



**National, Higher National and Graded Units**

**Qualification Verification Summary Report 2019**

**Creative Industries**

**Verification group: 400**

## Introduction

This report relates to the findings of external verification activity within the Creative Industries Verification Group (400).

It was evident from the reports that the overall standards for qualifications in the Creative Industries remain high with many examples of good practice identified along with good opportunities for candidates to present impressive, creative practical work.

During the session, 13 verification visits took place and the following units and group awards were verified:

### HN Units

DJ3A 34	Working in the Creative Industries
DM0W 34	Creative Project
H4A1 34	Creative Industries: An Introduction
H4A5 34	Sound Recording: An Introduction
H4A3 34	Camera: An Introduction
H4A6 34	Editing: An Introduction
H4A7 34	Production Skills: An Introduction
H4JD 35	Editing to a Director's Brief
H49T 35	Creative Industries: Television Graded Unit 2

### Workplace Units

H6NX 04	Work Effectively with Others in Creative Industries
H6P1 04	Manage and Market Yourself as a Freelancer in Creative Industries
H6P0 04	Work with Digital Media
F89G 04	Ensure Your Own Actions Reduce Risk to Health and Safety
H6NV 04	Present Ideas and Information to others in the Creative Industries
H6PZ 04	Contribute Ideas for Production
H6PT 04	Undertake Technical Adjustment of Images
H6PJ 04	Record Audiovisual Journalistic Materials
H6PK 04	Edit Audiovisual Journalistic Materials
H6PC 04	Prepare for and Conduct Interviews in the Creative Industries
H6PH 04	Use Digital and Social Media in Marketing Campaigns

### NQ Units

H1TE 11	Voice Skills for the Media
HEOG 46	Creative Industries — Presenting a Creative Product
HEOF 46	Creative Industries — Working with a Creative Brief

### Group Awards

GM69 46	Foundation Apprenticeship in Creative and Digital Media SCQF level 6
GM16 46	NPA in Creative and Digital Media: Technologies, Processes and Practice SCQF level 6
GJ3D 47	Diploma in Creative and Digital Media SCQF level 7

## **Category 2: Resources**

### **Criterion 2.1: Assessors and internal verifiers must be competent to assess and internally verify, in line with the requirements of the qualification.**

Where applicable, all teaching staff had appropriate qualifications and/or professional experience and were participating in relevant CPD activities.

### **Criterion 2.4: There must be evidence of initial and ongoing reviews of assessment environments; equipment; and reference, learning and assessment materials.**

All centres had evidence of initial and ongoing reviews of assessment environments, equipment, and reference, learning and assessment materials.

In almost all centres, good quality master folders were in place, with minutes of meetings showing evidence of ongoing reviews and any required actions.

A few centres had purchased new e-portfolios and these had been used to support the tracking of assessment submissions, feedback, unit completion and internal verification.

## **Category 3: Candidate support**

### **Criterion 3.2: Candidates' development needs and prior achievements (where appropriate) must be matched against the requirements of the award.**

All centres carried out some form of interview process before candidates were enrolled for the awards.

All centres matched candidates' development needs and prior achievements through the interview process. Development and support needs were identified and monitored throughout the delivery of the awards.

In all centres, candidates were provided with help and assistance with any development needs.

### **Criterion 3.3: Candidates must have scheduled contact with their assessor to review their progress and to revise their assessment plans accordingly.**

All centres had systems and arrangements in place for regular, formal one-to-one meetings between candidates and assessors to review progress and to set targets. In addition, due to the evaluative nature of much of the practical work, immediate verbal feedback was often given.

## **Category 4: Internal assessment and verification**

### **Criterion 4.2: Internal assessment and verification procedures must be implemented to ensure standardisation of assessment.**

All centres provided evidence that internal verification processes and procedures were being implemented for pre-delivery and ongoing verification.

All centres provided evidence of the three stages of internal verification.

In all centres the internal verification processes were rigorous and demonstrated consistency in assessment judgements.

### **Criterion 4.3: Assessment instruments and methods and their selection and use must be valid, reliable, practicable, equitable and fair.**

All centres demonstrated effective selection and use of assessment methods and instruments of assessment ensuring validity, reliability, equitability and fairness.

All centres were making good use of SQA assessment support packs (ASPs) where they existed.

### **Criterion 4.4: Assessment evidence must be the candidate's own work, generated under SQA's required conditions.**

All centres had effective processes and procedures in place for ensuring candidates' work was their own and had been generated under SQA's required conditions. The very nature of most of the practical work also ensured this.

In most centres candidates had signed authentication statements in their logbooks to confirm that the work was their own.

### **Criterion 4.6: Evidence of candidates' work must be accurately and consistently judged by assessors against SQA's requirements.**

All centres made accurate and consistent judgements of candidates' work.

It was evident from the reports that the overall standard of work within the Creative Industries qualifications remains high, with many good opportunities being presented to candidates to produce innovative, exciting and creative work.

### **Criterion 4.7: Candidate evidence must be retained in line with SQA requirements.**

All centres retained evidence in line with SQA requirements.

During verification, all centres provided the requested candidate evidence for both practical and written work.

**Criterion 4.9: Feedback from qualification verifiers must be disseminated to staff and used to inform assessment practice.**

All centres demonstrated effective ways of disseminating feedback from verification visits either through minutes of departmental meetings or standardisation meetings.

The team encouraged the centres to keep written minutes when these discussions took place at departmental meetings, and all centres were encouraged to formally record/minute these discussions.

## **Areas of good practice reported by qualification verifiers**

The following good practice was reported during session 2018–19:

- ◆ innovative strategies for delivery and assessment
- ◆ good quality creative project logbooks being used in some centres
- ◆ learners working on live projects with real clients
- ◆ development of tools to support candidates with dyslexia and visual impairment
- ◆ focused workshops scheduled throughout the session to support learning and technical areas
- ◆ strong industry focus and culture of professionalism
- ◆ good quality induction materials viewed in centres
- ◆ good structure of candidate folios
- ◆ candidates having their own Microsoft accounts

## **Specific areas for development**

The following area for development was reported during session 2018–19:

- ◆ Centres were encouraged to support relevant vocational CPD opportunities for staff to reflect industry developments.