Higher National Unit Specification

General information for centres

Unit title: Screen Based Design: An Introduction

Unit code: DW9V 34

Unit purpose: This Unit is aimed at candidates undertaking screen-based art and design studies. Through a process of research, investigation and analysis, candidates will develop and apply screen-based design theory to a given brief.

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

1   Investigate and analyse screen-based design solutions.
2   Develop and apply design theory and skills to a given 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: Access to this Unit is at the discretion of the centre. However knowledge of computer applications would be advantageous, in particular Digital Imaging and Web Applications. This may be evidenced by possession of relevant HN Units or equivalent qualifications or experience.

Core Skills: There are opportunities to develop the Core Skills of Information Technology, Problem Solving, Communication and Numeracy 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: This Unit will be assessed by means of:

♦   an illustrated assignment by candidates
♦   sketchbook research and development
♦   finished design solutions to a given brief

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

Investigate and analyse screen-based design solutions

Knowledge and/or skills

♦   Presentation skills
♦   Screen-based design, formats and ratios
♦   Screen display systems
♦   Characteristics of screen-based design
♦   Visual hierarchy
♦   Composition/design theory/layout grids
♦   Colour theory/contrasts
♦   Typography

Evidence Requirements

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

Produce an illustrated assignment of at least 1,000 words supported by annotated research evidence, or a 5–10 minute presentation which must include:

♦   an analysis of three screen-based design applications
♦   development of communication and presentation skills
♦   research and analysis of evidence presented in a workbook or sketchbook

Assessment guidelines

It is suggested that candidates research and analyse three applications of screen-based design. These may be agreed with the course tutor in advance.

Alternative means of assessment, for example, an oral presentation supported by illustrations may be considered as a means of providing evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Screen Based Design: An Introduction

Outcome 2

Develop and apply design theory and skills to a given brief

Knowledge and/or skills

♦ Layout Grids
♦ Composition
♦ Visual hierarchy
♦ Typography
♦ Colour theory

Evidence Requirements

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

♦ research and develop a sketchbook of at least three different design ideas
♦ produce one finished computer generated design solution developed from sketchbook work, created using software applications and saved to digital media

Assessment guidelines

It is suggested that candidates work to a given a brief, with the class tutor acting as client. Candidates should be encouraged to develop initial ideas and developments within a sketchbook. It may be useful to make an interim submission of work for discussion and feedback. Final submissions should be presented on digital media.

There may be opportunities to cross-assess this Outcome with other Units, where a practical design solution to a brief is required.

Administrative Information

Unit code: DW9V 34

Unit title: Screen Based Design: An Introduction

Superclass category: JB

Date of publication: June 2006

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Source: SQA

Higher National Unit specification: support notes

Unit title: Screen Based Design: An Introduction

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 intends to help candidates, through a process of investigation and analysis, to develop and apply screen design theory to a given brief. By thorough analysis of existing applications candidates will form a greater understanding of design theory, colour, screen systems and their characteristics, which can be applied to a practical brief.

Outcome 1 asks candidates to investigate and analyse at least three examples of screen-based design. The results should then be annotated into an illustrated assignment of no less than 1,000 words, to be presented using appropriate software applications, or a 5–10 minute presentation.

The investigation and analysis should consider design issues, design theory, historical, contextual and technical issues related to screen-based design.

Candidates should be encouraged to examine a range of different applications of screen-based design to ensure that all of the knowledge and skills are covered.

It may be prudent for class tutors to direct candidates towards particular areas of screen-based design depending on their specialism and on the brief given in Outcome 2.

In Outcome 2 candidates will develop design theories based on their analysis of Outcome 1, and apply those theories to a given design brief.

How candidates approach this will depend on their particular specialism and the given brief. It is suggested that that their research and investigation should point towards specific areas of interest in relation to the brief.

Guidance on the delivery and assessment of this Unit

This Unit is likely to form part of a Group Award that is primarily designed to provide candidates with background knowledge and application of different theories in the practice of computer arts and design. It is recommended that this Unit is suitable for integration with other Units, in particular practical Units. Candidates may require a lot of support, especially in the early stages of the Unit. For that reason it is expected that class tutors would provide a set of guidelines based on the Knowledge and Skills to support both Outcomes. Candidates should be encouraged to meet the class tutor at regular intervals in the interests of support and validity of work.

Evidence Requirements for assessment have been expressed in the guidelines for each learning Outcome.

Higher National Unit specification: support notes (cont)

Unit title: Screen Based Design: An Introduction

Opportunities for developing Core Skills

Candidates are working in a context which requires that they produce original computer aided design work. Access, to and interpretation and evaluation of examples of, screen based design would be of value. 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.

As they produce design solutions to a given 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 and general problem solving skills to an advanced level. Analysing and evaluating the potential and actual impact of their designs will be a critical aspect of underpinning knowledge and understanding, and candidates could be supported in identifying appropriate methods to measure achievement and progress.

Although communication skills are not formally assessed candidates will be expected to analyse, evaluate and collate research materials of some complexity. They should produce and present reports to standards acceptable in industry, and express essential ideas accurately and coherently, using appropriate terminology and structure. Oral presentations should demonstrate that candidates are able to:

♦ collate, organise and structure accurate information effectively
♦ signpost key points
♦ select and produce support materials for their impact
♦ use appropriate non-verbal communication techniques
♦ respond to any questions in a way that progresses communication

Accuracy and effectiveness in the interpretation and communication of graphic information underpins the competencies developed in the Unit. Some candidates may benefit from formative opportunities to further develop skills in the analysis and application of graphic data, and the use of software packages or on-line tutorials to enhance Numeracy skills may be useful.

Open learning

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. A combination of new and traditional authentication tools may have to be devised for assessment and re-assessment purposes. For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, publication code A1030).

There is the potential for this Unit to be delivered through open and distance learning, provided there are adequate opportunities for candidates to attend tutorials and lectures where required. Additional planning and resources may be required to monitor student progress, assessment and quality assurance.

Higher National Unit specification: support notes (cont)

Unit title: Screen Based Design: An Introduction

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

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This Unit aims to give you an understanding of screen-based design, and to allow you to develop and apply theory and skills to a brief given by your class tutor. You are encouraged to meet regularly with the class tutor who will act as client and provide support in the development of your work.

By investigating examples of screen-based design and analysing them in terms of design and layout, design theory, historical context, and technical constraints, you will have a greater understanding of how screen-based designs come about. You will then use what you have learned to develop design solutions in a sketchbook for a brief given by your class tutor. These will be completed using appropriate software packages.

In Outcome 1 you are asked to investigate and analyse three examples of screen-based design. (Your class tutor may direct you towards specific areas of interest). You will make an analysis of these examples in terms of:

Design/design theory: screen formats/ratios, composition of elements, layout grids, visual hierarchies, colour, colour contrasts and typography.

Historical context: looking at designs within the timeframe they were created; available technology, target audience, trends.

Technical constraints: display systems, characteristics of screen-based solutions, available technology.

You will undertake an illustrated assignment of no less than 1,500 words, which documents your investigation and analysis. Illustrations may be in the form of 'screen shots', downloaded, or scanned images. Research evidence should be retained in a sketchbook or workbook.

In Outcome 2, having made the investigation and analysis, you will have a clear idea of screen-based design theory and development. You will then apply these to develop your own design ideas for the brief given to you by your class tutor. Your ideas will be developed within a sketchbook containing roughs, layouts, grids, sources of inspiration, existing designs, colour combinations, type workings and hierarchies. You will be expected to consult with your class tutor at regular intervals throughout the Unit to discuss your design development. With the class tutor acting as client, your finished designs should be undertaken only after client approval using appropriate software packages. Final solutions must be backed-up and presented in an appropriate medium as directed by your class Tutor.