

Unit Title: Digital Content Creation – Audio and Video	
Level:	One
Credit Value:	4
GLH:	36
OCNLR Unit Code:	CN0/1/LQ/009
Ofqual Unit Reference Number:	L/616/8253

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to design a digital publication.	1.1. Plan a digital publication, to a set brief, incorporating audio and video elements, which is appropriate to the target audience. 1.2. Source content, including audio and video material, that would be suitable for the target audience. 1.3. Identify the key differences between a 'linked to' media file, and an 'embedded' media file. 1.4. Identify and comply with copyright and academic constraints on using others' information in relation to both sourced audio and video media (e.g. avoiding plagiarism through referencing and breaching legal protections on content usage.)
2. Be able to input audio and video material elements within a rich media publication design.	2.1. Input at least one audio and at least one video element into a rich media publication design. 2.2. Store and retrieve assets and files effectively, in line with instructions, including both local storage (e.g. on local computer or device, or attached removable storage medium) and remote storage (e.g. across a network)

	or in the Cloud).
<p>3. Be able to format and produce a rich media digital publication.</p>	<p>3.1. Use software tools to amend the rich media imported elements to change graphical size of related displays (e.g. the size of a video window, or audio controls), and their position as appropriate to the target audience and design brief.</p> <p>3.2. Use software tools to reduce hardware requirements (e.g. through compressed file size of elements) of the publication.</p> <p>3.3. Check for and correct key errors before producing a final version.</p> <p>3.4. Produce a finished rich media publication that complies with copyright legislation and includes both working audio and working video media.</p>

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner's portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study		Project	✓
Written question & answer/test/exam	✓	Role play/simulation	
Essay		Practical demonstration	✓
Report		Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	