Higher National Unit Specification

General information for centres

Unit title: New Media

Unit code: DV68 34

Unit purpose: This Unit is designed to provide candidates with the ability to understand and apply the processes of research, conceptualisation, development and critical analysis in the design and production of new media solutions to industry standards. This Unit would be suitable for candidates wishing to develop greater competence in understanding the relevance of new media in today's environment and its applications.

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

1   Identify, explain and critically analyse new media and its current applications.
2   Research and evaluate human computer interfaces.
3   Create a screen-based presentation for a new media design solution to a given brief/s.

Credit points and level: 2 HN Credits at SCQF level 7: (16 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: Access to this Unit is at the discretion of the centre. However, it maybe beneficial if the candidate had some basic knowledge of a desktop publishing application and was proficient in computer use and saving files in a methodical way.

Core Skills: There are opportunities to develop the Core Skills of Communication, Information Technology, and Problem Solving at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Further details are provided in the support notes.

Context for delivery: 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.

Assessment: Outcome 1 will be a single assessment under controlled conditions. However, it would be possible, if desired, to break this assessment down into separate parts under controlled conditions.

General information for centres (cont)

Candidate's responses should provide an informed evaluation and accurate analysis, rather than a description of new media techniques employed.

Outcome 2 will be a single assessment in a controlled environment. It would be possible, if desired, to break this assessment down into separate parts as an evaluation report or questionnaire.

A checklist may be used to evaluate the candidate's achievement and completion of each part of the requirements for knowledge and/or skills.

Outcome 3 will be a single assessment underpinning knowledge gained in Outcome 2. A checklist may be used to evaluate the candidate's achievement and completion of each part of the requirements for knowledge and/or skills.

The candidate must display a good understanding of human computer interface design, by incorporating the principles into a screen-based presentation.

Higher National Unit specification: statement of standards

Unit title: New Media

Unit code: DV68 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

Identify, explain and critically analyse new media and its current applications

Knowledge and/or skills

♦ Identify the history and development of new media
♦ Identify, explain and critically analyse the range of new media applications
♦ Evaluate the appropriateness and effectiveness of new media in today's environment
♦ Identify and explain the application of new media programs for design solutions

Evidence Requirements

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

♦ submit a report (minimum of 750 words), which explains the history and development of new media
♦ evaluate of the range of new media applications. Candidates should comment on how effectively these applications are used in today's environment, and describe their impact on society. A critical analysis of new media applications should also be submitted in the report. Candidates should submit research support notes, as an appendix to their report
♦ identify a minimum of four current examples of new media applications and explain their relevant functions
♦ identify and explain the functions of four current software programs in the design and production of new media solutions

Assessment guidelines

Outcome 1 will be a single assessment in controlled conditions. It would be possible, if desired, to break this assessment down into separate parts under controlled conditions. Candidate's responses should provide an informed evaluation and accurate analysis, rather than a description of new media techniques employed.

Higher National Unit specification: statement of standards (cont)

Unit title: New Media

Outcome 2

Research and evaluate human computer interfaces

Knowledge and/or skills

♦ Identify and understand the principles of human computer interfaces
♦ Evaluate the appropriateness and effectiveness of human computer interfaces
♦ Research and evaluate the use of text, graphics, images and various media
♦ Collate evidence of effective human computer interfaces

Evidence Requirements

Candidate will need to provide practical evidence to demonstrate their knowledge and/or skills to show that they can:

♦ use internet facilities and resource material to gather references
♦ collate examples of effective human computer interfaces
♦ evaluate the appropriateness and effectiveness of human computer interfaces
♦ evaluate and analyse the use of layout, colour, text, graphics, images and various media

Candidates will provide an evaluation sheet/report with specific questions based on relevant criteria on all the above items. Practical evidence will support their evaluation and critical analysis and will be integrated within the evaluation sheet/report. Examples of effective and non-effective interfaces must be submitted for assessment.

Assessment guidelines

Outcome 2 will be a single assessment. It would be possible, if desired, to break this assessment down into separate parts as an evaluation sheet/report or questionnaire. Both would be in a controlled condition.

A checklist may be used to evaluate the candidate's achievement and completion of each part of the requirements for knowledge and/or skills. The tutor will provide specific questions, based on the criteria required in the knowledge and/or skills, for all candidates.

Higher National Unit specification: statement of standards (cont)

Unit title: New Media

Outcome 3

Create a screen-based presentation for a new media design solution to a given brief/s

Knowledge and/or skills

♦ Interpret brief/s correctly
♦ Produce initial sketches for a screen-based design solution
♦ Produce drawing elements for a screen-based design solution
♦ Identify the use of vector and bitmap formats, used in new media
♦ Understand colour theory principles in relation to new media applications

Evidence Requirements

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

♦ produce initial sketches (no less than six frames) for a screen-based presentation, which reflect the concepts and research collated in Outcome 2
♦ produce drawing elements for a screen-based presentation
♦ incorporate effective layout, colour, text, graphics and other media within a screen-based presentation
♦ incorporate the correct use of vector or bitmap formats within a presentation
♦ incorporate the correct use of colour palettes within a presentation
♦ record research strategies, activities and sources

Candidates must provide a satisfactory response to all six requirements and show a clear understanding of human computer interfaces, within a screen-based presentation.

Assessment guidelines

Outcome 3 will be a single assessment. A checklist may be used to evaluate the candidate's achievement and completion of each part of the requirements for knowledge and/or skills.

The candidate must display a good understanding of human computer interface design, by incorporating the principles into a screen-based presentation. The candidate will be given the opportunity to design and create a screen-based presentation for a new media design solution to a given brief/s.

Administrative Information

Unit code: DV68 34

Unit title: New Media

Superclass category: CE

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Higher National Unit specification: support notes

Unit title: New Media

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 80 hours.

Guidance on the content and context for this Unit

The Unit is designed to provide candidates with the ability to understand and apply the processes of research, conceptualisation, development and critical analysis in the design and production of new media solutions to industry standards. This Unit would be suitable for candidates wishing to develop greater competence in understanding the relevance of new media in today's environment and its applications.

The Unit should encourage realistic workplace practices and work standards, using industry standard hardware and software. This list is intended for guidance and is not exhaustive. Evidence Requirements are the minimum standards for assessment and should not exclude tutors from using up-to-date features as software and new media techniques evolve.

Guidance on the delivery and assessment of this Unit

Whilst this is an optional Unit in the HNC/D Visual Communication Group Award, opportunities may be taken to link with other aspects of the course and a thematic approach adopted for both delivery and assessment.

Outcome 1

Candidates should be provided with information and explanation on the history and development of new media, and the range of new media applications. Practical examples should be presented on how effectively new media applications are used in today's environment, and describe their impact on society. Candidates should be challenged on the potential future use of new media applications, which will be submitted in their reports.

A presentation of current examples of new media applications should be demonstrated, and an explanation of their relevant functions. Also, a demonstration should be shown by the tutor delivering the Unit of the current software programs and their applications in the design and production of new media solutions.

The research, evaluation of new media and written report should be collated within a binder/folder for assessment and have a link to other Units within the course. Candidates should submit research support notes, as an appendix to their report. Internet and library facilities should be made available for sourcing information on all the Evidence Requirements.

Outcome 2

Candidates should be provided with a range of resources, ie the internet, in order for them to demonstrate their ability to select and make appropriate judgements in the evaluation of human computer interfaces.

Higher National Unit specification: support notes (cont)

Unit title: New Media

Candidates should be provided with written questions or statements relating to the evaluation of human computer interfaces. Candidates will be asked to analysis and produce practical evidence of the appropriateness and effectiveness of human computer interfaces. They also have to evaluate and give an analysis of the use of layout, colour, text, graphics, images and various media in human computer interfaces.

The answers to the questions will be given on an evaluation sheet/report to specific questions, based on the criteria required in the knowledge and/or skills. Practical evidence will support their evaluation and analysis will be integrated within the evaluation sheet/report. Examples of effective and non-effective interfaces must be submitted for assessment.

Candidate's responses should provide an informed evaluation and accurate analysis, rather than a description of National, European or International interface standards.

Outcome 3

The production brief should encourage candidates to be very creative and include as many elements of new media techniques within a software program, as possible.

In order to enhance the candidate's understanding, a clear explanation and visual demonstration should be given, by the tutor delivering the Unit, of the basic principles of how to construct a presentation within a software program.

The demonstration should include the effective use of layout, colour, text, graphics and other media within a screen-based presentation. Also, a clear explanation of how to incorporate vector or bitmap formats within a presentation, and the correct use of colour palettes. Copyright regulations for graphics, sound and other media should be adhered to, and explained. Candidates, underpinning their knowledge of how to design and produce a screen-based presentation, will document a record of research strategies, activities and sources.

The presentation will be accurately tested and saved to the correct format for the assessment. Information should be supplied on file formats and extensions.

Candidates should also be able to access material from various sources. It would be ideal if candidates could scan their own graphics, or create them in a drawing package, and use text and/or graphics obtained from CD-ROM/database/other electronic sources and the internet.

All assessment should be conducted in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

Unit title: New Media

Opportunities for developing Core skills

Candidates will be required, as they undertake the Unit, to analyse and seek solutions to a range of theoretical and practical issues involved in the production of a new media design solution to a given brief. Formative work in which they are encouraged to identify and consider the variables in a range of situations, including all available resources, and to analyse the significance of each before identifying and justifying an appropriate approach will be valuable. The application of knowledge in the design and production of a screen based presentation will provide opportunities to develop problem solving and technology skills to an advanced level. Evaluation which examines all stages of proposed design solutions and their potential and actual impact should be on-going. Skills in developing an effective search strategy for accessing and evaluating paper based and electronic sources of current complex information on professional considerations, issues and ideas should be developed. The production of drafts for research and presentations will support the development of skills in effective evaluation and collating of relevant research materials, and up-to-date software packages could support all aspects of the research and design process.

Although communication skills are not formally assessed, candidates will be expected to analyse, produce and present written or oral materials to standards acceptable in industry, and to express essential ideas and information accurately and coherently. They should be encouraged to consider the most appropriate approach and to ensure that what they decide to communicate has been considered, is accurate and is designed for impact and effectiveness. Presentations should have the facility to demonstrate that they:

♦   collate, organise and structure information effectively
♦   signpost key points
♦   select and produce support materials for impact
♦   be supported where appropriate by non-verbal communication techniques
♦   include a facility to respond to questions in a way that progresses communication

Open learning

This Unit would be suited to open, distance and online learning if it was conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work: assessments could, for example, be verified by a professional person who can confirm that the work was done solely by the candidate. Delivering centres will be responsible for ensuring authenticity of candidate's work. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* (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 Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs,* which is available on SQA's website: **www.sqa.org.uk**.

General information for candidates

Unit title: New Media

The Unit is designed to provide you with the ability to understand and apply the processes of research, conceptualisation, development and critical analysis in the design and production of new media solutions to industry standards. This Unit would be suitable for those wishing to develop greater competence in understanding the relevance of new media in today's environment and its applications.

This is a 2 HN credits Unit. This means that you will be required to produce a substantial volume of work, allowing you to explore the Outcomes in depth.

Outcome 1

In Outcome 1 you will understand the history and development of new media. You will explain and critically analyse the range of new media applications, and evaluate the appropriateness and effectiveness of new media in today's environment.

Outcome 2

In Outcome 2 you will research and evaluate the principles and analyse the appropriateness and effectiveness of human computer interfaces. You will also evaluate the use of text, graphics, images and various media.

Outcome 3

In Outcome 3 you will create a screen-based presentation in a current software program, for a new media design solution to a given project brief.

You will gain an understanding of various vector and bitmap formats and system colour palettes, and how to incorporate them in your presentation. It will be accurately tested and saved to the correct format for final assessment.

On completion of the Unit you should be able to:

1   Identify, explain and critically analyse new media and its current applications.
2   Research and evaluate human computer interfaces.
3   Create a screen-based presentation for a new media design solution to a given brief/s.