

FIELD ARTS AND CRAFTS**Review of *Electronic Media* qualifications and unit standards****Qualifications**

Qualification title	Reference
National Certificate in Radio (Announcing)	0296
National Certificate in Radio (Creative Writing)	0297
National Certificate in Radio (Foundation Skills)	0298
National Certificate in Radio (Production)	0299
National Certificate in Radio (Programming)	0300
National Certificate in Radio (Sales)	0301
National Certificate in Electronic Multimedia	0340
National Certificate in Electronic Multimedia (Advanced)	0341
National Certificate in Computer Generated Imagery	0582

Unit Standards

Subfield	Domain	Id
Electronic Media	Computer-Generated Imagery	15323-15338
	Electronic Multimedia	10759-10779
	Radio	10183-10185, 10210-10214, 10224, 10230-10238, 10278-10283, 10308-10313, 10319, 10320

NZQA National Qualifications Services has completed the review of the qualifications and unit standards listed above.

Date report published

March 2009

Summary of review and consultation process

In 2002, the New Zealand Qualifications Authority (NZQA) took stock of the qualifications and unit standards it is responsible for developing. A prioritisation and rationalisation exercise carried out by National Qualifications Services (NQS) in September 2002 aimed to rationalise the work of NZQA to ensure that the unit standards and qualifications for which NQS was responsible were relevant, useful, and met the current needs of learners, providers, the community, and government. Careful consideration was given to the process to ensure that the unit standards retained by NQS reflected its responsibilities in relation to the Industry Training Act 1992, and national priorities including those expressed in the Tertiary Education Strategy and Statement of Tertiary Education Priorities (STEPS). The decision was made for NQS to exit from standard setting responsibilities in the area of Electronic Media national qualifications and unit standards.

NQS sent a letter to accredited providers signalling its intention to expire the standards and seeking feedback on a suitable transition timeframe.

NQS received feedback from affected customers for the Radio standards and qualifications signalling that a three year transition was appropriate. However given the time elapsed since expiry was signalled, the current usage of the standards and qualifications, the credit value of the qualifications being used, and the ongoing dialogue with the sector, NQS believes a two year transition is sufficient.

NQS also received feedback from a number of secondary schools seeking the retention of a small group of standards within the Computer-Generated Imagery domain, as they were being used to assess specialised programmes of learning. These requests were considered against the likely development of curriculum based achievement standards as part of the joint Ministry of Education/NZQA alignment of standards project. As any new achievement standards in this area at level 2 and 3 will not be rolled out until 2012/2013, it was agreed that a transition through to December 2013 would prevent any disadvantage to learners.

Review of *Electronic Media* Qualifications

Main changes resulting from the review

The following qualifications were designated expiring and will expire at the end of December 2010.

National Certificate in Radio (Announcing) [Ref: 0296]
 National Certificate in Radio (Creative Writing) [Ref: 0297]
 National Certificate in Radio (Foundation Skills) [Ref: 0298]
 National Certificate in Radio (Production) [Ref: 0299]
 National Certificate in Radio (Programming) [Ref: 0300]
 National Certificate in Radio (Sales) [Ref: 0301]
 National Certificate in Electronic Multimedia [Ref: 0340]
 National Certificate in Electronic Multimedia (Advanced) [Ref: 0341]

Review category	D	See Key to Qualification Review Categories at the end of report
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The following qualification was designated expiring and will expire at the end of December 2013.

National Certificate in Computer-Generated Imagery [Ref: 0582]

Review category	D	See Key to Qualification Review Categories at the end of report
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Transition

None. The last date for assessments to take place for the qualifications is **December 2010** apart from [Ref: 0582], for which the last date for assessments to take place is **December 2013**. It is assumed that this will allow sufficient time for current candidates to complete programmes and for providers to develop new courses.

Key to Qualification Review Categories

Category A The qualification is published as a new version with the same NQF ID	Changes are made to SSB name, contact details or purpose statement
	No change is made to title, rules or components of the qualification
	No transition arrangements are required
Category B The qualification is published as a new version with the same NQF ID	Changes are made to title, rules or components
	The new version of the qualification recognises a similar skill set to that recognised by the previous version
	The SSB is confident that people awarded the new or previous version are comparable in terms of competence
	Transition arrangements are required if candidates must gain additional/different credits for the new version
Category C A new (replacement) qualification is published with new NQF ID	Significant changes are made to the qualification in terms of components, structure, type or level
	The SSB views people with the replacement qualification as being significantly different in terms of competence from those with the replaced qualification
	Transition arrangements are required
	Transition may be limited to phase-out dates
Category D Qualification will expire. There is no replacement qualification	Qualification is no longer required by industry
	The qualification is designated as expiring and a last date for meeting the qualification requirements is set

Review of *Electronic Media* unit standards

Main changes resulting from the review

All unit standards have been designated expiring and will expire at the end of December 2010 except for unit standards in the Computer-Generated Imagery domain which will expire at the end of December 2013.

Impact on classifications

The following domains have been designated Lapsing and will expire when all the standards classified within them expire.

- Computer-Generated Imagery
- Electronic Multimedia
- Radio

Impact on existing provider accreditations

None.

Impact on Accreditation and Moderation Action Plan (AMAP)

AMAP 0001 has been designated as expiring and will be removed from the NQF when all the standards on it have expired.

Impact on existing qualifications

Qualifications that contain the reviewed standards or classifications are tabled below.

Affected	The qualification lists a reviewed classification (domain or subfield) in an elective set The qualification lists a standard that has changes to level or credits The qualification lists a C or D category standard
Not materially affected	The qualification lists a standard that has a new title The qualification lists a standard that has a new classification

The following qualifications are affected by the outcome of this review. The standard setting bodies (SSBs) have been advised that they require revision.

Qualification title	Classification or standard in the qualification	SSB Name
National Certificate in Reo Māori Media (Introductory Media Skills) [Ref: 1024]	10183, 10313	NZQA - Maori Qualifications Services
National Diploma in Reo Māori Media with strands in Journalism, Radio, and Television (Level 5) [Ref:1146]	10184, 10278	

Review Categories and changes to classification, title, level, and credits

All changes are in **bold**.

Key to review category	
A	Dates changed, but no other changes are made - the new version of the standard carries the same Id and a new version number
B	Changes made, but the overall outcome remains the same - the new version of the standard carries the same Id and a new version number
C	Major changes that necessitate the registration of a replacement standard with a new Id
D	Standard will expire and not be replaced

Subfield Electronic Media
Domain Computer-Generated Imagery

Id	Title	Level	Credit	Review Category
15323	Demonstrate knowledge of the computer-generated imagery industry	3	3	D
15324	Demonstrate knowledge of ways of creating a computer model	3	3	D
15325	Demonstrate and apply knowledge required prior to creating a 3D model in a computer	4	10	D
15326	Create models using a 3D software programme	4	15	D
15327	Create a scene with computer-generated models in it	4	10	D
15328	Manipulate the appearance of the surface of a computer-generated model	4	15	D
15329	Add light to computer-generated models	3	10	D
15330	Use a virtual camera to shoot computer-generated models	3	10	D
15331	Animate computer-generated models	3	15	D
15332	Render computer-generated imagery	3	10	D
15333	Output computer-generated imagery	3	5	D
15334	Read a storyboard for a computer-generated imagery project	4	10	D

Id	Title	Level	Credit	Review Category
15335	Create computer-generated imagery to specifications	4	20	D
15336	Demonstrate knowledge of the development of computer-generated imagery since the 1950s	3	3	D
15337	Contribute to the development of a project involving computer-generated imagery	3	3	D
15338	Composite elements into scenes of computer-generated imagery	4	20	D

Subfield Electronic Media
Domain Electronic Multimedia

Id	Title	Level	Credit	Review Category
10759	Demonstrate knowledge of multimedia	2	5	D
10760	Demonstrate knowledge of the multimedia project cycle	2	5	D
10761	Demonstrate knowledge of video technology relevant to the production of multimedia titles	5	10	D
10762	Demonstrate knowledge of multimedia audio production	4	5	D
10763	Demonstrate knowledge of authoring programmes and computer operating systems for multimedia projects	4	5	D
10764	Demonstrate knowledge of law affecting multimedia production	2	5	D
10765	Scope a multimedia proposal	5	10	D
10766	Present a multimedia proposal	5	5	D
10767	Design a multimedia project	5	15	D
10768	Produce text for authoring for a multimedia project	3	10	D
10769	Produce audio for authoring for a multimedia project	3	10	D
10770	Produce video for authoring for a multimedia project	4	20	D
10771	Produce animation for authoring for a multimedia project	4	20	D
10772	Use graphic tools for a multimedia production	3	10	D
10773	Produce graphics for authoring for a multimedia project	3	10	D
10774	Use graphic special effects for a multimedia production	4	10	D
10775	Use an interchange programme for multimedia files	4	5	D
10776	Use an authoring tool in a multimedia project	4	10	D
10777	Test a multimedia product	4	5	D
10778	Archive a multimedia project	4	5	D
10779	Contribute to effective working relationships in the multimedia industry	3	5	D

Subfield Electronic Media
Domain Radio

Id	Title	Level	Credit	Review Category
10183	Present on-air for radio	3	5	D
10184	Host a music show for radio	4	15	D
10185	Interview on-air for radio	3	10	D
10210	Design a radio station format for a niche market	3	10	D
10211	Design on-air station branding	4	10	D
10212	Monitor performance of on-air voice	5	15	D
10213	Manage and maintain music research for radio	3	5	D
10214	Schedule and manage play lists for radio	4	10	D
10224	Write drama for radio	5	20	D
10230	Interpret radio ratings and research	5	5	D
10231	Sell radio advertising	3	5	D
10232	Operate and manage computerised radio booking systems	3	15	D
10233	Research and design radio rate cards	4	10	D
10234	Design and run radio promotions	4	10	D
10235	Write a basic radio commercial	3	5	D
10236	Write advanced radio commercials	4	10	D
10237	Produce radio commercials	4	10	D
10238	Manage radio commercial writing	6	10	D
10278	Produce a radio programme	4	5	D
10279	Produce radio talkback	4	5	D
10280	Compile a pre-recorded radio programme segment	3	5	D
10281	Produce a stand-alone radio documentary	3	10	D
10282	Produce a radio documentary series	4	15	D
10283	Produce radio drama	5	15	D
10308	Record and edit for radio broadcast	3	10	D
10309	Operate a studio during a live radio broadcast	3	10	D
10310	Record radio commercials	3	10	D
10311	Record radio drama	5	10	D
10312	Set up and operate an outside broadcast for radio	4	15	D
10313	Use automated equipment for radio	22	55	D
10319	Write a voice report for radio	2	5	D
10320	Present a live-voice report on radio	3	5	D