



August 2021

Subject guidance for internally assessed qualifications in 2021–22

Please read this document in conjunction with guidance for the assessment of internally assessed qualifications issued to centres in August 2021.

Group award titles:	HNC Media Analysis and Production
Group award codes:	G916 15

Units and/or outcomes where conditions of assessment can or cannot be altered

All units should be completed following local authority guidance.

The mandatory units and optional units should be completed as set out in the unit specifications. Where this is not possible, the guidance below explains adaptations to assessment for some optional units.

Higher National Units

Centres can use the flexibilities that were introduced by SQA in August 2021, including integrating assessment and changing closed-book assessments to open-book assessments.

Please refer to the document, *Supporting the delivery, assessment and verification of SQA units, session 2021–22: Information and guidance for centres* published in August 2021.

Graded units

The need to complete the assessment of graded units (exam-based and project-based) in HNC, HND and SQA Advanced Qualifications for session 2021–22 was removed.

Please refer to the document, *Guidance on gathering key evidence for Higher National Graded Units in session 2021–22*.

Key extracts from documentation follow to help with grading.

Specific aims for HNC

- 1 To prepare candidates for employment in the media industries.
- 2 To prepare candidates for progression to further studies in media production and analysis.
- 3 To develop a range of contemporary vocational skills in the media industries.
- 4 To permit an element of vocational specialisation by providing a wide range of options.
- 5 To develop candidates' technical skills in video production to an advanced level.
- 6 To develop candidates' technical skills in photography.
- 7 To develop candidates' knowledge in the area of film theory.
- 8 To develop candidates' skills in the analysis of representations and ideology.

Mapping of qualification aims to units

Code	Unit title	Aims							
		1	2	3	4	5	6	7	8
D7M3 34	Video Production 1: Planning and Production	x	x	x	x	x			
DW9R 34	Film Theory	x	x	x	x			x	
DW6C 34	Photography: An Introduction	x	x	x	x		x		
F3F7 34	Media Analysis: Semiotics, Representation and Ideology	x	x	x	x				x
D7XR 35	Video Production 2: Making a Video Programme	x	x	x	x	x			
F4AN 34	Media Analysis and Production: Graded Unit 1	x	x	x	x	x	x	x	x

Grading of HNC learners should be based on a holistic view of evidence throughout the academic session from the other *contributing or mandatory units in the group award, in line with the principal aims of the qualification.

*Contributing units are listed under the 'recommended entry' or 'recommended prior knowledge and skills' section within the graded unit specification. Mandatory units in the group award should be referred to if the graded unit specification does not specify contributing units.

In the case of the HNC Media Analysis and Production the contributing units are:

- ◆ Video Production 1: Planning and Production (D7M3 34)
- ◆ Media Analysis: Semiotics, Representation and Ideology (F3F7 34)
- ◆ Photography: An Introduction (DW6C 34)
- ◆ Video Production 2: Making a Video Programme (D7XR 35)

This approach to grading will provide national standardisation in session 2021–22.

Additional units deemed to provide strong grading evidence can be considered if they can be linked to the principal aims. However, the focus for making an assessment decision and final grade should be based on the guidelines issued in the document *Guidance on gathering key evidence for Higher National graded units in session 2021–22*.

Adaptations to evidence requirements to help manage assessment

Rationale

The following adaptations to evidence requirements will alleviate issues in completing practical work and help maximise time available for learning and teaching. These modifications ensure that the validity and integrity of the course is maintained and help to ensure the safety of lecturers and learners.

Video Production 2: Making a Video Programme (D7XR 35)

Video conferencing, such as Microsoft Teams or Zoom, can be used as a communication tool for production meetings and directing the crew and contributors.

Where access to specialist equipment is limited, learners can use mobile phone apps to demonstrate an understanding of camera controls and functions to achieve creative visual control.

The duration of 8 minutes can be reduced as professional judgement can be used to assess the quality and complexity of the edit.

Radio Production 1: Analysing and Producing Radio Programmes (D7M2 34)

Outcome 2

Video conferencing, such as Microsoft Teams or Zoom, can be used as a communication tool for production meetings, working as a team, and assessing ‘as live’ recordings.

Where access to specialist software is limited, learners can use alternative (free) software that has been agreed with their lecturer/assessor.

Sound quality is assessed in terms of consistency of levels, effective editing and no more than 3 seconds of dead air.

Radio Production 2: Producing Programmes in a Range of Styles (D7XP 35)

Outcomes 1 and 2

Video conferencing, such as Microsoft Teams or Zoom, can be used as a communication tool for production meetings, working as a team, and assessing ‘as live’ recordings.

Where access to specialist software is limited, learners can use alternative (free) software that has been agreed with their lecturer/assessor.

Learners will have been able to demonstrate the relevant skills of producing, presenting, recording, and editing across a variety of programmes.

Photography

Access to equipment

Access to technical equipment will be problematic for many learners. To enhance flexibility, learners can use smart phone and/or tablet cameras and their associated apps in place of DSLR cameras.

If learners are unable to access a photography studio due to COVID-19 restrictions, alternative space and/or equipment can be used. For example, a studio flash can be replaced with domestic lighting. Also, a simple studio space can be replicated at home if necessary. Further advice on alternatives will be available shortly.

Printing images

A key challenge for all learners will be access to printing facilities. Access to college printing facilities is likely to be limited and many commercial printers may be closed or unavailable. Producing a professionally printed portfolio will, therefore, be problematic if not impossible for many learners in session 2021–22. Some learners may have printers at home (but this is unlikely to be the case for all) and the quality of printers will vary.

Set against this context, digitally produced images, online presentations and online portfolios will be acceptable.

Additional guidance and information

If your centre would like to move to a combined assessment approach or adapt the conditions of assessment, please contact operationshmvq@sqa.org.uk. Our subject experts can provide virtual guidance and support at the planning stage.

If you have any questions, please contact qualification.development@sqa.org.uk.