

## Higher National Unit Specification

### General information for centres

**Unit title:** Exhibition Design: Creative Concept

**Unit code:** DX04 34

**Unit purpose:** This Unit is designed to enable candidates to demonstrate skills and abilities in producing imaginative, creative and innovative design solutions to a variety of exhibition requirements. Candidates will investigate and explore concepts and ideas using appropriate creative media and methods, design techniques and processes related to a given brief.

On completion of the Unit candidates should be able to:

- 1 Research and investigate ideas for a given brief.
- 2 Develop initial concepts.
- 3 Devise a creative 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:** Access to this Unit is at the discretion of the centre. No prior knowledge is required although good communication skills, problem-solving and research skills would be of benefit. No previous experience is required.

**Core Skills:** There are opportunities to develop the Core Skills of Problem Solving and Information Technology 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:** Outcomes 1, 2 and 3 could be assessed holistically or individually.

## **Higher National Unit specification: statement of standards**

**Unit title:** Exhibition Design: Creative Concept

**Unit code:** DX04 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**

Research and investigate ideas for a given brief

#### **Knowledge and/or skills**

- ◆ Accessing information
- ◆ Research strategies
- ◆ Information processing
- ◆ Electronic information systems

#### **Evidence Requirements**

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

- ◆ produce an annotated illustrated report that shows how the research was carried out of not less than 500 words
- ◆ produce a sketch book containing visual references on a minimum of two A3 pages

#### **Assessment guidelines**

The assessment of this Outcome can be combined with Outcomes 2 and 3 as part of a single holistic assessment of the Unit.

### **Outcome 2**

Develop initial concepts

#### **Knowledge and/or skills**

- ◆ Lateral thinking
- ◆ Communication and articulation of ideas
- ◆ Visualisation

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Exhibition Design: Creative Concept

### **Evidence Requirements**

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

- ◆ produce 4 x A3 sheets of sketch book developments and data which must include information accessed electronically

### **Assessment guidelines**

The assessment of this Outcome can be combined with Outcomes 1 and 3 as part of a single holistic assessment of the Unit.

## **Outcome 3**

Devise a creative solution

### **Knowledge and/or skills**

- ◆ Critical analysis
- ◆ Brainstorming
- ◆ Mind mapping
- ◆ 2D and 3D visual exploration

### **Evidence Requirements**

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

- ◆ produce at least 4 x A3 annotated sketches showing evaluation and analysis of experimentation and concept development
- ◆ articulate and communicate their ideas in a form that clearly shows their understanding of the brief
- ◆ produce a macquette or a sketch model to an appropriate scale

The folio of work will communicate more than one creative solution to the brief.

### **Assessment guidelines**

The assessment of this Outcome can be combined with Outcomes 1 and 2 as part of a single holistic assessment of the Unit.

## Administrative Information

**Unit code:** DX04 34

**Unit title:** Exhibition Design: Creative Concepts

**Superclass category:** JC

**Original date of publication:** August 2006

**Version:** 01

### History of Changes:

Version	Description of change	Date

**Source:** SQA

© Scottish Qualifications Authority 2006

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:** Exhibition Design: Creative Concepts

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 the candidates to a fundamental part of the design process where the initiation of creative ideas and thoughts are the foundation for the development of specific design solutions.

Candidates will use this unit as an opportunity to develop skills in research and investigation as an important part of the understanding, character and attributes necessary in the profession of exhibition design.

It will also enable candidates to demonstrate their ability to access information; develop logical research strategies and means of processing information, with particular regard to industry trends.

With this information and data candidates will demonstrate their ability to conceptualise their ideas and thoughts in a series of studies, exercises and experiments that will enable them to pursue ideas inherent in various design philosophies, and stimulate a wide choice as possible in making appropriate design decisions.

### **Guidance on the delivery and assessment of this Unit**

Candidates may have limited knowledge of design processes and therefore, the delivery should be informative — lecture/seminar based. The specific content could be delivered as an integrated part of the Unit through a project based assignment. The focus should be on providing a broad understanding of the design process.

Tutors could use mentoring on one to one or small group basis to enable discussion, analysis and evaluation to take place.

This Unit may be delivered by use of a Virtual Learning Environment (VLE) to support existing learning and teaching practises. Presentations generated by the lecturer, be given to the employment of on-line materials and assessments.

For Outcome 1 candidates will use a variety of skills to source and gather information and data to enable them to make evaluations and judgements about design solutions. The use of books, magazines, electronic media, attending museums and exhibitions, and browsing the Internet are all sources of valuable information that can be used in the interpretation of a brief.

In Outcome 2 the use of the internet, books, magazines, exhibitions, electronic media, museums, visitor centres will be important in accessing and disseminating resource material. The material sourced should be informed by the brief.

For Outcome discarded ideas and evidence of experimentation should be included in the portfolio of evidence.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Exhibition Design: Creative Concepts

The folio may take the form of an illustrated report, boards, model, electronic presentation, virtual reality construction or a combination of the above.

Visits or presentations by ‘creative professionals’ are to be encouraged as these will assist candidates to develop a mature understanding of Exhibition industry specific developments and show an awareness of various visual, interactive and multimedia techniques.

#### ***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, would be naturally developed and enhanced as candidates undertake the practical work for the unit. Working to a brief, they are required to analyse and seek solutions to a range of theoretical and practical issues as they interpret requirements and devise a range of creative solutions. Understanding and acknowledging legislative constraints, and working within the limitations of resources and timescales will need a strong understanding of practical problem solving in industry practice. Identifying and implementing creative design solutions will involve the interpretation and application of knowledge 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 must towards a professional standard. Resources available should include appropriate software packages to support the effective and accurate presentation of information. Formative opportunities to create designs, compositions or models from different types of data with appropriate models of presentation styles may be particularly useful. Candidates need to be aware of how to select and import relevant data in order to most effectively present information in numerical and graphical form to meet a given specification. Access to a VLE could provide useful support in researching current industry trends. Assessor guidance in the interpretation and application of graphical concepts should be available as necessary.

#### **Open learning**

The practical nature of parts of this unit makes it difficult to deliver as open learning. However, it may be possible for candidates to access source information and complete written work electronically.

#### **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](http://www.sqa.org.uk).

## **General information for candidates**

### **Unit title:** Exhibition Design: Creative Concepts

This Unit is designed to enable you to develop methods, skills and abilities in producing imaginative, creative and innovative design solutions to a variety of exhibition requirements.

You are encouraged to investigate and explore concepts and ideas using a selection of materials, creative methods, design techniques, and 2D and 3D planning strategies, related to a given brief.

You will develop an ability to research and investigate creative concepts and to use relevant methods of communication that reflects personal and original thoughts.

You will be able to source information and data and disseminate the results to enable you to make informed judgements and evaluations.

You will be encouraged to be as experimental and interpretive as you can be in the production of your ideas. You will produce sketchbooks, recorded logs and illustrated reports with a final portfolio of creative ideas.