

Next Generation Higher National Unit Specification

Working in the Radio and Audio Industry (SCQF level 8)

Unit code: J6DW 48
SCQF level: 8 (16 SCQF credit points)
Valid from: session 2022–23

Prototype unit specification for use in pilot delivery only (version 1.0) July 2022

This unit specification provides detailed information about the unit to ensure consistent and transparent assessment year on year.

This unit specification is for teachers and lecturers and contains all the mandatory information required to deliver and assess the unit.

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This edition: July 2022 (version 1.0)

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Unit purpose

This unit enables learners to set up their own online brand and empowers them to make their own content from a studio or at home. It focuses on creating and promoting content, building an online brand through different social media platforms, and understanding the roles and responsibilities of working as an employee and freelancer.

Before starting this unit, learners should have experience in producing radio or audio content.

Unit outcomes

Learners who complete this unit can:

- 1 create an online brand
- 2 create a demo and network with it
- 3 investigate operational features, working patterns and conditions in the radio and audio industry

Evidence requirements

Learners must create an online brand for their work in audio or visual presenting or producing. It should be a central platform that houses learners' content and links to the social media accounts they use to promote their work.

Learners must use their work to create a demo and network with it. The focus here should be on learners' ability to find the right industry professional or station to tailor their content to.

Learners must demonstrate that they understand how to set themselves up as a freelancer, and the differences between freelancers and employed staff.

You should assess learners on the online brand they create, their demo and networking skills, and their ability to set themselves up as a freelancer or employee. The standard of evidence should be consistent with the SCQF level of this unit and reflect current industry practice and standards.

Grading

The unit contributes to learners' overall final grades. Please refer to the grading model in the Next Generation Higher National Educator Guide.

Knowledge and skills

The following table shows the knowledge and skills covered by the unit outcomes:

Knowledge	Skills
<p>Outcome 1 Learners should understand:</p> <ul style="list-style-type: none"> ◆ branding strategies ◆ target audiences ◆ online content streams ◆ host sites ◆ file formats ◆ digital promotional tools 	<p>Outcome 1 Learners can:</p> <ul style="list-style-type: none"> ◆ create a branding strategy ◆ manage content ◆ use digital promotional tools
<p>Outcome 2 Learners should understand:</p> <ul style="list-style-type: none"> ◆ how to create a demo ◆ what makes a demo effective ◆ networking opportunities ◆ etiquette and communication techniques when contacting industry professionals 	<p>Outcome 2 Learners can:</p> <ul style="list-style-type: none"> ◆ produce a demo of their work ◆ research relevant industry professionals ◆ communicate with industry professionals to market themselves and their demo ◆ use feedback to review and improve their demo
<p>Outcome 3 Learners should understand:</p> <ul style="list-style-type: none"> ◆ taxation and record-keeping ◆ current tax and national insurance policies ◆ legal, regulatory and ethical issues ◆ employment opportunities in the radio and audio industry ◆ employee roles and responsibilities ◆ freelance roles and responsibilities ◆ current working patterns and trends ◆ the key personal qualities required for effective working 	<p>Outcome 3 Learners can:</p> <ul style="list-style-type: none"> ◆ record and report financial information ◆ analyse the differences between working as an employee and freelancer ◆ identify legal, regulatory and ethical issues in relation to employment status

Meta-skills

Throughout the unit, learners develop meta-skills to enhance their employability in the radio and audio industry.

Self-management

This meta-skill includes:

- ◆ focusing: working to a deadline, managing and scheduling content and posts
- ◆ adapting: changing content to meet the needs of audiences, reviewing content and making feedback-based improvements

Social intelligence

This meta-skill includes:

- ◆ communicating: presentation skills, networking with industry professionals, using social media to promote content
- ◆ feeling: understanding audiences and the impact of demos

Innovation

This meta-skill includes:

- ◆ creativity: producing content and a brand, marketing it creatively, putting together a demonstration
- ◆ critical thinking: analysing what makes an effective demo

Literacies

Learners develop core skills in the following literacies:

Numeracy

Learners develop numeracy skills and an understanding of taxation and financial record-keeping.

Communication

Learners develop communication skills by networking with industry professionals and targeted audiences to promote their work.

Digital

Learners develop digital skills and computer literacy by using specialist software and digital workstations to produce their demos, and digital platforms to promote their content.

NextGen: HN published prototype unit specification for use in pilot delivery only (version 1.0)
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Delivery of unit

You can deliver and assess this unit alongside Radio Station Operation at SCQF level 8, Content Creation at SCQF level 8 and selected optional units in the Higher National Diploma (HND) Radio at SCQF level 8.

Additional guidance

The guidance in this section is not mandatory.

The purpose of this unit is for learners to understand the entry pathways to the radio and audio industry. They start by producing work on their own and establishing their own online brand. Next, they network and create content that is tailor-made to the radio and audio industry brands that interest them. Finally, they examine the roles and responsibilities of both freelance and employed staff in the radio and audio industry.

In outcome 1, learners create a folio of content under an online umbrella or central link. This could be a series of shows, a series of podcasts, video work or a variety of their audio and visual work. They should use social media to promote this work. The aim of outcome 1 is for learners to build their own online brand for their work, and market it with the digital tools available to them.

You should agree with learners on a reasonable amount of content but encourage them to post all the work they have created across this unit, and any content they make outside of their studies, to give them the maximum amount of content to keep and promote.

In outcome 2, learners discover how to network in the radio and audio industry. Learners must make a demo tailored to a radio station or audio production company that they would like to work for. They must also network with an industry professional in that area. For this outcome, you should assess learners on their ability to research and tailor-make content, then competently deliver it to an industry professional.

In outcome 3, learners research how to gain paid work in the audio industry. They should have a firm grasp on the difference between freelance staff and employed staff in a radio station or audio production company. You can assess this outcome with a research task detailing:

- ◆ the differences between freelance and employed work
- ◆ how to register with HMRC
- ◆ how to record and report relevant financial information, such as a tax self-assessment

Equality and inclusion

This unit is designed to be as fair and as accessible as possible with no unnecessary barriers to learning or assessment.

You should take into account the needs of individual learners when planning learning experiences, selecting assessment methods or considering alternative evidence.

Guidance on assessment arrangements for disabled learners and/or those with additional support needs is available on the assessment arrangements web page:

www.sqa.org.uk/assessmentarrangements.

Information for learners

Working in the Radio and Audio Industry (SCQF level 8)

This section explains:

- ◆ what the unit is about
- ◆ what you should know or be able to do before you start
- ◆ what you need to do during the unit
- ◆ opportunities for further learning and employment

Unit information

This unit enables you to set up your own online brand and empowers you to make your own content from a studio or at home. It focuses on creating and promoting content, building an online brand through different social media platforms, and understanding the roles and responsibilities of working as an employee or freelancer.

Before starting the unit, you should have experience in producing radio or audio content.

On completion of this unit, you can:

- 1 create an online brand
- 2 create a demo and network with it
- 3 investigate operational features, working patterns and conditions in the radio and audio industry

Your online brand could be audio or visual presenting or producing. It should be a central platform that houses content you have created and links to the accounts you use to promote your own work.

You create a demo and use it for networking. You should focus on finding the right industry professional or station to tailor your content to.

Throughout the unit, you develop your meta-skills in self-management, social intelligence and innovation. You also demonstrate an understanding of how to set yourself up as a freelancer, and the differences between freelancers and employed staff.

You are assessed using a range of methods covering: the online brand you create, your demo and networking skills, and your ability to set yourself up as a freelancer or employee. The standard of evidence you provide should be consistent with the SCQF level of the unit and reflect current industry practice and standards.

Grading

This unit contributes to your overall final grade.

Administrative information

Published: July 2022 (version 1.0)

Superclass: KA

History of changes

Version	Description of change	Date

Note: please check [SQA's website](#) to ensure you are using the most up-to-date version of this document.