

Higher National Unit Specification

General information for centres

Unit title: Music and Image: Graphics

Unit code: DJ2G 34

Unit purpose: This Unit is designed to introduce candidates to current promotional techniques used within the music industry. Candidates are given the opportunity to identify a target audience and to create an appropriate press or promotional pack. The Unit is intended to focus candidates on their personal image within the music industry and give knowledge and skills in basic design techniques. This Unit would be relevant to candidates who intended to enter the music business in any role and to those who have limited experience of design.

On completion of the Unit the candidate should be able to:

1. Demonstrate an understanding of the concept of image in the music industry.
2. Demonstrate knowledge and skills in basic design principles.
3. Create a promotional pack in response to a specified brief.

Credit points and level: 1 HN Credit at SCQF level 7 (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should have good communication skills. These may be demonstrated by the achievement of core skill Communication at Higher level or by possession of Higher English and Communication or a suitable HN Communication Unit (SCQF level 5/6). It would be beneficial if candidates have some basic design and design software knowledge and skills but not essential.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: This is an optional unit included in the frameworks for HNC/D Music, HNC/D Music Business and HNC/D Sound Production group awards. If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

General information for centres (cont)

Assessment:

A structured programme of study evidenced by the regular completion of a personal journal/logbook detailing learning targets and practical assignments showing:

- ◆ A definition of image including factors to be considered when promoting an artist
- ◆ Correct interpretation of the design brief
- ◆ Correct choice of equipment and materials
- ◆ Economic and accurate use of equipment and materials
- ◆ Meeting deadlines
- ◆ Satisfactory design solutions
- ◆ Artwork presented in a professional manner
- ◆ A variety of design techniques
- ◆ Compliance with safe working practice in the studio
- ◆ Evidence of a comprehensive approach to research, experimentation and development.

Evidence for this Unit should be generated through assessment in open book conditions. There must be arrangements in place to ensure the authenticity of work produced.

Outcome 1 is assessed by a written response to a design brief.

Outcome 2 is assessed by carrying out a practical project to a design brief.

Outcome 3 is assessed by the production of a promotional pack containing a logo, poster/flyer, CD/DVD cover and promotional photographs.

Higher National Unit specification: statement of standards

Unit title: Music and Image: Graphics

Unit code: DJ2G 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Demonstrate an understanding of the concept of image in the music industry.

Knowledge and/or skills

- ◆ Factors concerning image: musical genre, target market, personality, age, sex and competition
- ◆ Correct use of denotation, connotation and anchorage in terms of the image created
- ◆ Research the use of image in the media in relation to the current music industry
- ◆ Methods of using image in music promotion
- ◆ Creation of an appropriate identity/image for a specified performer/act

Evidence Requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ identify key factors and describe the concept of image .
- ◆ compile a research file investigating image promotion within the music industry.
- ◆ describe methods of promotional techniques used in the current music industry.
- ◆ complete a design brief requesting the creation of an appropriate identity for a specified performer/act.

Candidates are required to provide, under open book conditions:

- ◆ a written description outlining the concept of image, identifying key factors and using correct language.
- ◆ research evidence and produce a written description outlining the use of image in the media and music industry promotion.
- ◆ a written proposal of an image for a performer/act from a design brief.

Assessment Guidelines

The assessment of this Outcome should be in written form possibly supplemented by oral evidence demonstrating knowledge and/or skills as detailed in evidence requirements.

Higher National Unit specification: statement of standards (cont)

Unit title: Music and Image: Graphics

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 2

Demonstrate knowledge and skills in basic design principles.

Knowledge and/or skills

- ◆ Use of basic design principles: colour, line, composition, layout, balance, typography
- ◆ Correct interpretation of a specified brief
- ◆ Sourcing and generating imagery and text, following the correct sequence in response to a specified brief.
- ◆ Meet deadlines
- ◆ Manipulate images and type, showing various approaches
- ◆ Safe working practice

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ correctly interpret a specified design brief
- ◆ use the correct equipment and materials, accurately and economically.
- ◆ meet deadlines set.
- ◆ produce satisfactory design solutions.
- ◆ present artwork in a professional manner.

Candidates are required to interpret a specified design brief to complete a practical project, each project should take approximately two hours to complete under open book conditions.

Assessment guidelines

The assessment of this Outcome should be in written form possibly supplemented by oral evidence demonstrating knowledge and/or skills as detailed in evidence requirements.

The design brief could include the production of draft logos, letterheads etc.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Higher National Unit specification: statement of standards (cont)

Unit title: Music and Image: Graphics

Outcome 3

Create a promotional pack in response to a specified brief.

Knowledge and/or skills

- ◆ Accurate interpretation of a specified brief
- ◆ Production of an appropriate promotional pack using current design techniques.

Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can create an appropriate promotional pack.

The pack to include a minimum of:

- ◆ Logo design
- ◆ Outdoor advertising (poster/flyer)
- ◆ CD/DVD cover
- ◆ Promotional photographs (2 minimum)

Candidates are required to interpret a specified design brief to complete a practical project – the production of a promotional pack. The production of the pack is likely to be spread over two or three weeks and is therefore under open book conditions.

Assessment guidelines

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Administrative Information

Unit code: DJ2G 34
Unit title: Music and Image: Graphics
Super class category: JC
Date of publication: September 2004
Version: 02

History of changes:

Version	Description of change	Date
02	Removal of Word Count and Presentation Length.	20/05/11

Source: SQA

© Scottish Qualifications Authority 2004, 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Music and Image: Graphics

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This unit will introduce candidates to the concept of image and current promotional techniques used within the music industry. Candidates are given the opportunity to identify a target audience and to create an appropriate press or promotional pack to aid employment opportunities. The ‘pop’ music industry is one, which survives on image and in ‘packaging’ and this unit is intended to introduce some aspects, which may impact on candidates as they enter the industry. The Unit is intended to focus candidates on their personal image within the music industry and give knowledge and skills in basic design techniques.

Guidance on the delivery and assessment of this Unit

This Unit is primarily designed to provide candidates with a current insight into the world of a diverse music industry in terms of image and promotion and can be delivered to candidates who may wish to gain employment within the music industry.

Evaluating and describing image and how artists are promoted are central to Outcome 1. The pack will take the form of a mock-up for client presentation. Outcome 2 introduces design principles and, in Outcome 3 is the practical realisation of these principles. Simulating a design studio environment enables the candidate to create a promotional pack using industry standard equipment and techniques. The pack will take the form of a mock-up for client presentation.

Open learning

Elements of this Unit could be delivered by open learning, supplemented by on-site tutorials.

Delivering centres will be responsible for ensuring authenticity of candidate's work. For further information and advice please refer to Assessment and Quality Assurance for Open and Distance Learning (SQA, February 2001 - publication code A1030).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

Unit title: Music and Image: Graphics.

This Unit is designed to enable you to recognise the main issues that affect musicians and image in relation to promotion. It is intended to give you an understanding of image in the music industry and how you can promote yourself. The Unit will assist you in the creation of a professional image in the form of a press pack and give you the opportunity to experience approaching the media as part of this practical project.

The Unit is about a diverse, evolving industry and gives practical experience and the opportunity to create a professional press pack which includes a minimum of promotional photographs, personal logo design, posters and CD cover. It would be possible to continue to enhance this folio/pack throughout your career to include videos and a website.

You will operate industry standard design hardware and software and create a press pack for assessment. You will be encouraged to collaborate with design, advertising and digital media candidates if this is possible and an integrated approach to the practical project would be beneficial to all candidates involved.