

## Certificate Specification NFQ Level 6

### Digital Media Production 6M20496

#### 1. Certificate Details

**Title** Digital Media Production

**Teideal as Gaeilge** Léiriú Meán Digiteach

**Award Class** Major

**Code** 6M20496

**Level** 6

**Credit Value** 120

**Purpose** The purpose of this award is to enable the learner to design, develop produce, integrate and maintain creative and dynamic digital media content suited to a broad range of platforms. The learner will be able to work independently or as a team member, often taking responsibility for the work of others. Project management is a key feature of this award, ensuring the integration of knowledge, skills and competence in programme specific content and taking responsibility for the finished product or artefact. The award prepares the individual for employment and can also facilitate progression to further or higher education or training.

**Statements of Knowledge, Skill and Competence** Learners will be able to:

#### **Knowledge**

*Breadth* Demonstrate a specialised knowledge of a broad range of digital media production techniques for example:

- 3D modelling
- Sound
- Video production
- Digital graphics
- Animation
- Scripting
- Web authoring

*Kind* Demonstrate an understanding of a spectrum of commonly used technologies, standards, design techniques, tools and media and the impact, bearing in mind the implications of legal

and regulatory constraints these can have on the design and implementation of digital media productions

## **Know How & Skill**

<i>Range</i>	Select and use a range of digital media production hardware and software tools to develop and store digital assets (such as videos, podcasts, training materials etc.) for distribution on a variety of multimedia systems (such as television, radio, web, mobile devices)
<i>Selectivity</i>	Assess and integrate a variety of common digital media elements into a final production or artefact

## **Competence**

<i>Context</i>	Demonstrate application of knowledge and skills within a range of varied and specific digital media contexts and settings involving creative and non-routine activities, utilising theoretical concepts and/or technical or creative skills
<i>Role</i>	Work independently or as a member of a team, and in an ethical, accountable and safe manner, managing the allocation and prioritisation of tasks, scheduling design, development, troubleshooting and evaluation of a range of digital media related components and projects.
<i>Learning to Learn</i>	Learn to reflect on and take responsibility for personal learning, professional and entrepreneurial development.
<i>Insight</i>	Evaluate personal practice, team working situations and end user experiences and expectations to inform self-understanding, personal development and understanding of group dynamics.

The learning outcomes associated with this award are outlined in the associated Component Specifications.

## **Access**

To access programmes leading to this award the learner should have reached the standards of knowledge, skill and competence associated with the preceding level of the National Framework of Qualifications. This may have been achieved through a formal qualification or through relevant life and work experience.

## **Transfer**

Achievement of this award will enable the learner to transfer to other appropriate programmes leading to awards at the same level of the National Framework of Qualifications.

## **Progression**

Achievement of this award will enable the learner to progress to other appropriate programmes leading to awards at the next or higher levels of the National Framework of Qualifications.

## **Progression Awards**

Learners who successfully complete this award may progress to a range of different awards.

**Grading**

Pass

Merit

Distinction

The grade achieved will be determined by the grades achieved on the components

**2. Certificate Requirements**

**The total credit value required for this certificate is 120. This will be achieved by completing:**

<b>Award Code</b>	<b>Title</b>	<b>Level</b>	<b>Credit Value</b>
<b>All of the following component(s)</b>			
6N4090	Project Management	6	15
6N4514	Multimedia Technology	6	15
6N2532	Web Authoring	6	15
<b>A minimum credit value of 15 from the following components</b>			
6N1946	Work Experience	6	15
6N1947	Work Practice	6	15
6N1949	Personal and Professional Development	6	15
<b>A minimum credit value of 15 from the following components</b>			
6N1950	Communications	6	15
6N2191	Leadership	6	15
6N1948	Team Leadership	6	15
6N0697	Customer Service	6	15
<b>A minimum credit value of 30 from the following components</b>			
6N3446	Design Skills	6	15
6N3569	Drawing	6	15
6N3571	Studio Practice	6	15
6N3727	Digital Imaging	6	15
6N4525	Multimedia Sound	6	15
6N4785	Relational Database	6	15
6N4906	Animating Characters in 3D Skills	6	15
6N4907	Animation Drawing	6	15
6N4979	Graphics and Animation	6	15
6N4981	Studio and Location Sound Production	6	15
6N5426	Digital Video Processing and Production	6	15
6N5427	Editing Practice and Techniques	6	15
6N5428	Film and Digital Video Production	6	15
6N5445	Computer Illustration Graphics	6	15
6N5456	Sound Engineering and Music Technology	6	15
6N5806	Music Video Production	6	15

6N5965	Computer Aided Design - 3D	6	15
6N2108	Object Oriented Programming	6	15
6N1277	Web Development	6	15
6N20494	Interactive Scripting	6	15
6N20495	Internet Programming	6	15

### 3. Supporting Documentation

None

### 4. Specific Validation Requirements

None

### 5. Europass Certificate Supplement

The Europass Certificate Supplement for this award can be accessed at: [www.qqi.ie](http://www.qqi.ie).

### 6. FET Award Standards

QQI award standards are determined within the National Framework of Qualifications (NFQ), <http://www.nfq-qqi.com>. QQI determines standards for the education and training awards that it makes itself and that are made by providers to whom it has delegated authority to make an award. Providers offering programmes leading to QQI awards **must** have their programme(s) validated in accordance with current validation policy (see [www.qqi.ie](http://www.qqi.ie)).

Award standards are designed to be consistent with the NFQ's award classes i.e. major, special purpose, supplemental and minor awards. They are expressed in terms of **learning outcomes** i.e. concise statements of what the learner is expected to know or be able to do in order to achieve a particular award. Learning outcomes for QQI awards are contained within the associated specifications:

AWARD CLASS	STANDARDS	AWARDS
Major Award	Certificate Specification	Certificate (Levels 1 to 5) Advanced Certificate (Level 6)
Supplemental Award	Supplemental Specification	Supplemental Certificate (Level 3 to 6)
Special Purpose	Specific Purpose Specification	Specific Purpose Certificate (Levels 3 to 6)
Minor Award	Component Specification	Component Certificate (Levels 1 to 6)

Award standards are thresholds, they describe standards of knowledge, skill or competence to be acquired, and where appropriate, demonstrated, by a learner before an award may be made.

Award standards will be reviewed from time to time as necessary. Minor changes may be made by the QQI executive outside the review cycle where necessary. Changes to standards are published on QQI's website. Providers with validated programmes and providers with delegated authority to make awards are responsible for monitoring relevant standards and making necessary responses to changes.

## 7. FET Credit

Every FET certificate and component specification includes an FET credit value (Table 1). FET credit is quantified in multiples of 5 FET credits (up to 50 hours of learner effort). Learner effort is based on the time taken by typical learners at the level of the award to achieve the learning outcomes for the award. It includes all learning time involved including: guided learning hours, self-directed learning and assessment.

**Table 1: FET Credit Values**

NFQ Level	Major Awards Credit Values	Default Credit Values Minor Awards	Other Permitted Minor Award Credit Values	Special Purpose and Supplemental Award Credit Value Ranges
1	20	5	10	
2	30	5	10	
3	60	10	5,20	>5 and <60
4	90	10	5,15,20	>5 and <90
5	120	15	5,10,30	>5 and <120
6	120	15	5,10,30	>5 and <120

### Guide to Level

Learning outcomes at this level include a comprehensive range of skills which may be vocationally-specific and/or of a general supervisory nature, and require detailed theoretical understanding. The outcomes also provide for a particular focus on learning skills. The outcomes relate to working in a generally autonomous way to assume design and/or management and/or administrative responsibilities. Occupations at this level would include higher craft, junior technician and supervisor.

Strand	Sub-strand	Nature of learning
Knowledge	Breadth	Specialised knowledge of a broad area
	Kind	Some theoretical concepts and abstract thinking, with significant underpinning theory
Know How & Skill	Range	Demonstrate a comprehensive range of specialised skills and tools
	Selectivity	Formulate responses to well defined abstract problems
Competence	Context	Act in a range of varied and specific contexts involving creative and non-routine activities; transfer and apply theoretical concepts and/or technical or creative skills to a range of contexts
	Role	Exercise substantial personal autonomy and often take responsibility for the work of others and/or for the allocation of resources; form and function within, multiple and complex heterogeneous groups.
	Learning to Learn	Learn to evaluate own learning and identify needs within a structured learning environment; assist others in identifying learning needs

Insight

Express an internalised, personal world view, reflecting engagement with others.

*Extract from 'Determinations for the Outline National Framework of Qualifications': NQAI*