

Higher National Unit Specification

General information for centres

Unit title: Graphic Design: Three-Dimensional

Unit code: DV97 34

Unit purpose: This Unit is designed to develop the candidate's ability to understand and apply the processes of research, conceptualisation, development and critical analysis in the design and production of finished creative graphic design solutions for three dimensional applications such as packaging, point-of sale materials exhibition and display graphics.

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

- 1 Research a graphic design brief for a three dimensional application.
- 2 Produce and develop design concepts.
- 3 Produce finished design solutions.

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: Access to this Unit is at the discretion of the centre. It would be beneficial if the candidate had experience in design-based problem-solving and model-making skills. This may be evidenced by possession of relevant NQ Units, Higher Art and Design or possession of relevant HN Units.

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

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: A single instrument of assessment that would require candidates to investigate, research, and produce creative three-dimensional solutions for a graphic design brief could be used to assess the Unit. Candidates must achieve all of the minimum Evidence Requirements specified for all of the Outcomes in order to achieve the Unit.

Higher National Unit specification: statement of standards

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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

Research a graphic design brief for a three dimensional application

Knowledge and/or skills

- ◆ Understanding of design brief
- ◆ Research
- ◆ Market analysis
- ◆ Design requirements
- ◆ Function, context, specifications
- ◆ Potential production materials and methods

Evidence Requirements

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

- ◆ apply a minimum of two research methods such as library, Internet, interview/s, analysis of example/s
- ◆ present relevant reference material, which must include market analysis, existing design example/s, mood boards, examples of production materials and methods
- ◆ demonstrate correct interpretation of the brief/s through the production and presentation of an interpretation mind map or similar concept

Assessment guidelines

The assessment of this Outcome could be through practical assignments working from a design brief for a three dimensional graphic design application. The brief should have two or more design requirements

Candidates should plan and undertake relevant research. The results should be collated and relevant reference material neatly presented. They should also produce a mind map or similar concept relevant to the design brief/s.

The assessment of this Outcome may be integrated with Outcomes 2 and 3 of this Unit.

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Produce and develop design concepts

Knowledge and/or skills

- ◆ Creative concepts, surface graphics roughs, three-dimensional mock-ups
- ◆ Problem-solving, time management
- ◆ Development of style and visual language
- ◆ Selection of construction materials/methods
- ◆ Selection of production materials/methods
- ◆ Critical analysis and reflection

Evidence Requirements

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

- ◆ produce a substantial and varied range of provisional design solutions (minimum of six) for each design requirement that reflects the concepts and research collated in Outcome 1
- ◆ select appropriate solutions for development and produce a series (minimum of six) of roughs that show a progressive development of style and visual language of the selected design solution for each design requirement
- ◆ select a solution for development and produce three-dimensional mock-ups that show progressive development of construction and form of the selected three-dimensional design solution for both design requirements
- ◆ select and effectively apply appropriate production materials and methods in the production of roughs and mock-ups for both design requirements
- ◆ deliver critical analysis and reflection on their design solutions
- ◆ demonstrate effective time management in the completion of tasks

Assessment guidelines

The assessment of this Outcome could be through practical assignments working from a design brief with a minimum of two design requirements.

Candidates should produce roughs and three-dimensional mock-ups for both design requirements in the design brief. Critical analysis and reflection could be assessed through observation, question and answer or written/annotated responses.

Higher National Unit specification: statement of standards (cont)

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Outcome 3

Produce finished design solutions

Knowledge and/or skills

- ◆ Critical analysis and reflection
- ◆ Materials/methods
- ◆ Consistency of style and visual language
- ◆ Standards of construction, production and presentation
- ◆ Proof-reading
- ◆ Production Specification

Evidence Requirements

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

- ◆ produce client visuals that reflect the developments in Outcome 2
- ◆ select and effectively apply production materials and methods to produce surface graphics roughs and three-dimensional mock-ups for the design solution
- ◆ deliver critical analysis and reflection on their design solutions
- ◆ present work professionally
- ◆ demonstrate effective time management in the completion of tasks
- ◆ produce a production specification

Assessment guidelines

The assessment of this Outcome could be through practical assignments working from a Three-Dimensional design brief.

Candidates should produce client visuals in three dimensions for both design requirements specified in the design brief. Critical analysis and reflection could be assessed through observation, question and answer or written/annotated response. A production specification should also be produced.

Administrative Information

Unit code:	DV97 34
Unit title:	Graphic Design: Three-Dimensional
Superclass category:	JC
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Higher National Unit specification: support notes

Unit title: Graphic Design: Three-Dimensional

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

The Unit is intended to provide candidates with an introduction to at least one area of design that involves working with graphic design in three dimensions. The design of exhibition material, display and point-of-sale material and packaging would be suitable subjects for this Unit.

Throughout the Unit the candidate should develop skills of critical analysis and personal reflection upon their own work.

The Unit draws on candidates' existing knowledge and experience of the creative process and requires this to be applied to a design task that uses graphic design in a three dimensional context. Candidates will be expected to produce three-dimensional representations of their design solutions.

For Outcome 3 candidates are required to produce a specification that gives production information in a format suitable to the subject of the brief. For example, for a packaging brief, a cutting and folding guide, details of special finishes (spot varnish, die cut etc.) print process and colour references would be required. For an exhibition graphics brief, a production specification giving details such as method of production (photographic, digital, applications such as vinyl lettering etc) finish, layout, dimensioning, positioning, and lighting should be given.

Throughout the creative process candidates should regularly undertake personal, objective critical analysis and reflection. This could take the form of monitored peer group critiques, or by annotation of developmental work.

On completion of the creative process candidates should either provide a verbal reflective critique/presentation or present an illustrated or written reflective critique of their final design solutions. The design brief could be supplied by the Tutor, a competition brief, or a 'live' brief. More than one brief may be offered to a group of candidates to provide the opportunity for individual candidate specialisation.

Practical work could be supplemented by relevant industrial visits to design studios, commercial printers, sign makers, packaging manufacturers, and visits by guest speakers/practitioners.

Guidance on the delivery and assessment of this Unit

Whilst this Unit is primarily intended to be an optional Unit in the HNC/D Visual Communication Group Award, opportunities maybe taken to link with other aspects of the course and a thematic approach adopted for both delivery and assessment. The Unit is primarily designed to provide candidates with the technical, creative and analytical knowledge and skills related to a specific occupational area. It would be expected, however, that those who successfully completed the award would progress to junior creative/technical posts or to higher-level education. In these circumstances it would be expected that the Unit is likely to be delivered towards the end of an HNC Group Award, or towards the end of the first year of an HND Group Award to enable candidates to have gained

Higher National Unit specification: support notes (cont)

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experience of the creative process and associated skills. The Unit may also be delivered as a stand-alone qualification.

Assessment of Outcomes 1–3 should be by one or more instruments of assessment in the form of a graphic design brief for a three-dimensional application. Outcome 1 is likely to be assessed early in the delivery of the Unit. Product evidence and monitored peer group critiques, or annotation of developmental work will provide opportunities for formative assessments of Outcomes 2 and 3 throughout delivery of the Unit. Product evidence and critiques/presentations/written reflective critique will provide the opportunity for summative assessment of Outcome 2 and 3 towards the end of the delivery of the Unit.

Opportunities for developing Core Skills

The processes of research, conceptualisation, development and critical analysis in the design and production of finished creative graphic design solutions for three dimensional applications will provide many opportunities to develop problem solving skills. As they produce design solutions to a given graphic design brief, candidates need to analyse and seek solutions to a range of theoretical and practical problems, and identify specific objectives. Identifying and considering the variables, including all potential resources, and analysing the relative significance of each before identifying and justifying an appropriate strategic approach to concept development will provide opportunities to develop critical thinking skills to an advanced level. Analysing and evaluating the potential and actual impact of their design solutions will be a critical aspect of underpinning knowledge and understanding, and candidates could be supported in identifying appropriate methods to measure achievement and progress as they undertake the design brief.

Accuracy and effectiveness in the interpretation and communication of graphic information underpins the competencies developed in the Unit. Candidates are working in a context which requires that they produce original three dimensional design work. The use of software packages or on-line Tutorials to enhance skills may be useful. Accessing, interpreting and evaluating examples of complex graphic design would be an aspect of research work. Candidates should be able to work unaided in the selection of appropriate software and the modification or customising of applications to meet the identified needs of purpose and context. They could, however, benefit from discussions with the class group and/or assessor to reinforce an analytical approach to evaluating the effectiveness of the design process.

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.

Higher National Unit specification: support notes (cont)

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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: Graphic Design: Three-Dimensional

This Unit will introduce you to a range of graphic design areas, which might include packaging, exhibition, display and point-of-sale. It will allow you to develop and apply your creative skills in the development and production of three-dimensional graphic designs. Throughout the design process you will develop and apply your skills of critical analysis and reflection.

For Outcome 1 you will begin by analysing the brief that is supplied by the Tutor. You will create a 'mind map' or use a similar concept to list and organise your thoughts, ideas, related concepts, and knowledge of the brief. Using a range of research methods you will collect and organise visual reference material, visual source material and information on production and construction materials and methods. Your research material will be presented for assessment

For Outcomes 2 and 3 you will work through the design process producing roughs, three-dimensional mock-ups and client visuals for the design requirements in the brief. You will proofread your client visuals for accuracy.

For Outcome 3 you will also produce a production specification or pre-press mark-up.

Throughout Unit you will critically appraise and reflect upon your work, either in group critiques or by annotation of your design work.

To successfully complete this Unit, you must achieve all Outcomes.