

Higher National Unit Specification

General information for centres

Unit title: Design Semantics

Unit code: DW73 34

Unit purpose: This Unit is designed to enable candidates to understand and be able to use different design elements such as: composition, line, tone, texture, shape, colour pattern, balance, rhythm, scale, form, sign and symbols as a language to be applied in the generation and development of ideas towards a solution of a design brief.

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

- 1 Analyse and research the requirements of a given design brief.
- 2 Generate and develop a series of design ideas and concepts.
- 3 Present and communicate final design solution.

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: Students should have a level of ability and experience compatible with the entry requirements of the course.

Core Skills: There are opportunities to develop the Core Skills of Communication, Numeracy 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: A single instrument of assessment, which would require candidates to produce and present a final design solution from a given design brief, could assess this 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

Analyse and research the requirements of a given design brief

Knowledge and/or skills

- ◆ Research skills
- ◆ Design elements
- ◆ Analysis of the brief requirements

Evidence Requirements

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

- ◆ analyse the requirements of a given design brief and collect varied range of source material
- ◆ this evidence must be collated in a logical order in an annotated sketch/workbook of a minimum of three x A3 sheets or equivalent
- ◆ critical analysis of gathered research material must be evident in annotations

Assessment guidelines

The assessment of this Outcome should be by the presentation of the analysis and body of evidence of the data collected by the candidate in the shape of a folio (no less than three x A3 sheets) with images, photographs, other reference material and information. An alternative stand alone illustrated presentation of a minimum of 10 minutes and/or a written report of not less than 800 words may be considered, for certain design tasks.

The given design brief should identify the problem set for candidates to research and resolve. The requirements, restrictions and timeframe also should be identified.

Higher National Unit specification: statement of standards (cont)

Unit title: Design Semantics

Outcome 2

Generate and develop a series of concepts and design ideas

Knowledge and/or skills

- ◆ Generate ideas
- ◆ Design development
- ◆ Design elements
- ◆ Review design developments

Evidence Requirements

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

- ◆ generate and develop a series of design ideas and concepts based on initial analysis and research activity (a minimum of two concepts)
- ◆ prepare a visual presentation of initial ideas on a minimum of five A4 pages on client presentation boards using a variety of media or equivalent

Assessment guidelines

Concepts developed by the candidate could include design elements such as: composition, line, tone, texture, shape, colour pattern, balance, rhythm, scale, form, sign, and be presented in the form of a sketchbook (no less than five x A4 pages), each page containing written notes, annotations and any extra collected data. These pages would then form the basis of a client presentation.

Outcome 3

Present and communicate final design solution

Knowledge and/or skills

- ◆ Select design solution
- ◆ Presentation skills
- ◆ Communicate final design solution

Evidence Requirements

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

- ◆ select one design, from previous developments and present to the client

Assessment guidelines

The assessment of this Outcome could be by a visual presentation of the final design solution. This could be in the form of presentation boards (minimum of three x A3 boards) and/or other visual media, eg sketchbooks, models, portfolio, etc.

Administrative Information

Unit code:	DW73 34
Unit title:	Design Semantics
Superclass category:	JC
Date of publication:	August 2006
Version:	01
Source:	SQA

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Higher National Unit specification: support notes

Unit title: Design Semantics

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 is primarily intended to prepare candidates in the use of different design elements in order to help them in the generation and development of a design solution. As a result, candidates will work with a given design brief and use this as a creative exercise that will enhance the design practice.

For Outcome 1, candidates will gather information (data) from different sources with reference to the design brief and the different design elements such as: composition, line, tone, texture, shape, colour pattern, balance, rhythm, scale, form, sign and symbols. Essentially, candidates will research a significant body of evidence that will be used to generate and develop a creative design solution. One approach could be to encourage candidates to consider examining the work of professional designers. This would develop candidate's awareness of a range of different approaches to design problems. This will give a broader context and a fresh approach to the content of the Unit each time the Unit is delivered.

For Outcome 2, candidates would be encouraged to use the conclusions of their previous analysis of the information gathered in Outcome 1 to help them to generate a series of creative design ideas and concepts that give possible solutions to the design brief. Candidates should consider different strategies in order to select the appropriate final design solution.

For Outcome 3, Candidates will select appropriate media and equipment to visually communicate and present their final design solution.

Guidance on the delivery and assessment of this Unit

This Unit is likely to be delivered as part of the HNC/D group award (HNC 3D Design); This Unit is primarily design to provide candidates with knowledge about the different design elements and skills related to the generation and development of design solutions. It would be expected, however, that those who successfully complete the award (HNC 3D Design) might progress to Higher Education and/or a post within a design team. In these circumstances, the Unit is likely to be delivered at the beginning of the award allowing candidates to be able to explore further and use the skills acquired within this Unit in other units within the Group Award.

Assessment could be by one instrument of assessment, which would require candidates to produce and present a final design solution from a given design brief. It could also be broken down into three separate assessment events, which assess each Outcome individually.

For the purpose of authentication is advised that the candidate annotates the sketchbooks with dated pages. Identify and negotiate with client a suitable method of presentation for the final design solution.

Communicate by a (no less than five minute) visual and oral presentation of the final design solution.

Higher National Unit specification: support notes (cont)

Unit title: Design Semantics

Opportunities for developing Core Skills

All elements of the core skill of Problem Solving, that is, planning and organising, critical thinking, and reviewing and evaluating, should be developed and enhanced as candidates undertake the unit. Candidates plan and complete a practical task which requires them to analyse a brief and establish clear objectives. Identifying and assessing the relevance of all factors which may affect the success of the assignment will involve a high level of critical thinking. Working out and implementing effective creative design solutions will allow on-going opportunities for review and modification. Candidates may benefit from personal interviews with the assessor to reinforce analytical and evaluative approaches to working practice.

Candidates could also be supported in the development of techniques for accessing, interpreting and evaluating a range of complex graphic and written sources. All candidates should be encouraged to develop oral communication skills as they undertake the unit by questioning, giving information and responding to a range of others in a way which progresses communication. Although skills in written and/or oral communication are not formally assessed candidates should, in the presentation of a design solution, express essential ideas and information accurately and coherently using a range of media suited to the needs of the potential client. This could include the use of technology to underpin any presentation.

Open learning

This Unit could be delivery by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

For information on normal open learning arrangements, please refer to SQA guide *Assessment and Quality Assurance of Open and Distance Learning* (SQA, 2000).

Candidates with disabilities and/or additional support needs

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: Design Semantics

This Unit is design to enable you to recognise and used the different design elements and skills related to the generation and development of design solutions within a design brief. This Unit is primarily delivered as part of a HNC/D group award (3D Design).

You will use and apply different design elements such as: composition, line, tone, texture, shape, colour pattern, balance, rhythm, scale, form, sign and symbols as a language in the generation and development of ideas towards a solution for the given design brief.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance on all the three Outcomes. Towards the end of the Unit, you will be required to present your final design solution for the given design brief.