



**Arrangements for:
HNC Media Analysis and Production
at SCQF level 7**

Group Award Code: G916 15

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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.

Version number	Description	Date
10	<p>Revision of Unit: F7PW 34 Journalism Skills: Introduction to Industry and Practice has been revised by J6JS 34 Journalism: An Introduction. F7PW 34 Journalism Skills: Introduction to Industry and Practice will finish on 31/07/2024</p>	11/07/22
09	<p>Unit Finished: The unit DF64 34 <i>Multimedia Computing: Animation 1</i> has now finished and has been removed from the framework.</p>	23/07/21
08	<p>Revision of Units: J1S4 34 Writing for the Media has replaced DH4F 34 Writing for the Media which finished on 31/07/2020.</p> <p>H4A1 34 Creative Industries: An Introduction added as an alternative to DJ21 34 Creative Industries Infrastructure.</p> <p>H4A0 34 Creative Industries: Preparing for the Workplace added as an alternative to DJ3A 34 Working in the Creative Industries.</p> <p>DR0T 34 Entrepreneurship in the Creative Industries. Removed from framework This unit finished on 31/07/2020 and there is no direct replacement.</p> <p>DF65 35 Multimedia Computing: Animation 2. Removed from framework. This unit finished on 31/07/2020 and there is no direct replacement.</p>	15/09/2020
07	<p>F7PW 34 <i>Journalism Skills: Introduction to Industry and Practice</i> added to the optional section (Group 1) of the framework</p>	24/03/20

06	<p>FD5W 34 <i>Scripting and Presenting for Radio News</i> has been replaced by H9DW 34 <i>Scripting and Presenting for Radio Information Bulletins</i>.</p> <p>DR0T 35 <i>Entrepreneurship in the Creative Industries</i> will finish on 31/07/2020.</p> <p>F1D1 35 <i>Contemporary Art Practice: Digital Media Production</i> has been replaced by FD68 35.</p> <p>DK2K 34 <i>Getting Started in Business</i> has been replaced by H7V4 34 <i>Preparing to Start a Business</i>.</p> <p>F565 34 <i>3D Computer Animation: Movement Studies Intermediate</i> has been added to the framework.</p> <p>DE30 35 <i>Narrative and Genre in Computer Games</i> has been replaced by F6BX 35.</p>	07/11/18
05	<p>Revision of Units: DM2G 35 Television Scriptwriting: Non-Factual Programmes replaced by F45S 35.</p> <p>DM2F 35 Television Scriptwriting: Factual Programmes replaced by F45R 35.</p>	18/09/18
04	<p>Revision of Unit: DJ2H 35 Music and Image: Video (finish date 31/07/2020) has been replaced by J0MG 35 Music and Image – Video (start date 01/08/2018)</p>	17/07/2018
03	<p>Revision of Unit: DW9J 34 Animation: An Introduction has been replaced by HG56 34 and will finish 31/07/2019</p>	18/10/16
02	<p>Revision to Unit: DK2K 34 <i>Getting Started in Business</i> has been revised by H7V4 34 <i>Preparing to Start a Business</i> and will finish on 31/07/2016.</p>	16/12/214

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1 Introduction

This is the Arrangements Document for the revised Group Award HNC Media Analysis and Production which was validated in April 2008. 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 Award

Revision of the HNC has involved an increased focus on employability and on the changing nature of the media industries in Scotland. The revised Group Award has been modernised under SQA's design principles, to be incorporated within the SCQF, and to meet the needs of employers, candidates and higher education institutions.

Media industries also require a variety of skills. The Group Award aims to meet these needs by providing candidates with a range of skills to maximise employment opportunities within the sector. Video production has been included in the mandatory framework in preference to radio and animation because it provides additional, transferable skills including audio editing, scripting, and storyboarding. Radio and animation are covered by the options.

The rationale behind the revised HNC is to provide a dual approach to theory and production, developing candidates' media skills and allowing them a range of future choices. The revised framework is informed by the results of the market research undertaken by the centre.

Initial review phase

The first stage of the review consisted of consulting with students, delivery staff, representatives from industry, and higher education institutions, particularly those with which articulation agreements existed. The available subject Unit options were then investigated and appropriate mandatory and optional Units selected. The Unit F3F7 34 *Media Analysis: Semiotics, Representation and Ideology*, proposes semiotics as the primary tool in its delivery and explicitly looks at the media from the point of view of the issues surrounding representation and ideology in media production. These are the theories which underpin the rest of the Group Award and this Unit will allow candidates the opportunity to gain a high level of competence in them.

Follow up phase

Scottish employers in film, television and radio production and advertising were consulted, as were several higher education institutions, former students of the predecessor Group Award and prospective candidates. Market research was carried out using questionnaires to industry and students. Some of these were followed up by emails and telephone consultations. All of the information was collated and analysed, resulting in the framework presented for validation and subsequently agreed by the Panel.

3 Aims of the Group Award

3.1 General aims of the Group Award

The general aims of HNC Media Analysis and Production are:

- 1 To develop candidates' knowledge and skills in planning, analysis and evaluation.
- 2 To develop candidates' transferable skills to enhance employment.
- 3 To develop candidates' skills related to the National Occupational Standards.
- 4 To develop study and research skills.
- 5 To develop candidates' Core Skills.
- 6 To develop candidates' citizenship skills through brief driven projects.
- 7 To enable progression within the SCQF.

3.2 Specific aims of the Group Award

The specific aims of HNC Media Analysis and Production are:

- 8 To prepare candidates for employment in the media industries.
- 9 To prepare candidates for progression to further studies in media production and analysis.
- 10 To develop a range of contemporary vocational skills in the media industries.
- 11 To permit an element of vocational specialisation by providing a wide range of options.
- 12 To develop candidates' technical skills in video production to an advanced level.
- 13 To develop candidates' technical skills in photography.
- 14 To develop candidates' knowledge in the area of film theory.
- 15 To develop candidates' skills in the analysis of representations and ideology.

3.3 Target groups

There are no unnecessary barriers to entry. Further details of entry requirements are given in the section on Access. The Group Award is particularly suited to the following groups:

- ◆ School leavers
- ◆ Adult returners to education
- ◆ Candidates in employment who wish to enhance their career prospects
- ◆ Candidates completing National Certificate at college
- ◆ Individuals working in the media industries and wishing to gain a formal qualification

3.4 Employment opportunities

The majority of successful candidates are likely to progress to degree programmes, whilst most others may go on to relevant employment in video production, television and publishing or employment in related areas such as marketing. Job opportunities could be:

- ◆ Production assistant
- ◆ Video production assistant
- ◆ Editorial support
- ◆ Marketing assistant

4 Access to Group Award

Access to this Group Award is at the discretion of the centre. In all cases, it is recommended that candidates are invited for a formal interview, evidencing via qualifications and/or samples of work where appropriate, that they possess the skills required to have a realistic chance of achieving the HNC. The suitability of the course to meet the needs of the candidate should be discussed at this interview.

4.1 Formal qualifications

While access to the programme is at the discretion of the centre, it is beneficial if candidates possessed at least one of the following:

- ◆ one National Course at SCQF level 6 with appropriate communication and analytical skills (e.g. Higher Media Studies at grade C or above, Higher English at grade C or above) and four National Qualification Units at SCQF level 5 or above (e.g. Standard Grades at Credit level or National Courses at Intermediate 2 at grade ‘C’ or above))
- ◆ a programme of National Units in Media at SCQF level 5 or 6
- ◆ an equivalent qualification from other awarding bodies, providing the competencies can be identified and are appropriate

In addition, any appropriate combination of the above qualifications may be acceptable.

Candidates who do not possess formal entry qualifications may be considered for entry if they have relevant work experience in the media or related industry. Where English is not the first language, it is recommended that candidates possess English for Speakers of Other Languages at SCQF level 5.

4.2 Recommended Core Skills entry level

The recommended Core Skills entry levels for the HNC in Media Analysis and Production are as follows:

Core Skill	Recommended Entry SCQF level
Communication	5*
Numeracy	4
IT	4
Problem Solving	5
Working with Others	5

*A minimum SCQF level 5 in *Communication* is required. It would be more advantageous if candidates possess the Core Skill of *Communication* at SCQF level 6. It may be that candidates will be asked to produce a piece of work to demonstrate adequate communication skills. Additional support could be offered where required.

Where candidates do not come with an existing Core Skills profile, it is recommended that the centre consider carrying out a Core Skills profiling exercise.

5 Group Award structure

The structure of the Group Award and the content and context of the Units reflect the flexibility of the Group Award to meet the demands of higher education institutions and employers. This flexibility is also reflected in the range and number of optional Units.

5.1 Framework

Higher National Certificate in Media Analysis and Production (G916 15)

For a candidate to achieve the HNC in Media Analysis and Production, they must attain **all** of the mandatory Units (56 SCQF credit points/7 SQA credits), including one Graded Unit at SCQF level 7 (8 SCQF credit points/1 SQA credit). Candidates must **also** attain 40 SCQF credit points/5 SQA credits from the list of optional Units, of which a minimum of 8 SCQF credit points/1 SQA credit must be at SCQF level 7.

Mandatory Units

Candidates must achieve **all** of the following mandatory Units (56 SCQF credit points/7 SQA credits):

Code	Unit title	SCQF credit points	SCQF level	SQA credit value
F4AN 34	Media Analysis and Production Graded Unit 1	8	7	1
D7M3 34	Video Production 1: Planning and Production	8	7	1
DW9R 34	Film Theory	8	7	1
DW6C 34	Photography: An Introduction	8	7	1
F3F7 34	Media Analysis: Semiotics, Representation and Ideology	8	7	1
D7XR 35	Video Production 2: Making a Video Programme	16	8	2

Optional Units

Candidates **must** also attain 40 SCQF credit points/5 SQA credits from of the following list of optional Units, and a minimum of 8 SCQF credit points/1 SQA credit of these **must** be at SCQF level 7:

Code	Unit title	SCQF credit points	SCQF level	SQA credit value
J6JS 34*	Journalism: An Introduction	8	7	1
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	8	7	1
D7MC 35	Narrative in Fiction and Film	8	8	1
D7XP 35	Radio Production 2: Producing Programme in a Range of Styles	16	8	2
HG56 34 *	Animation: An Introduction	8	7	1
DH4C 34	Media Analysis: Advertisements	8	7	1
J1S4 34*	Writing for the Media	8	7	1
DJ21 34 Or H4A1 34*	Creative Industries Infrastructure Creative Industries: An Introduction	8	7	1
J0MG 35*	Music and Image: Video	8	8	1
DJ3A 34 Or H4A0 34*	Working in the Creative Industries Creative Industries: Preparing for the Workplace	8	7	1
H9DW 34 *	Scripting and Presenting for Radio Information Bulletins	8	7	1
DX28 34	Video Practice and Theory for New Media	8	7	1
DX34 35	Digital Video for Artists and Designers	8	8	1
DX68 35	New Media Project	16	8	2
FD68 35 *	Contemporary Art Practice: Digital Media Production	16	8	2
F1F0 35	Film Studies for New Media	8	8	1
H7V4 34*	Preparing to Start a Business	8	7	1
F565 34	3D Computer Animation: Movement Studies Intermediate	16	7	2
F45R 35*	Television Scripting: Factual Programmes	16	8	2
F45S 35*	Television Scripting: Non-Factual Programmes	16	8	2
F6BX 35 *	Narrative and Genre in Computer Games	16	8	2
DH8K 35	Law and the Communication Industries	8	8	1

*Refer to History of Changes for revision details.

Graded Unit

F4AN 34 Graded Unit 1: Media Analysis and Production contained within this Group Award is a project based practical assignment. This type of assessment instrument was chosen because the application of practical skills is most appropriate for this Group Award, whilst still reflecting the balance between theory and practice.

Recommendations for selecting options

To enable candidates to seek employment in the production sector, it is recommended that the following Units are amongst those selected:

- ◆ DX28 34 Video Practice and Theory for New Media
- ◆ DX34 35 Digital Video for Artists and Designers

To enable candidates to seek employment in broadcasting, it is recommended that some of the following Units are amongst those selected:

- ◆ D7M2 34 Radio Production 1: Analysing and Producing Radio Programmes
- ◆ D7XP 35 Radio Production 2: Producing Programme in a Range of Styles
- ◆ DM27 34 Scripting and Presenting for Radio News
- ◆ F45R 35 Television Scripting: Factual Programmes

5.2 Mapping information

5.2.1 Core Skills

The recommended Core Skills entry and exit levels for the HNC Media Analysis and Production are as follows:

HNC Events — Core Skills Entry/Exit level		
Core Skill	Recommended Entry level	Recommended Exit level
Communication	SCQF level 5*	SCQF level 6
Numeracy	SCQF level 4	SCQF level 5
Information Technology	SCQF level 4	SCQF level 6
Problem Solving	SCQF level 5	SCQF level 6
Working With Others	SCQF level 5	SCQF level 6

*A minimum SCQF level 5 in *Communication* is required. It would be more advantageous if candidates possess the Core Skill of *Communication* at SCQF level 6. It may be that candidates will be asked to produce a piece of work to demonstrate adequate communication skills. Additional support could be offered where required.

To achieve exit SCQF level 5 in the Core Skill of *Numeracy*, it is recommended that centres deliver one of the optional Units such as DK2K 34 *Getting Started in Business*. Refer to the Core Skills statement in the individual Unit descriptors for further information.

Where candidates do not come with an existing Core Skills profile, it is recommended that the centre consider carrying out a Core Skills profiling exercise.

5.2.2 Relation of aims to structure

For a list of how the Units map to the aims of the Group Award see Appendix 1.
See Appendix 2 for a table of alignment of Units with National Occupational Standards.

5.3 Articulation, professional recognition and credit transfer

5.3.1 Articulation and progression

The main purpose of the HNC Media Analysis and Production Group Award is to provide the basis for vocational employment, however the majority of successful students from the predecessor award progressed to higher education institutions in the first instance. This is likely to be the case with this award and so the following articulation arrangements for this Group Award have been agreed:

Articulating HE centres	Degree programmes
University of the West of Scotland	BA (Hons) Broadcast Production (Year 2) BA (Hons) Filmmaking and Screenwriting (Year 2)
University of Cumbria	BA (Hons) Media Production (Year 1) BA (Hons) Film Studies (Year 1) BA (Hons) Journalism (Year 1)
Queen Margaret University	BA (Hons) Media (on application)

Market research has indicated that media degree students have the highest employment rate among new graduates where 71% have gained employment after six months as opposed to only 63% of other graduates, reflecting the range of employability and transferable skills gained in media studies courses.

5.3.2 Credit transfer arrangements

Candidates may be given credit transfer between HN Units (developed using 1988 design principles) and the revised HN Units (developed using 2003 design principles). There is no transition framework for the HNC Media Analysis and Production but candidates can be given credit transfer for individual Units.

Credit transfer can be given where there is broad equivalence between the subject related content of the Unit or combination of Units. Candidates who are given credit transfer between predecessor Units and revised HN Units must still satisfy all other conditions of the revised HNC Media Analysis and Production, including the mandatory Units, Graded Unit and the correct number of credits at the correct SCQF level.

The table below details where credit transfer can be given between predecessor Units and revised Units. These have been agreed by the External Verifier.

Revised Unit Name and Code	SQA credit value	Predecessor Unit Name and Code	SQA credit value	Comments
Video Production 1: Planning and Production D7M3 34	1 credit	Video Production 1: Planning of a Short Video Sequence A6SE 04	1 credit	Full credit transfer
Video Production 2: Making a Video Programme D7XR 35	2 credits	Video Production 2: Producing a Video Programme A6SF 04	2 credits	Full credit transfer
Radio Production 1: Analysing and Producing Radio Programmes D7M2 34	1 credit	Radio Production 1: Broadcasting Styles and Production A6SH 04	1 credit	Full credit transfer
Radio Production 2: Producing Programmes in a Range of Styles D7XP 35	2 credits	Radio Production 2: Producing Different Types of Programmes in a Range of Styles A6SJ 04	2 credits	Full credit transfer
Film Theory DW9R 34	1 credit	Media Theory A6T9 04	3 credits	Full credit transfer
Media Analysis: Semiotics, Representation and Ideology F3F7 34	1 credit	Media Theory A6T9 04	3 credits	Full credit transfer
		Film Genre Analysis A6TB 04	1 credit	No credit transfer available
Media Analysis Advertisements DH4C 34	1 credit	Media Analysis: Advertisements A6RW 04	1 credit	Full credit transfer
Writing for the Media DH4F 34	1 credit	Writing for Print and Broadcast Media A6S3 04	1 credit	Full credit transfer

For a candidate wishing to use credit transfer towards a Group Award, it would be good practice to draw up an individual learning plan for the candidate to ensure all the requirements of the Group Award can be met.

6 Approaches to delivery and assessment

Content and context

The Group Award has been designed to provide a balance between theoretical and practical knowledge and skills, to allow for progression along either academic or vocational routes.

Mode of delivery

The course may be delivered on a full-time or part-time basis. Guidance on open learning can be found below. Many aspects of the course may be suitable for online delivery.

Sequence of delivery

A suggested delivery model is given in Appendix 4.

Delivery methods

It is likely that delivery will comprise of a combination of lectures, workshops, self-directed study, practical demonstrations, peer critiques, class discussions, group work, guest lecturers, industry-led workshops and presentations. Taking a holistic approach, replicating the work ethos of the media industries, students will be given the opportunity to expand their knowledge in association with citizenship issues through brief driven projects. There are no formal assessments for Core Skills; therefore Core Skills should be promoted, where applicable, during delivery.

Assessment strategy

The course is divided into theory and practical subjects across each semester to avoid overlaps. It is likely that a variety of assessment techniques will be utilised eg classroom-based knowledge assessments, practical assessments and project based assignments which will include multi media products.

Staff delivering mandatory Units in the first semester or block should introduce the candidates to the requirements of the Graded Unit in order to prepare them in advance of its scheduled start date.

Integration opportunities

Many of the key skills for production and analysis are reinforced in more than one area, as can be seen from Appendix 3 (Core Skills mapping) and Appendix 2 (Alignment of Units with National Occupational Standards) and this provides opportunities for cross assessment. In particular, if selected, the Unit DH4F 34 *Writing for the Media* will provide opportunities to produce a variety of scripts for the production-based projects. There are further opportunities for integration between Unit A6SE 04 *Video Production 1: Planning and Production* and, if selected, Unit DX34 35 *Digital Video for Artists and Designers*.

Reassessment

Guidelines for reassessment should be included in course documentation such as course handbooks and instruments of assessment. Candidates should be allowed reassessment opportunities in line with SQA policy. Guidance should be provided by delivery staff and course team members.

Guidance on open learning

Full details on the suitability of individual Units for open learning are contained in each individual Unit specification. Overall, it is not anticipated that this Group Award would be delivered through open learning in its entirety, due to the practical nature and specialist equipment required for practical Units.

7 General information for centres

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

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 and Quality Assurance for Colleges of Further Education* (www.sqa.org.uk).

8 General information for candidates

The HNC Media Analysis and Production is a broad based qualification which encourages you as a media student to develop skills in production and theory, enhancing your employability within the media and other related industries. The title of the Group Award highlights the balance of knowledge and skills you will gain, and the importance of the theory, research, planning and evaluation contained in every media production whether in education or industry.

As well as the mandatory Units covering the areas of video production, film theory, photography and semiotics, candidates may also be able to develop skills in other practical and theory subjects as diverse as animation, advertising, scriptwriting, new media, and music and image depending on the Units offered. These subjects combine to give you the Group Award HNC Media Analysis and Production at SCQF level 7, containing 96 SCQF credit points/12 SQA credits; 56 SCQF credit points/7 SQA credits of which are gained through the mandatory Units and the additional 40 SCQF credit points/5 SQA credits through optional Units chosen by your delivery centre.

It is anticipated that coursework should include analysis and research of media products which develop an understanding of the diversity of the various media industries. A significant proportion of the course will be project based and underpinned by the critical aspects of media theory. In the mandatory video Units, you will gain an understanding of the importance of research, planning and evaluation critical in the pre-production stages to ensure the quality of the post-production product. The Graded Unit will allow you to pull together the skills you have gained in a chosen project, to meet given criteria.

It is likely that a variety of assessment techniques will be utilised. Some could be classroom based and assess your knowledge, whereas others could be practical assignments or project-based assignments. The Graded Unit is a project based practical assignment requiring you to plan, develop and evaluate a media project from a brief. You will be given a Grade of A, B or C on successful completion of the Graded Unit and further information will be presented to you before delivery and during its delivery.

Within the HNC you may:

- ◆ develop analysis and reflective skills
- ◆ work co-operatively with others in production teams
- ◆ develop investigative and research skills
- ◆ plan and implement a range of production skills
- ◆ develop critical thinking and problem solving skills
- ◆ develop highly transferable communication skills
- ◆ prepare for employment
- ◆ prepare for higher levels of education in media and media production

The development of Core Skills is fundamental to increasing employability, improving academic ability, and development as a functioning member of society. The HNC Media Analysis and Production has been designed with the intention that all Core Skills be developed through its delivery. The five Core Skills are *Communication*, *Numeracy*, *IT*, *Problem Solving*, and *Working with Others*.

The mandatory Units of the Group Award cover most of the Core Skills, with *Numeracy* covered by the optional Units such as DK2K 34 *Getting Started in Business*. This is strongly recommended for candidates who do not have an existing qualification in *Numeracy* at SCQF level 5.

Whilst a number of successful candidates move straight to relevant employment, the Group Award is an acceptable entry qualification for many higher education courses and many candidates progress on completion to further study on the 1st or 2nd year of a degree course. Market research has indicated that media degree students have the highest employment rate among new graduates where 71% have gained employment after six months as opposed to only 63% of other graduates, reflecting the range of employability and transferable skills gained in media studies courses.

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 Core Skill Unit: This is a Unit that is written to cover one or more particular Core Skills, e.g. HN Units in Information Technology or Communications.

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/D 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 of aims to Units

Appendix 2: Alignment of Units with National Occupational Standards

Appendix 3: Core Skills mapping

Appendix 4: Suggested delivery schedule

Appendix 1: Mapping of aims to Units

Group Award title: HNC Media Analysis and Production

Unit code	Unit title	Aim 1	Aim 2	Aim 3	Aim 4	Aim 5	Aim 6	Aim 7	Aim 8	Aim 9	Aim 10	Aim 11	Aim 12	Aim 13	Aim 14	Aim 15
D7M3 34	Video Production 1: Planning and Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
D7XR 35	Video Production 2: Making a Video Programme	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
DW6C 34	Photography: An Introduction	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		
DW9R 34	Film Theory	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓			✓	
F3F7 34	Media Analysis: Semiotics, Representation and Ideology	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓				✓
F4AN 34	Graded Unit 1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
D7MC 35	Narrative in Fiction and Film	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
D7XP 35	Radio Production 2: Producing Programmes in a Range of Styles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
DH4C 34	Media Analysis: Advertisements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DH4F 34	Writing for the Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
DJ21 34	Creative Industries Infrastructure		✓	✓	✓	✓		✓		✓	✓					
DJ2H 35	Music and Image: Video	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
DJ3A 34	Working in the Creative Industries	✓	✓	✓	✓	✓		✓		✓	✓					
DK2K 34	Getting Started in Business	✓	✓	✓	✓	✓		✓		✓	✓					
DM27 34	Scripting and Presenting for Radio News	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
DM2F 35	Television Scriptwriting: Factual Programmes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
DM2G 35	Television Scriptwriting: Non-Factual Programmes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				

Unit code	Unit title	Aim 1	Aim 2	Aim 3	Aim 4	Aim 5	Aim 6	Aim 7	Aim 8	Aim 9	Aim 10	Aim 11	Aim 12	Aim 13	Aim 14	Aim 15
DX28 34	Video Practice and Theory for New Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
DX34 35	Digital Video for Artists and Designers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
DX68 35	New Media Project	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
F1D1 35	Contemporary Art Practice: Digital Media Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
DE30 35	Narrative and Genre in Computer Games	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓				
DH8K 35	Law and the Communication Industries		✓	✓	✓	✓	✓	✓	✓	✓	✓					

Appendix 2: Alignment of Units with National Occupational Standards

Group Award title: HNC Media Analysis and Production

HNC Media Analysis and Production is composed of both theoretical and practical/vocational Units. The National Occupational Standards applying to the practical/vocational Units are PRODUCTION (FILM & TV). The following elements are applicable:

P1	Contribute Ideas for Production	P23	Brief and Manage Contributors and Performers Prior to Filming
P2	Assist with the Preparation of a Budget for the Production	P27	Assist with Daily Financial Control
P3	Prepare a Budget for the Production	P30	Research and Assess Locations
P4	Evaluate a Research Proposal	P31	Prepare and Confirm Use of Locations
P5	Identify Sources of Information and Present Findings	P34	Brief Contributors During Shooting
P7	Contribute to Office-Based Pre-Production	P35	Co-ordinate Production Paperwork
P9	Plan and Schedule Production Activities	P38	Assist Documentary Productions
P10	Control the Overall Planning of the Production	P39	Plan and Schedule the Daily shoot
P11	Contribute to the Drafting of Scripts, Links or Written Content	P40	Monitor and Control the Progress of Productions
P13	Clear Copyright Materials	P44	Maintain Continuity During the Production
P14	Identify and Negotiate Copyright Issues	P45	Assist with the Post-Production Process
P15	Ensure Compliance with Regulations and Codes of Practice	P47	Supervise the Edit of a Complete Programme
P16	Assist in Managing Resources for the Production	P48	Plan and Schedule Post-Production Activities
P17	Control Production Materials, Equipment and Supplies		
F1	Manage and Market Yourself as a Freelancer	X1	Contribute to Good Working Relationships
		X2	Ensure Your Own Actions Reduce Risks to Health and Safety

These elements can be mapped to the practical/vocational Units as illustrated in the table that follows:

Group Award title: HNC Media Analysis and Production

Unit code	Unit name	Occupational Standard Reference Number																				
		P1	P4	P5	P7	P9	P10	P11	P13	P15	P23	P30	P34	P35	P38	P39	P40	P44	P45	P47	P48	X1
D7M3 34	Video Production 1: Planning and Production	P1	P4	P5	P7	P9	P10	P11	P13	P15	P23	P30	P34	P35	P38	P39	P40	P44	P45	P47	P48	X1
D7 XR 35	Video Production 2: Making a Video Programme	P1	P4	P5	P7	P9	P10	P11	P13	P15	P23	P30	P34	P35	P38	P39	P40	P44	P45	P47	P48	X1
DW6C 34	Photography: An Introduction	P4	P5	P13	P14	P15	P16	P17	P30	P31	P39	X2										
F4AN 34	Graded Unit 1	P1	P4	P5	P7	P9	P10	P11	P13	P15	P23	P30	P34	P35	P38	P39	P40	P44	P45	P47	P48	X1
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	P1	P4	P5	P6	P7	P8	P9	P10	P11	P13	P14	P15	P35	P40	P44	P45	P46	P47	P48	X1	P1
D7XP 35	Radio Production 2: Producing Programmes in a Range of Styles	P1	P4	P5	P6	P7	P8	P9	P10	P11	P13	P14	P15	P35	P38	P40	P44	P45	P46	P47	P48	
DJ2H 35	Music and Image: Video	P1	P4	P5	P7	P8	P9	P10	P13	P14	P15	P23	P30	P34	P35	P39	P40	P44	P45	P48	X1	
DK2K 34	Getting Started in Business	P1	P2	P3	P5	P13	P14	P15	P27	F1	X1											
DM27 34	Scripting and Presenting for Radio News	P1	P11																			

Unit code	Unit name	Occupational Standard Reference Number																				
DM2F	Television Scriptwriting: Factual Programmes	P1	P11																			
DM2G 35	Television Scriptwriting: Non-Factual Programmes	P1	P11																			
DX28 34	Video Practice and Theory for New Media	P1	P4	P5	P7	P8	P9	P10	P11	P13	P14	P15	P30	P31	P35	P39	P40	P44	P49	X1		
DX34 35	Digital Video for Artists and Designers	P1	P4	P5	P7	P9	P10	P11	P13	P15	P23	P30	P34	P35	P38	P39	P40	P44	P45	P47	P48	X1
DX68 35	New Media Project	P1	P4	P5	P7	P8	P9	P10	P13	P14	P15	P35	P40	P44	P49							
F1D1 35	Contemporary Art Practice: Digital Media Production	P1	P4	P5	P9	P10	P15	P17	P35	P39	P40	P44	P47	P48	P49	P50						
DK2K 34	Getting Started in Business	P2	P3	P5	P13	P14	P15	P27	F1	X1												
DE30 35	Narrative and Genre in Computer Games	P1	P4	P5	P7	P8	P9	P11														
DH8K 35	Law and the Communication Industries	P4	P5	P14	P15																	

Appendix 3: Core Skills mapping

Group Award title: HNC Media Analysis and Production

Unit code	Unit title	Communication		Numeracy		Information Technology	Problem Solving			Working with Others
		Oral	Written	Using Graphical Info	Using Number	Using IT	Critical Thinking	Planning & organising	Reviewing & Evaluating	WWO
D7M3 34	Video Production 1: Planning and Production	5S	5S				6S	6S	6S	6S
D7XR 35	Video Production 2: Making a Video Programme	6S				6S	6S	6S	6S	6S
DW6C 34	Photography: An Introduction	6S				6S	6S	6S	6S	
DW9R 34	Film Theory	6S	6S							
F3F7 34	Media Analysis: Semiotics, Representation and Ideology	5S	5S			5S				
F4AN 34	Graded Unit 1	6S	6S			6S	6S	6S	6S	6S
D7M2 34	Radio Production 1: Analysing and Producing Radio Programmes	5S	6S			6S				

Unit code	Unit title	Communication		Numeracy		Information Technology	Problem Solving			Working with Others
		Oral	Written	Using Graphical Info	Using Number	Using IT	Critical Thinking	Planning & organising	Reviewing & Evaluating	WWO
DK2K 34	Getting Started in Business		5S	5S	5S	5S	6S	6S	6S	
D7MC 35	Narrative in Fiction and Film	6S	6S							
D7XP 35	Radio Production 2: Producing Programmes in a Range of Styles	6S				6S	6S	6S	6S	6S
DH4C 34	Media Analysis: Advertisements	6S	6S							
DH4F 34	Writing for the Media		6E							
DJ21 34	Creative Industries Infrastructure		6S							
DJ2H 35	Music and Image: Video	6S	6S			6S	6S	6S	6S	6S
DJ3A 34	Working in the Creative Industries		5S	4S		4S	5S			
DM27 34	Scripting and Presenting for Radio News					6S	6S	6S		

Unit code	Unit title	Communication		Numeracy		Information Technology	Problem Solving			Working with Others
		Oral	Written	Using Graphical Info	Using Number	Using IT	Critical Thinking	Planning & organising	Reviewing & Evaluating	WWO
DM2F 35	Television Scriptwriting: Factual Programmes		6S				6S	6S		
DM2G 35	Television Scriptwriting: Non-Factual Programmes		6S				6S	6S		
DX28 34	Video Practice and Theory for New Media	6S	6S				6S	6S	6S	6S
DX34 35	Digital Video for Artists and Designers					6S	6S	6S	6S	
DX68 35	New Media Project	6S	6S			6S	6S	6S	6S	
F1D1 35	Contemporary Art Practice: Digital Media Production	6S	6S			6S	6S	6S	6S	
F1F0 35	Film Studies for New Media	6S	6S			6S	6S	6S	6S	
DE30 35	Narrative and Genre in Computer Games		6S				6S	6S	6S	
DH8K 35	Law and the Communication Industries		6S				6S	6S	6S	

Appendix 4: Suggested delivery schedule

Group Award title: HNC Media Analysis and Production

Mode of Study: Full-time

Unit code	Unit title	SCQF level	Mandatory(M) /Optional(O)	SQA credit points	SCQF credit points	Block I/ Semester I	Block II/ Semester II
D7M3 34	Video Production 1: Planning and Production	7	M	1	8	2	
D7XR 35	Video Production 2: Making a Video Programme	8	M	2	16		4
DW6C 34	Photography: An Introduction	7	M	1	8	2	
DW9R 34	Film Theory	7	M	1	8	2	
F3F7 34	Media Analysis: Semiotics, Representation and Ideology	7	M	1	8		2
F4AN 34	Graded Unit 1	7	M	1	8		2
D7MC 35	Narrative in Fiction and Film	8	O	1	8		2
DH4F 34	Writing for the Media	7	O	1	8	2	
DH4C 34	Media Analysis: Advertisements	7	O	1	8	2	
DX34 35	Digital Video for Artists and Designers	7	O	1	8		2
DK2K 34	Getting Started in Business	7	O	1	8		2

NB: Other optional Units exist. The above schedule has been chosen to illustrate how delivery might be planned.