

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD03

Issue No.: 01

QUALIFICATION SPECIFICATION							
SECTION A							
<b>QUALIFICATION DEVELOPER</b>		Awil College					
<b>TITLE</b>		Bachelor of Arts in Television Production			<b>NCQF LEVEL</b>		7
<b>FIELD</b>		Culture, Arts & Crafts		<b>SUB-FIELD</b>		Media Studies	
New qualification		✓	Review of existing qualification				
<b>SUB-FRAMEWORK</b>		General Education			TVET		Higher Education
<b>QUALIFICATION TYPE</b>		Certificate			Diploma		Bachelor
		Bachelor Honours			Master		Doctorate/ PhD
<b>CREDIT VALUE</b>						480	
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p><b>Rationale:</b></p> <p>According to Mosanako, Seamogano (2015, pg27) “<i>although the media market was liberalised in the 1990s, and radio has responded positively with three commercial radio stations currently operating in Botswana, commercial television’s response has been disappointing</i>” because most of the contents found in Botswana (formerly knowns Gaborone Broadcasting Corporation (GBC) is South African. As a result, the Botswana Communications Regulatory Authority (BOCRA) has made efforts to license foreign owned satellite subscription channels like DSTV but the industry is still not coping with the high demand. However, Ministry of Youth Empowerment, Sport and Culture Development (MYSC) has designed a television channel know as Now television and they have partnered with Botswana Fibre Networks (BOFINET) to avail Now television to Batswana online to deliver information and entertainment on real time and for easy accessibility, that too paves a way to the 4<sup>th</sup> Industrial Revolution. In addition to that there are many more television channels coming up like Motv, Vodcast, Power, Hub and Cene Media televisions etc. This clearly indicates that the</p>							

qualification is on high demand, as this implies that the demand is higher than the supply which means more graduates must be produced in order to develop and manage the television contents of the above stated new television channels.

Therefore, the qualification has been created as a result of ongoing needs and opportunities in Botswana 's television production industry, broadcasting, and education industries. A market research was conducted with all relevant stakeholders within the market with an aim of identifying the market need (Need analysis), and how relevant the qualification is to Batswana, and It was found out that the television industry in Botswana is still lagging behind due to few qualification providers; the local existing programmes are not outcome based hence low the quality and the technically-know-how of the graduates within the industry which results in equipped industry experts, poor or no television production business within the industry.

Television industry is going through a period of rapid and profound change of technology, in the face of media convergence and globalisation. Among the drivers of change and challenge are growth of broadband, success of mobile media, audience fragmentation, a move to internet advertising and 'content is king'. There is increasing pressure on professionals to adopt a long-term approach to ensuring their skills are as up to date as possible and as such the qualification of Bachelor of Arts in Television Production will give learners the opportunity to pursue their profession in this area of the creative industries

This qualification is of high quality and an outcome based which shall equip learners with the necessary skills of becoming competitive within the industry and this shall build the capacity of the skilled personnel within the country rather than giving foreigners business opportunities which Batswana can easily do. This qualification resonates well the first two pillars of Vison 2036 which are Sustainable Economic Development pillar 1 and the second pillar: Human and Social development because the two pillars promote the creative industry. This industry will help the country not to rely on minerals as the mainstay of the economy rather will diversify into this vast growing industry of arts that will increase the local produce and reduce the high unemployment rate of youth.

Furthermore, the technological advances in all areas, especially the move to digital and high-definition television production and broadcast, are forcing both broadcasters, and producers to concentrate on a rapid upskilling. The existing industry skills base is motionless and is not keeping up with the demands within the industry. Therefore, the development of this qualification is to close the skill gaps within the industry. In

addition, the Human Resource Development Council (HRDC, 2016) report on Priority Occupations list has identified creative industry as one of the top priority fields that ETPs must invest in, to promote economic diversification, therefore this qualification seeks to address all the above matters.

**Purpose:**

The purpose of this qualification is to produce graduates who have specialized knowledge, skills, and competences to:

- Apply advanced skills in the multi-camera TV studio and on location using a variety of camera, sound, and lighting equipment.
- Produce, develop, and screen their own programming.
- Develop the production of multi-platform programmes and other digital content appropriate to the modern television industry.
- Manage the pre-production, production, and post-production processes of film production.
- Execute television roles such as, camera operation, lighting, sound, web designer etc.
- Perform Production television roles, producer, director, production manager, script writer, researcher, interactive producer.

**ENTRY REQUIREMENTS (including access and inclusion)**

**Minimum entry requirements:**

- Certificate IV, NCQF Level 4 (BGCSE) or its equivalent.
- Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be provided through ETP policies in line with National RPL and CAT Policies.

<b>QUALIFICATION SPECIFICATION</b>		<b>SECTION</b>
<b>B</b>		
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>	<b>ASSESSMENT CRITERIA</b>	
LO1 Demonstrate specialized knowledge of major concepts, issues and developments relating to the study of television in both historical and contemporary contexts	1.1. establish a comprehensive depth the history of Broadcast Television industries and the organization of content into established core genres with reference to key texts. 1.2. Research and understand the key production roles and their functions on a TV production crew 1.3. Relate popular forms and genres to the national, historical, and cultural context in which they were produced and consumed. 1.4. Produce a treatment for the television production 1.5. Develop a reflective production logs 1.6. Write an academic essay 1.7. Pitch the television project to prospective sponsors. 1.8. Produce a television show/programme. 1.9. Deploy appropriate production workflow strategies and resolve problems encountered in the creation content for television intended for broadcast. 1.10. Initiate and formulate solutions in relation to current and future technologies within the global media industry.	

<p>LO2 Apply advance knowledge and skills of political economy and commercial imperatives of the television industry.</p>	<ol style="list-style-type: none"> <li>2.1. Demonstrate critical awareness and understanding of the political, cultural, and economic imperatives within the context of television programming in Botswana.</li> <li>2.2. Analyze the Botswana television industry within the wider international context.</li> <li>2.3. Produce a treatment for the television production.</li> <li>2.4. Develop a reflective production log.</li> <li>2.5. Write an academic essay</li> <li>2.6. Pitch the television project to prospective sponsors.</li> <li>2.7. Produce a television show/programme.</li> </ol>
<p>LO3 Demonstrate specialized skills of television production processes by producing a television show/programme.</p>	<ol style="list-style-type: none"> <li>3.1 Appraise key production roles on a television production crew, self-manage professional development and identify potential employment opportunities.</li> <li>3.2 Impact professional practical skills following a digital workflow from acquisition to distribution across longer form single camera and multi camera productions.</li> <li>3.3 Evaluate and apply the producing and production management skills required to produce a Television programme across a range of genres.</li> <li>3.4 Contribute creative ideas, knowledge, and skills in a variety of production roles and contexts within the television and associated media industries</li> </ol>

	3.5 Exhibit professional levels of competency in a range of different television production and postproduction technologies
LO4 Apply advanced skills and knowledge of regulatory compliance and ethical responsibilities in television production.	<p>4.1 Assess the regulatory compliance and ethical practices required for the television production in Botswana context</p> <p>4.2 Establish a comprehensive understanding of the process of content creation underpinned by key areas of research including targeting audiences,</p> <p>4.3 Develop and pitch ideas in light of channel commissioning policies and legal and compliance issues.</p> <p>4.4 Apply the rules and regulations required for the television production to the assigned television project</p> <p>4.5 Produce a television production project</p>
LO 5. Demonstrate specialized skills to produce a television shows or programmes.	<p>5.1 Generate the idea and television script</p> <p>5.2 Present to a quality that reflects near-professional standards fully detailed requirements and sources of requirements for a specific media production</p> <p>5.3 Generate thorough and comprehensively detailed preproduction documentation for a specific media production, working independently to professional expectations.</p> <p>5.4 Apply pre-production planning to a specific media production to a quality that reflects near professional standards, working independently to professional expectations</p>

	<p>5.5 Perform the rehearsals and shooting for the television show.</p> <p>5.6 Complete the post-production of television project, by editing, sound mixing, and any special effects the project.</p> <p>5.7 Deploy appropriate production workflow strategies and resolve problems encountered in the creation content for television intended for broadcast.</p> <p>5.8 Exhibit and screen the television production project,</p> <p>5.9 Create a reflective journal</p>
LO 6. Carry out research and construct coherent arguments in writing on relevant evidence.	<p>6.1 Communicate effectively in written, oral and audio-visual modes, engaging with academic standards, professional protocols and a range of audiences.</p> <p>6.2 Manage time and information, taking responsibility for your own work, with limited guidance.</p> <p>6.3 Evaluate academic analyses and theories and apply them both verbally and in writing to during a television production.</p> <p>6.4 Produce an academic essay</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT	Title	Level	Credits
Subjects / Units / Modules /Courses	Analysing Films	5	10
	ICT Development	5	10
	Academic Development	5	10

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	Portal Training	5	10
	Presentation Exercises	5	10
	Narrative 2	6	10
	Performance 2	6	10
	Medium 2	6	10
	Aesthetics 2	6	10
	Control 2	6	10
	Narrative 3	6	13
	Performance 3	6	13
	Medium 3	6	13
	Aesthetics 3	6	13
	Control 3	6	13
	Narrative 4	7	15
	Performance 4	7	15
	Medium 4	7	15
	Aesthetics 4	7	15
	Control 4	7	15
	<b>Total credits</b>		<b>240</b>
<b>CORE COMPONENT</b> Subjects / Units / Modules /Courses	Television producing 1	5	15
	Television writing 1	5	15
	Television studio technical 1	5	15
	Television Postproduction 1	5	15
	Internet Protocol Television 1	5	15
	Television producing 2	6	15
	Television writing 2	6	15
	Television studio technical 2	6	15
	Television Postproduction 2	6	15
	Internet Protocol Television 2	6	15
	Television producing 4	7	15
	Television writing 4	7	15
	Television studio technical 4	7	15

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	Television Postproduction 4	<b>7</b>	<b>15</b>
	Internet Protocol Television 4	<b>7</b>	<b>15</b>
	Industrial attachment	<b>7</b>	<b>10</b>
	<b>Total credits</b>		<b>235</b>
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules /Courses	Television producing 3	<b>6</b>	<b>5</b>
	Television writing 3	<b>6</b>	<b>5</b>
	Television studio technical 3	<b>6</b>	<b>5</b>
	Television Postproduction 3	<b>6</b>	<b>5</b>
	Internet Protocol Television 3	<b>6</b>	<b>5</b>
	<b>Total credits for electives</b>		<b>25</b>
<b>Rules of combinations, Credit distribution (where applicable):</b>			
Candidates are required to achieve a minimum of 480 credits for the qualification inclusive of 240 credits for fundamentals units 235 credits of core and 5 credits of 1 elective. A candidate is also required to complete the required period of industrial attachment or work experience in line with the stipulated exit outcomes to be eligible for the award of the qualification.			

<b>ASSESSMENT AND MODERATION ARRANGEMENTS</b>
<p><b>ASSESSMENT</b></p> <p>All assessments leading/contributing to the award of credits, or a qualification shall be based on learning outcomes and/or sub-outcomes.</p> <p><b>Formative assessment</b></p> <p>Formative assessment or continuous assessment contributing towards the award of credits should be based on course outcomes. This can include Treatment tasks, Group Document Concept pitches. The contribution of formative assessment to the final grade shall be <b>70%</b>.</p> <p><b>Summative assessment</b></p> <p>Candidates may undergo assessment including written and practical and simulated projects. The final examination for each course contributes <b>30 %</b> of the final mark for that course. A candidate who scores between 49% to 30% shall be eligible for re-assessment. A candidate, who is not eligible for re-assessment or does not meet the minimum requirements on re-assessment, may apply for a re-take.</p> <p>All summative practical assessments must be conducted in simulated or real work settings.</p> <p>All assessment arrangements will be carried out by BQA accredited Assessors.</p> <p><b>Moderation</b></p> <p>There will be provision of external and internal moderation using BQA accredited moderators</p>
<b>RECOGNITION OF PRIOR LEARNING (if applicable)</b>
<p>There will be provision of awarding this qualification through RPL according to the national RPL policy</p>
<b>PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)</b>
<p><b>Horizontal articulation:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Television Production Management</li> <li>• Bachelor's degree in Television and Digital Media Production</li> </ul> <p><b>Diagonal articulation:</b></p>

- Bachelor 's degree in Radio Broadcasting
- Bachelor's degree in Broadcasting Technology

***Vertical Articulation:***

- Bachelor of Arts (Hons) in Television Production
- Master's degree in Television Production

***Employment pathways:***

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

- Broadcast engineer.
- Broadcast presenter.
- Telecommunications researcher.
- Television camera operator.
- Television floor manager.
- Television production coordinator.
- VFX artist
- Producer
- Social Media and Web Content Producers
- Online Television Broadcast Platforms, Motion graphic content developers
- Bloggers

**QUALIFICATION AWARD AND CERTIFICATION**

**Qualification Award:**

The institution is a self-awarding body. The candidate must achieve **480 credits** to be awarded the qualification certificate of Bachelor of Arts in Television Production.

**Certification:**

Candidates meeting prescribed requirements will be awarded **Bachelor of Arts in Television Production** and an official transcript in accordance with standards prescribed for the award of the qualification and applicable policies.

**REGIONAL AND INTERNATIONAL COMPARABILITY**

The comparability study was done with five qualifications of different countries: Bachelor of Media Studies (BMS)- University of Botswana, Bachelor of Arts in Motion Picture Medium- Film (AFDA south Africa), Bachelor of Broadcasting Communications (Screen and Television Production), Bachelor of Arts Film, Television & New media Production- Mumbai University- India, Bachelor of Arts in Digital Television and Broadcasting, City University of Hong Kong- (Hong Kong). It was observed that the five qualifications do differ with the proposed qualification in terms of duration of study and only Hong Kong qualification differs with the proposed qualification in terms of NCQF level. The assessment strategies, exit outcomes and rules are pretty much comparable with the proposed qualification.

The assessment, exist learning outcomes, education and career pathways, modules of the above five are pretty much the same as the proposed qualification which shall makes it easier for the graduates of the proposed qualification to do their further studies abroad and also have the employment opportunities abroad and also the credit transfer shall be the smooth one looking at the module content.

**REVIEW PERIOD**

Every 5 years