

BQA NCQF Qualification Template

DNCQF.FDMD.GD03

Issue No.: 01

QUALIFICATION SPECIFICATION								SECTION A
QUALIFICATION DEVELOPER		Awil College						
TITLE		Bachelor of Arts (Honours) in Motion Picture Medium (Film)				NCQF LEVEL	8	
FIELD	Culture, Arts & Crafts		SUB-FIELD	Media Studies				
New qualification		√	Review of existing qualification					
SUB-FRAMEWORK		General Education			TVET		Higher Education	
		Certificate			Diploma		Bachelor	
QUALIFICATION TYPE		Bachelor Honours		√	Master		Doctorate/ PhD	
CREDIT VALUE						120		
RATIONALE AND PURPOSE OF THE QUALIFICATION								
<p>Rationale:</p> <p>The intention of developing this qualification was to address the national problems which were identified by the researchers from different local authorities. According to the Revised National Youth Policy, the challenge of Government is to develop programmes and strategies that will ensure that young people are accorded the necessary support and a platform to fully exploit their talents to improve their livelihoods and in the process, those of their communities. The Revised National Youth Policy 2010 has the strategic areas which have been identified as deserving special attention; Youth Employment: The high unemployment rate among the youth poses a key challenge. Youth unemployment is high particularly among females. The youth unemployment rate for females was 45.9%, while that for males was 36%. Given that the Film industry it's a very unique industry which has a capability of creating many jobs, it was found so feasible to develop the qualification of Bachelor of Arts (Honours) in Motion Picture Medium- Film to increase the pool of candidates and also the entrepreneurs who shall create jobs, which holistically addresses the first strategic area of the Revised Youth Policy. The other strategic areas were: Youth, Sport, Recreation and Creative Arts and Youth, Education, Skills Development and Training: Professionalise artwork and sport to achieve innovative employment. Through the proposed qualification it gives students skills to be more creative on developing films and become globally competitive, able to compete with bigger companies like Hollywood and Nollywood. That too will sell the Botswana country regionally and globally hence attracting foreign investors into the country. This qualification will build up the pool of professionals for the creative industry, which is already scarce as per the 2019 HRDC report on the Priority Occupation List and employment trends.</p> <p>As the HRDC report on Priority Occupation List and employment trends (2019 report), the creative industry sector was identified as the one of those sectors which still needs to be built up in order to have more experts in the industry. It is therefore clear that the proposed qualification is very critical to the development of the country. In addition, the qualification resonates well with the first pillar of Vision 2036: Pillar 1: Sustainable Economic Development says that "Creative Industries are an upcoming sector which has a great potential to</p>								

create employment, diversify the economy and earn foreign exchange”, This also dictates how critical the qualification is for Batswana.

In the establishment of this qualification, the qualification developer has liaised with Ministry of Education, Skills Development Tertiary Education and they confirmed that this the development which is aligned with the national goal of improving the Creative Industry Education in Botswana. The consultation was further conducted with e Botswana television station where they clearly indicated that having such kind of qualification will produce alumni that are home-grown, with the right cultural background, skills and a drive to tell Botswana stories in way that they have never been told before. In conclusion, the Qualification still remains as critical to address issues of, improvement of the Botswana Creative Industry, economic diversification where graduates will be able to form film production companies/ projects, which shall contribute to the Gross Domestic Product (GDP) of the country and this shall reduce much reliance on diamonds as mainstream source of income. and high unemployment rate which are now issues of concern for the country's development. In addition, the high growth of Creative industry shall attract foreign direct investments which also contributes to the country 's economic growth.

Purpose:

The purpose of the qualification is to produce a highly qualified graduate with:

- Production skills
- Project management skills
- Research skills
- Video editing skills
- Camera operating skills
- Conflict resolution skills

ENTRY REQUIREMENTS (including access and inclusion)

- Bachelor's degree (NCQF level 7) in a related field
- Candidate with relevant diploma (NCQF level 6) qualification with five years' relevant experience may be considered for admission through Recognition of Prior Learning (RPL) policies.

QUALIFICATION SPECIFICATION SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES) **Graduates should be able to**

1. Create a film Documentary

ASSESSMENT CRITERIA

- 1.1 Develop a conceptually relevant theme, which is investigated in the form of a documentary.
- 1.2 Devise a conceptual brainstorming process to assist in the development of a narrative story.

	<p>1.3 Appraise one or more of the 25 documentary Value Added Learning Audit (VALA) questions</p> <p>1.4 Produce a production treatment/plan</p> <p>1.5 Synthesize VALA panel feedback</p> <p>1.6 Test for a competence on film equipment and software usage.</p> <p>1.7 Take part in the documentary shooting</p> <p>1.8 Evaluate each cut screening session.</p>
2. Apply technical Postproduction skills	<p>2.2 Test on how to operate hard disk recorders, multichannel field mixers, boom mics and software's.</p> <p>2.3 Influence a range of audio postproduction software's.</p> <p>2.4 Utilize a range of equipment and postproduction sound facilities to create sound to a professional standard.</p> <p>2.5 Evaluate each cut view of the documentary</p>
3. Design a film business plan	<p>3.1 Produce a final Business Plan</p> <p>3.2 Pitch a business plan</p> <p>3.3 Implement the business plan</p> <p>3.4 Source funds for the project through donations and sponsorships.</p>
4. Invent a fiction film Script	<p>4.1 Compose a fiction film script</p> <p>4.2 Design a production treatment per discipline of choice</p> <p>4.3 Appraise the VALA questions, according to the new focus of film genre.</p> <p>4.4 Present a synopsis of the essay at the graduation VALA in the form of an Audio-Visual Power Point.</p> <p>4.5 Take part in the shooting window of the fiction film</p> <p>4.6 Coordinate various aspects of film production</p>
5. Demonstrate the application of costume and make-up for a film	<p>5.1 Establish the visual feel and specific aesthetic needs of a production</p> <p>5.2 Apply makeup designs suitable for the film genre.</p> <p>5.3 Use ideas appropriate to specific make-up genre.</p> <p>5.4 Produce a selection of images that demonstrates an exploration and application of various materials and processes.</p>

	<p>5.5 Apply makeup to display technical ability and provide maximum visual impact under required media conditions.</p> <p>5.6 Create an individual portfolio</p>
6. Apply technical postproduction skills	<p>6.1 Demonstrate the ability to coordinate various aspects of film production</p> <p>6.2 Produce each cut screening,</p> <p>6.3 Articulate postproduction process including sound design and visual effects for title sequences.</p> <p>6.4 Compute the color correction of the film</p>
7. Organize a film screening	<p>7.1 Devise a marketing strategy of the film</p> <p>7.2 Employ the marketing strategies</p> <p>7.3 Screen the fiction film at the cinema</p> <p>7.4 Manage all the audience questions at cinema.</p> <p>7.5 Create a documentation of the final drama film production in Broadcast Compliance Box (BCA)].</p>
8. Demonstrate the ability to carry basic research related to film production.	<p>8.1 Analyze the world of story to ascertain the knowledge gap in a collaborative research effort.</p> <p>8.2 Present an oral synopsis of the research paper, in the form of a PowerPoint</p> <p>8.3 Pitch Discipline research at Value Added Learning Audit (VALA).</p>

QUALIFICATION STRUCTURE			SECTION C
FUNDAMENTAL COMPONENT Courses	Title	Level	Credits
	Syndicate(Business Plan)	8	6
CORE COMPONENT Subjects / Units / Modules /Courses	Research	8	36
	Production Project & Exhibition	8	44
	Industrial Attachment	8	20
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Script Writing	8	14
	Producing	8	14
	Production Design	8	14
	Costume and Make-up Styling	8	14
	Cinematography	8	14
	Edit	8	14
	Sound Design	8	14
	Total credits		120
Rules of combinations, Credit distribution (where applicable):			
Candidate must do one elective of 14 credits, fundamental component of 6 credits and core modules of 100 credits, to make total of 120 credits.			
ASSESSMENT AND MODERATION ARRANGEMENTS			
ASSESSMENT			
Formative assessment			
Formative assessment will contribute 70% of the final grade.			
Summative assessment			
Summative assessment will contribute 30% of the final grade.			
Assessment shall be carried out by BQA registered and accredited assessors			
Moderation			
Both internal and external moderation shall be done in accordance with applicable policies and regulations and shall be carried out by BQA registered and accredited moderators.			
RECOGNITION OF PRIOR LEARNING (if applicable)			
There Shall be a provision of awarding this qualification through RPL in accordance with the national and institution Recognition of Prior Learning (RPL) policies.			
PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)			
Learning Pathway			
Horizontal articulation:			

Bachelor's degree (Hons) in Film Industry management
Bachelor's degree (Hons) in Film Technology

Vertical Articulation:

Master's degree in Film Production
Master's degree in Visual Arts

Diagonal articulation:

Master of Arts in Mass Communication and Journalism
Master of Arts in Graphics Design
Master of Arts in 3D Animation & Visual Effects

Employment Pathway

The qualification prepares students for a career in any of the following fields of entertainment and film production:

- Producer
- Script writer
- Film Director
- Film Production Designer
- Costume, Make-up and Stylist
- Cinematographer
- Sound Designer
- Editor
- Film Production Administrator

QUALIFICATION AWARD AND CERTIFICATION

Qualification Award

The institution is a self-awarding body. The candidate must achieve 120 credits to be awarded the qualification certificate of Bachelor of Arts (Honours) in Motion Picture Medium-Film.

Certification

Candidates meeting prescribed requirements will be awarded the qualification in accordance with standards prescribed for the award of the qualification and applicable policies.

REGIONAL AND INTERNATIONAL COMPARABILITY

The proposed qualification was compared with two qualifications from South Africa of AFDA and University of Johannesburg. These were Bachelor of Arts (Hons) in Motion Picture Medium-Film of AFDA South Africa and BA Hons in Film and Television Studies of University of Johannesburg, the conclusion was drawn that the few similarities were spotted between the qualification, that these two qualifications are comparable with the proposed qualification in terms of credits, assessment strategies, NCQF level, education and employment pathways. The difference that was found was in the exit outcomes.

Further comparability study was conducted outside the region with two institutions. The Bachelor of Arts (Honours) in Media, Film & Television from University of Auckland was compared with the proposed qualification and it was found out that this qualification it's a year- long, domains which were covered were as follows: Advertising, gender relations, democracy, global media genres and histories and Hollywood cinema, with an emphasis on the theoretical, cultural and historical and they are different from the domains of the proposed qualification. It was found out that the Bachelor of Arts (Honours) in Media, Film & Television from University of Auckland has different exist learning outcomes as compared to the proposed qualification, because the proposed qualification is more into outcome based. In addition, there were some similarities that were spotted in employment pathways, the graduates of The Bachelor of Arts (Honours) in Media, Film & Television have the opportunity to get careers as Scriptwriter, Producer, Editor, Journalist and consultant which were pretty much the same as the one of the proposed qualifications.

Thirdly, the comparability study was conducted also with Bachelor of Arts (Honours), University of South Australia from Australia. It was found that the domains which were covered under the aforesaid qualification were research methodologies and methods and honours thesis. The difference was that the proposed qualification focuses much on research than practical. The employment pathways were comparable with one of the proposed qualifications.

Contextualization:

This proposed qualification picks on some commonalities and variances. The proposed qualification takes into account what will work in the Botswana environment, well considerate of matching international standards. This qualification takes note that; specialty or pathways are critical, and learner's academic credentials are vital for admissions. Further, all qualifications have exit outcomes. The structure, credits allocation and assessment routes are the key for the awarding of the qualification. Most of these qualifications worth credits ranging from 36-120 credits. Common modules across Institutions are script writing, directing editing, sound, producing, cinematography for the production of films. Facilities for delivering the curriculum of the proposed qualification should be of world-class and these include; Editing Suites, studios (sound studio, Design studio) cameras, lighting equipment and ICT resources.

This qualification designed for the Botswana context is the first and compares very well with regional and international qualifications that have been examined. Therefore, some key positive attributes of this qualification that sets it apart from those it has been compared with are:

- The final product produced at the end of the programme and the nature of how final assessment is being conducted.
- The nature of delivering a curriculum is more of hands on, it is an outcome-based qualification and also the assessments are conducted in real work settings which gives graduates the bigger picture on how the real industry looks like and what they should expect from the industry. All these opens up an opportunity to graduates of this qualification to further their studies with any institution of their interest, regionally or internationally.

REVIEW PERIOD

The qualification shall be reviewed after five (5) years.



BQA NCQF Qualification Template

DNCQF.FDMD.GD03

Issue No.: 01

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT	LAST DATE FOR ACHIEVEMENT		