



Higher Media Assignment Assessment task

This document provides information for teachers and lecturers about the coursework component of this course in terms of the skills, knowledge and understanding that are assessed. It **must** be read in conjunction with the course specification.

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Introduction

This document contains instructions for candidates for the Higher Media assignment. You must read it in conjunction with the course specification.

This assignment has 50 marks out of a total of 100 marks available for the course assessment.

This is one of three course assessment components. The other components are question papers.

This assignment has two sections.

Section 1 'planning' has 20 marks.

Section 2 'development' has 30 marks.

Marking instructions

The marking instructions for the Higher Media assignment are in the course specification.

Instructions for candidates

This assessment applies to the assignment for Higher Media.

This assignment has 50 marks out of a total of 100 marks available for the course assessment.

It assesses the following skills, knowledge and understanding:

- ◆ consideration of possibilities and problem solving in planning and production processes
- ◆ application of knowledge and understanding of the relevant key aspects of media literacy
- ◆ evaluation of production processes, roles and challenges
- ◆ evaluation of how effectively media codes and/or techniques have been used in the finished content

This assignment has two sections.

Section 1 'planning' has 20 marks.

Section 2 'development' has 30 marks.

Your teacher or lecturer will let you know if there are any specific conditions for doing this assessment.

In this assessment, you have to plan and develop finished media content in response to a brief.

Read through everything before you begin, and ask your teacher or lecturer if you are unsure about what you are expected to do.

Section 1: planning (20 marks)

Complete this section **before** you make your media content.

Assessment task 1 – justify planning decisions

This section is worth 20 marks.

In this task you should discuss your plans for your media content and **justify in detail** the specific planning decisions you have made with reference to the following:

- a Creative intentions in response to the brief (5 marks)
- b Content research (refer to at least one key aspect) (5 marks)
- c Production role(s) and/or institutional context research (5 marks)
- d Audience research (5 marks)

You will gain 1 mark for each relevant, developed point you make, so you should try to make five separate points for each of the areas listed above (a-d). You should use headings to structure your work.

You must make developed points of justification which provide reasons for your planning decisions. You could give a detailed description of:

- ◆ research findings
- ◆ facts and information
- ◆ any other relevant reason

Section 2: development (30 marks)

There are two parts to the development section:

- ◆ making your planned media content
- ◆ evaluating your work – production process and finished media content

Both parts must be submitted to SQA for marking.

Assessment task 2a – make your planned media content

Your media content must be a **finished** media product. At Higher this means a completed media text or a completed part of a media text such as a section of a film or a few pages of a magazine.

Note: you must not submit storyboards, mock-ups, scripts, sketches or other pre-production materials because they are not acceptable levels of finish for Higher.

Assessment task 2b – evaluate your work

You should complete this task **after** you have made your media content.

- a Evaluate the production process and evaluate how effectively you carried out your production role(s) within the institutional context. Give **at least four** developed points of evaluation.

You should refer to the final content and/or elements of the development process to support your evaluation. If you worked within a group or class project, you can refer to the whole content and/or process, or your individual part(s). **(10 marks)**

- b Evaluate how effectively you used media codes and/or techniques to achieve your creative intentions in the finished content. Give **at least five** developed points of evaluation.

You should explain how you have used media codes and/or techniques and evaluate how effectively you have done this. You must refer to particular examples from your finished content to support your evaluation. **(20 marks)**

Note: you cannot submit a Higher assignment for a National 5 assignment assessment task as the requirements are different.

Administrative information

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History of changes

Version	Description of change	Date
1.1	Updated with session 2020-21 modifications.	November 2020
1.2	Session dates updated for 2021-22. No content changes.	August 2021
1.3	Session dates updated for 2022-23. No content changes.	August 2022
2.0	'Valid from' session dates updated on front page.	May 2023

Note: you are advised to check SQA's website to ensure you are using the most up-to-date version of this document.

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