce a flexible award that is appropriate for a variety of delivery modes.
- ◆ To enhance the portfolio available to centres by mapping to the National Occupational Standards (NOS) and vendor qualification(s).

The content of these Units is mainly hands-on and therefore the assessment of the Outcomes within each Unit can be delivered individually or as a small project(s) which build up the candidates' knowledge and/or skills through the SCQF level.

### 3.3 Target groups

Many schools already offer vocational courses to pupils in S3, 4, 5 and/or 6. These are often delivered in partnership with a college, private training provider or employer. Where these vocational courses are delivered to S3 and S4 pupils they often replace one Standard Grade.

The target audience for this qualification would therefore be

- ◆ S4, S5 and S6 schools pupils who will undertake the qualification as part of the school's vocational education programme. This is seen as one of the primary

target markets for the qualification. For such candidates the NPA provides a good basis for progression on to PDAs at SCQF level 7 or 8.

- ◆ S5 and S6 school pupils who will undertake the qualification as a broadening of the curriculum.
- ◆ Candidates at colleges who will be undertaking the NPA within full or part-time college programmes. This is seen as the other primary target market for the qualification.
- ◆ Trainees of national programmes which prepare them to enter the workforce, such as Get Ready for Work or Training for Work.
- ◆ Existing employees within digital media, who wish to develop competence in certain areas. These candidates are likely to undertake individual Units and not the full Group Award.

## 4 Access to Group Award

Access to this award will be at the discretion of the centre, however, the following provides guidance on what is considered to be knowledge and/or experience appropriate for entry to the award:

NPA in Digital Media Production at SCQF level 6

It would be beneficial if candidates had the following competences:

- ◆ Communication skills at SCQF level 3, 4 or 5 or equivalent
- ◆ Numeracy skills at SCQF level 3 or 4 or equivalent
- ◆ Information technology skills at SCQF level 4 or 5 or equivalent
- ◆ Problem solving skills at SCQF level 4 or 5 or equivalent

The following candidates may also be considered:

- ◆ Mature candidates without formal qualifications but with appropriate industrial experience.
- ◆ Experienced candidates — there will be opportunities for candidates to gain this qualification through Accreditation for Prior Learning (APL)

## 5 Group Award structure

### 5.1 Framework

Candidates must complete all of the mandatory Units.

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Digital Media: Still Images	F3T5 12	6	6	1
Digital Media Acquisition and Editing: Audio	F3T7 12	6	6	1
Digital Media Acquisition and Editing: Video	F3T6 12	6	6	1

## 5.2 Mapping information

### UNIT Digital Media: Still Images (SCQF level 6)

Outcome 1 is concerned with identifying and presenting a solution to acquire digital images, in line with a given brief. This involves interpreting the brief and planning where and how to acquire a range of digital images.

Outcome 2 is where candidates actually acquire the images required from the planning stage, which will meet the requirements of the interpreted brief.

Outcome 3 is where candidates select the most appropriate digital images, make minor edits and store them on the computer. An image portfolio is then produced which meets the requirements of their solution to the brief.

Outcome 4 is where candidates can evaluate the portfolio of images against the initial brief and their own solution. They also have the opportunity to evaluate their own performance and to identify what they did well and what they would do differently next time.

This Unit is fully compatible with the relevant National Occupational Standards in Digital Media:

*IM1 Work Effectively In Interactive Media*

*IM2 Obtain Assets for Use in Interactive Media Products*

*IM3 Prepare Assets For Use In Interactive Media Products*

*SKS D1 – D11 Produce digital images*

*SKS DMI 3 Contribute to the production of designs using IT*

### UNIT Digital Acquisition and Editing: Audio (SCQF level 6)

Outcome 1 is concerned with knowledge and understanding regarding digital recording, editing and playback techniques.

Outcome 2 is where candidates interpret a brief and prepare a plan to acquire a range of digital audio recordings to meet the brief.

Outcome 3 is where candidates acquire and carry out minor editing for a range of digital audio recordings as determined by their plan.

Outcome 4 is the point where candidates play back their completed audio recording and evaluate it against the initial brief, identifying strengths and weaknesses in their solution.

This Unit is fully compatible with the relevant National Occupational Standards in Digital Media:

*IM1 Work Effectively In Interactive Media*

*IM2 Obtain Assets for Use in Interactive Media Products*

*IM3 Prepare Assets For Use In Interactive Media Products*

*SKS DMI 3 Contribute to the production of designs using IT*

*SKS S27 Make sound recordings*

*SKS S31 Edit sound using a digital editing device*

**UNIT** Digital Acquisition and Editing: Video (SCQF level 6)

Outcome 1 is where candidates interpret a brief and prepare a plan to acquire a range of digital video recordings to meet the brief.

Outcome 2 is where candidates actually acquire and carry out minor editing for a range of digital video recordings as determined by their plan.

Outcome 3 is the point where candidates play back their completed video recording and evaluate it against the initial brief, identifying strengths and weaknesses in their solution as well as evaluating their own performance.

This Unit is fully compatible with the relevant National Occupational Standards in Digital Media:

*IM1 Work Effectively In Interactive Media*

*IM2 Obtain Assets for Use in Interactive Media Products*

*IM3 Prepare Assets For Use In Interactive Media Products*

*SKS DMI 3 Contribute to the production of designs using IT*

*SKS C12 – C31 Shoot video*

*SKS E9 – E17 Edit video*

### **5.3 Articulation, professional recognition and credit transfer**

Candidates who undertake this award could expect to progress onto the next level — full or part-time courses at SCQF levels 7 and/or 8 in a wide range of subject areas. This includes a number of Professional Development Awards (PDAs) and HNC/D courses.

## National Progression Awards

<b>NPA in Computer Networks and Systems SCQF 5</b>	Computing: Install and Maintain Computer Hardware	Computing: Install and Maintain Computer Software	Computing: Computing Networking Fundamentals
<b>NPA in Website Enterprise SCQF 5</b>	Enterprise Activity	Computing: Web Page Creation	Computing: Website Design and Development
<b>NPA in Digital Media Animation SCQF 5 Amended</b>	Introduction to Computer Animation	Computing: Animation Fundamentals	Computing: Digital Media Elements for Applications OR Digital Media: Still Images Editing OR Digital Media: Audio Editing OR Digital Media: Video Editing
<b>NPA in Digital Media Basics SCQF 4</b>	Digital Media: Still Images Acquisition	Digital Media: Audio Acquisition	Digital Media: Video Acquisition
<b>NPA in Digital Media Editing SCQF 5</b>	Digital Media: Still Images Editing	Digital Media: Audio Editing	Digital Media: Video Editing
<b>NPA in Digital Media Production SCQF 6</b>	Digital Media: Still Images	Digital Acquisition and Editing: Audio	Digital Acquisition and Editing: Video
<b>NPA in Computers and Digital Photography SCQF 5</b>	Digital Media: Still Images Editing	Multimedia Computing: Introduction to Digital Photography	
<b>NPA in Software Development SCQF 4</b>	Computing: Programming in a High-level Language — Fundamentals	Software Development	Problem Solving
<b>NPA in Social Software SCQF 4</b>	Digital Culture: Social Software	Internet Safety	Web Logs

**Progression pathways within the Scottish Credit and Qualifications Framework:**

SCQF level	SQA National Units, Courses and Group Awards	Higher Education	Scottish Vocational Qualifications	SCQF level
12		Doctorates		12
11		Masters	SVQ 5	11
10		Honours Degree		10
9		Ordinary Degree		9
8		Higher National Diploma <b>PDA at SCQF level 8</b>	SVQ 4	8
7	Advanced Higher	Higher National Certificate <b>PDA at SCQF level 7</b>		7
6	National Certificate in Digital Media Computing <b>NPA at SCQF level 6</b>		SVQ 3	6
5	National Certificate in Digital Media Computing <b>NPA at SCQF level 5</b>		SVQ 2	5
4	National Certificate in Digital Media Computing <b>NPA at SCQF level 4</b>		SVQ 1	4
3	Access 3			3
2	Access 2			2
1	Access 1			1

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

## 6 Approaches to delivery and assessment

### 6.1 Delivery

This award should be delivered with regard to current legislation and health and safety guidelines.

The individual Units can be delivered in any order, but it is suggested that the Still Images and Audio Units are completed before the Video Unit, in the following logical sequence:

F3T5 12 Digital Media: Still Images SCQF level 6

F3T7 12 Digital Media Acquisition and Editing: Audio SCQF level 6

F3T6 12 Digital Media Acquisition and Editing: Video SCQF level 6

Schools, colleges, other training providers and employers would have to make local arrangements for delivery which best suits their needs and the needs of the candidates. The course could be delivered as part of a full-time course, on a part-time basis and on a flexible delivery basis. Evening class provision could offer the three Units over one academic session, one evening per week. However, centres are encouraged to integrate the Units where possible.

### 6.2 Assessment

The assessment for Outcome 1 should be offered towards the end of the Unit, once candidates have gained the knowledge and understanding through the practical aspects of the Units. Assessment for each of the Units is sequential from Outcome 2 onwards — *practical assessments*.

Centres are encouraged to use a holistic approach to assessment for the practical aspects across the award, integrating assessments where possible. The knowledge and skills can be assessed using a variety of methods including e-assessment.

The content of these Units is mainly hands-on and therefore the assessment of the Outcomes within each Unit can be delivered individually or as a small project(s) which builds up the candidate's knowledge and/or skills through the SCQF level.

## 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](http://www.sqa.org.uk/assessmentarrangements).

### Internal and external verification

All instruments of assessment used within this Group Award 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 and Quality Assurance for Colleges of Further Education* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## 8 General information for candidates

The National Progression Award in Digital Media Production at SCQF level 6 will develop knowledge and skills required in the acquisition, editing and production of digital media elements in a formal educational setting for business or personal purposes. The Units that comprise this National Progression Award are a subset of the Units in the National Certificate in Digital Media Computing suite of awards at SCQF level 6.

This National Progression Award is capable of being delivered in a wide range of delivery modes. It is well suited to delivery as an intensive short-course programme, making full use of the inter-relationship between the Units. This award can also be delivered on a full-time, part-time or flexible mode at a centre's discretion.

The delivery of the component Units will be largely through practical activities, supported by demonstration and exposition. Information and theory will be covered in discussion, but candidates will also develop independence in their learning through exercises which will require information to be acquired from the internet and assessed for suitability and relevance.

With the increasing availability of e-learning materials, it is highly likely that some of the delivery of these awards will be presented in an online format.

The assessment for these Units is largely composed of practical assignments and the evidence for achievement will be a logbook maintained by the candidate along with stored and printed elements of their work with corresponding candidate checklist(s) completed by the assessor (where necessary). The candidates' knowledge and understanding will be tested by written and/or oral recorded evidence.

The testing of knowledge and understanding may be carried out through computer-based assessment (e-assessment) which will provide candidates with 'on-demand' testing and immediate return of their results.

A successful candidate will have gained the knowledge and skills suitable to complement the study of other National Progression awards similar to this award or to progress to a selection of different National Certificate awards, particularly the Digital Media Computing suite, or Higher National Diploma awards.

## 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](http://www.scqf.org.uk)

**SCQF credit points:** One SCQF credit point equates to 10 hours of learning. NQ Units at SCQF levels 2–6 are worth 6 SCQF credit points, NQ Units at level 7 are worth 8 SCQF points.

**SCQF levels:** The SCQF covers 12 levels of learning. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

**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 National Certificate/National Progression Award 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 National Certificates/National Progression Awards** are those developments or revisions undertaken by a group of centres in partnership with SQA.