

Next Generation Higher National Unit Specification

Radio: Branding and Imaging (SCQF level 8)

Unit code: J6FN 48
SCQF level: 8 (8 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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Unit purpose

On completion of this unit, learners should be able to explain how a radio station's brand is communicated on-air.

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

Unit outcomes

Learners who complete this unit can:

- 1 explain station branding and audio imaging activity
- 2 evaluate a range of audio imaging elements
- 3 create a range of imaging elements in response to a brief

Evidence requirements

To successfully achieve this unit, learners must provide evidence that they can:

- ◆ explain the roles of imaging in relation to radio station positioning and radio station policies
- ◆ describe a range of at least four imaging items and explain how they are used (see the 'Additional guidance' section for examples) in relation to:
 - station or programme
 - positioning
 - maximising audience
- ◆ explain cross-media brand activity
- ◆ explain the relationship of branding and imaging to off-air promotion activity
- ◆ create a range of connected imaging elements in response to a brief that is effective in terms of:
 - purpose and audience
 - communicating the intended message
 - the programme content fitting the editorial and intended audience
 - a unique but relevant theme
 - music or sound effects
 - spoken or sung content
 - audio processing
 - respect for music licensing and intellectual property rights

The range of elements is at learners' discretion but should include items that are self-contained and designed to integrate with voice or other content in the programme flow.

You can assess outcomes 1 and 2 by a case study that investigates the branding and imaging activity of a particular group or radio station.

For outcome 3, the brief must specify the purpose, audience and intended message. It must specify a range of at least six elements of varying duration, both self-contained and designed for live integration. The range of individual items will share a theme and use music or sound effects, spoken or sung content, and audio processing.

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Grading

This 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"> ◆ the role of imaging in relation to station positioning and station policies ◆ the role of forward promotion in maximising audience ◆ a range of imaging elements ◆ cross-media brand 'stickiness'. ◆ the relationship to off-air promotion activity 	<p>Outcome 1 Learners can:</p> <ul style="list-style-type: none"> ◆ explain the roles of imaging in relation to radio station positioning and radio station policies
<p>Outcome 2 Learners should understand:</p> <ul style="list-style-type: none"> ◆ radio station imaging ◆ programme imaging ◆ the effectiveness of communicating their intended message in terms of purpose and audience and: <ul style="list-style-type: none"> — use of music, SFX or clips — use of script and voice — the quality of edit, mix and audio treatment — integration with programme content 	<p>Outcome 2 Learners can:</p> <ul style="list-style-type: none"> ◆ demonstrate industry practice
<p>Outcome 3 Learners should understand:</p> <ul style="list-style-type: none"> ◆ intellectual property rights ◆ music composition ◆ library music ◆ integration with programme content 	<p>Outcome 3 Learners can:</p> <ul style="list-style-type: none"> ◆ interpret a brief ◆ create connected imaging elements ◆ edit post-production audio

Meta-skills

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

Self-management

This meta-skill includes:

- ◆ focusing: researching to meet the needs of a creative brief
- ◆ Integrity: work ethic and compliance with legal and ethical guidelines and standards
- ◆ adapting: willingness to learn, critical reflection, resilience and working under pressure
- ◆ initiative: self-promotion, and showing enthusiasm and knowledge of the industry

Social intelligence

This meta-skill includes:

- ◆ communicating: communicating clearly with an audience using audio and visual techniques
- ◆ feeling: empathy, building relationships and engaging with a defined audience
- ◆ collaborating: working with contributors or others as part of a team

Innovation

This meta-skill includes:

- ◆ curiosity: asking questions, researching, looking at things from a different angle, critical writing, engaging with and understanding industry practice
- ◆ creativity: generating ideas, problem-solving
- ◆ sense-making: researching, analysing data, seeing the bigger picture, prioritising tasks
- ◆ critical thinking: logical thinking, making judgements based on facts, decision-making

Literacies

Learners develop core skills in the following literacies:

Communication

Learners develop communication skills through communicating clearly with a defined audience. They can also work on listening, storytelling and relaying accurate information.

Digital

Learners develop digital skills and computer literacy through using different software and hardware to research and create digital audio and visual content.

Delivery of unit

This unit is part of the Higher National Diploma (HND) Radio framework. We recommend that you teach and assess it in the subject area. However, you can deliver this unit as a stand-alone unit for the purpose of continuing professional development.

Additional guidance

The guidance in this section is not mandatory.

Content and context of this unit

This is an optional unit in the HND Radio framework. It combines the branding and positioning activities of radio stations with the sophisticated post-production activity of specialist audio and imaging producers.

Learners should use this unit to investigate industry practice and better understand the commercial objectives and public service commitments of a range of radio stations. It is useful to consider a range of radio stations or groups and their different approaches to the media marketplace.

Learners should look at different radio stations' relationships with their specific audiences and the position they choose amongst the choices available to listeners.

This could be in relation to audience variables such as:

- ◆ demographics (age, life stage, gender)
- ◆ psychographics (lifestyle)
- ◆ geographics (from national to local, total survey area)

Or it could be in relation to the station policies designed to satisfy that audience need, such as:

- ◆ format (music choice and rotation)
- ◆ local news content
- ◆ presenter choice

The power of a radio station brand is often recognisable across a range of media. There are radio stations originated from magazine brands. There are also radio station brands that exist across a range of locations and have similar branding and policies. They are designed to satisfy different geographic but similar demographic or psychographic groups.

These brands have value beyond on-air use. They are supported by off-air activities run by street teams who take the brand concept, through a range of newsworthy activities, to a wider audience in the hope of encouraging trial of, or participation in, programme activity.

In the study of specific elements, it becomes clear that maximising audience is often the aim of radio station brands. There are many approaches to programme trails, hooks or holders. Some imaging elements aim to deliver an audience to specific programmes, while other elements are designed to support radio station or programme imaging aims, such as communicating an intended message.

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Radio station imaging elements are created using advanced audio manipulation programs that can communicate an intended message in a sophisticated fashion. This can include use of:

- ◆ music
- ◆ SFX
- ◆ clips
- ◆ script and voice
- ◆ audio treatment (such as voice compression)

You should encourage learners to consider the quality of edit, mix and audio treatment and how well the individual item integrates with programme content.

Approaches to assessment

Although you can assess outcomes 1 and 2 holistically, it still makes sense to teach the outcomes sequentially. Outcome 1 is exemplified by the content of outcome 2, so in delivery they are not entirely separate.

In the evidence requirements for outcome 2, you can choose four elements from the following list:

- ◆ bed
- ◆ donut
- ◆ drop in
- ◆ liner
- ◆ ident
- ◆ loop
- ◆ music demo
- ◆ jingle
- ◆ slogan
- ◆ shotgun
- ◆ stab
- ◆ theme
- ◆ trail
- ◆ sting
- ◆ sweeper

The first two outcomes involve reviewing industry practice. The third outcome is more practical, and learners must create a range of imaging elements in response to a brief which could be set around a real or simulated radio station.

If you deliver this unit as part of the HND Radio, there may be opportunities to integrate delivery and assessment with other units.

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

Radio: Branding and Imaging (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 is designed to equip you with the skills and knowledge needed to contribute to the specialist area of producing on-air imaging. Radio station imaging includes all the jingles, trails and other techniques that radio stations use to define their brand to their audience. This unit is creative, and you produce a suite of audio items in response to a brief.

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

The three outcomes of this unit are:

- 1 explain station branding and audio imaging activity
- 2 evaluate a range of audio imaging elements
- 3 create a range of imaging elements

Outcomes 1 and 2 provide the underpinning knowledge you need to successfully complete the creative task in outcome 3.

Throughout this unit, you develop your meta-skills in self-management, social intelligence and innovation.

To pass this unit you must complete several assessment tasks. You undertake a case study investigation into the branding and imaging activity of a particular radio station or group and then complete an assignment where you make a range of imaging items in response to a brief.

Grading

This unit contributes to your overall final grade.

Administrative information

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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.