

Higher National Unit Specification

General information for centres

Unit title: Design Production

Unit code: DX30 35

Unit purpose: This Unit is designed to develop candidates' knowledge and skills in techniques for preparing material and design work for the production of a publication.

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

- 1 Explore and develop design solutions appropriate to a given brief.
- 2 Source and accurately prepare suitable visual material for production.
- 3 Prepare digital artwork files for commercial production process.
- 4 Produce an accurate simulation of a completed design project.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*).

**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: It would be beneficial if candidates had some previous knowledge of printing processes, design for multimedia and the production of relevant digital artwork. This may be evidenced by the possession of the units DV60 34 Digital Imaging; DV63 34 Graphic Production for Commercial Printing; DV68 34 New Media. Since candidates will be required to follow the design process in the practical aspects of this unit, it would also be helpful if they had relevant graphic design and related IT skills.

Core Skills: There are opportunities to develop the Core Skill of 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: This Unit requires one instrument of assessment in the form of a practical assignment, where candidates are required provide a design solution to a given brief. Candidates must also undertake and complete the relevant processes necessary to ensure the successful production of their design concepts.

There is also the possibility for the assessment of all outcomes to be integrated with other units where the accurate production of a design concept is required.

General information for centres (cont)

An exemplar instrument of assessment and marking guidelines has been produced to show the national standard of achievement at HN SCQF level 8.

Higher National Unit specification: statement of standards

Unit title: Design Production

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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

Explore and develop design solutions appropriate to a given design brief

Knowledge and/or skills

- ◆ Analysis of design brief
- ◆ Utilise research techniques
- ◆ Implementation of the design process
- ◆ Development of visuals

Evidence Requirements

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

- ◆ analyse and research a given brief
- ◆ apply the recognised design process to provide a basic design concept for a given brief
- ◆ develop visuals in response to the given brief

Assessment guidelines

The assessment of this Outcome should take the form of a single, supervised, practical assignment devised to cover this Outcome and all further Outcomes for the unit. Although the assignment encompasses all Outcomes, Outcome 1 should be assessed at an appropriate stage in the project. Candidates must be made aware that all stages of production should conform to industry standards and practices and will be assessed accordingly.

Outcome 2

Source and accurately prepare suitable visual material for production

Knowledge and/or skills

- ◆ Sourcing techniques
- ◆ Photographic visual material
- ◆ Illustrative visual material
- ◆ File types

Higher National Unit specification: statement of standards (cont)

Unit title: Design Production

- ◆ Image resolution

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can in relation to a given design brief:

- ◆ use a range of sourcing techniques
- ◆ select and prepare visual material
- ◆ use appropriate file types
- ◆ identify and apply appropriate image resolution

Assessment guidelines

The assessment of this Outcome should take the form of a single, supervised, practical assignment devised to cover this Outcome and all further Outcomes for the unit. Although the assignment encompasses all Outcomes, Outcome 2 should be assessed at an appropriate stage in the project. Candidates must be made aware that all stages of production should conform to industry standards and practices and will be assessed accordingly.

Outcome 3

Prepare digital artwork files for commercial production process

Knowledge and/or skills

- ◆ Software and hardware
- ◆ Colour modes
- ◆ Scanning specifications for continuous tone material
- ◆ Managing file storage
- ◆ Production of proofs
- ◆ Correction techniques

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can in relation to the given design brief:

- ◆ select and utilise suitable hardware and software to produce digital artwork
- ◆ accurately specify colour modes appropriate to the design
- ◆ manage appropriate digital artwork files for production
- ◆ produce composite and separated proofs for quality control purposes, identifying and rectifying any errors

Higher National Unit specification: statement of standards (cont)

Unit title: Design Production

Assessment guidelines

The assessment of this Outcome should take the form of a single, supervised, practical assignment devised to cover this Outcome and all further Outcomes for the unit. Although the assignment encompasses all Outcomes, Outcome 3 should be assessed at an appropriate stage in the project. Candidates must be made aware that all stages of production should conform to industry standards and practices and will be assessed accordingly.

Outcome 4

Produce an accurate simulation of a completed design project

Knowledge and/or skills

- ◆ Output devices
- ◆ Simulate a completed design
- ◆ Manual skills
- ◆ Proofing

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can in relation to the given design brief:

- ◆ select and utilise appropriate hardware and software to produce and present an accurate simulation of a finished project
- ◆ utilise appropriate manual skills to produce and present an accurate simulation of a finished project
- ◆ proof completed designs, identifying and rectifying errors

Assessment guidelines

The assessment of this Outcome should take the form of a single, supervised, practical assignment devised to cover this Outcome and all further Outcomes for the unit. Although the assignment encompasses all Outcomes, Outcome 4 should be assessed at an appropriate stage in the project. Candidates must be made aware that all stages of production should conform to industry standards and practices and will be assessed accordingly. Presentation techniques should be of an industrial standard.

Administrative Information

Unit code: DX30 35
Unit title: Design Production
Superclass category: KH
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Design Production

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 intended to develop the candidates' knowledge and technical skills that are necessary in the production stage of a publication. The practical design assignment may be for either print or screen-based publications.

Outcome 1 relates to the early stages of the design process, involving the analysis, research and development of a solution to a practical design problem.

In **Outcome 2**, candidates are required to source suitable visual material for inclusion in their designs and prepare it for production.

Outcome 3 addresses the processes and technical skills utilised to prepare digital artwork files for appropriate, full commercial production.

Outcome 4 relates to the production of a client visual that simulates the finished product and relies on the candidates' skills — innovative, technological and manual — to provide a convincing presentation.

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 technical or professional knowledge and skills related to graphic design and visual communication. It is considered that this Unit would be delivered in the second year of the award and candidates who undertake it would have skills and prior knowledge of the technical processes undertaken to produce digital artwork for publications.

It is suggested that assessment of this Unit be by one instrument in the form of a project-based assignment for which the assessor will set a design brief. Candidates should be able to undertake this assessment within the duration of the unit. Assessment of this Unit could be integrated with another Unit, where candidates are required to source and prepare visual material for a publication design concept, prepare presentation material and produce digital artwork for pre-press purposes.

Opportunities for developing Core Skills

Candidates should have many opportunities to develop sophisticated skills in the use of technology as they work towards a practical design to a specific brief.

The utilisation of relevant software packages to realise a design solution and where research is carried out using the Internet, could also assist in the development of the candidates' skills in the use of technology.

Higher National Unit specification: support notes (cont)

Unit title: Design Production

Candidates need to produce and present materials to a standard which would be acceptable in industry as they acquire the technical skills to effectively undertake creative projects and prepare digital artwork files for industry standard pre-press production work. Formative opportunities to create materials and designs using models with appropriate use of a range of techniques and processes may be a useful way to maximise skills and the effectiveness and impact of materials created. Class group discussion and analysis of exemplar materials, with practical demonstrations of processes, preferably in an industry setting, could underpin unit delivery. The contribution of technology to accuracy, which is essential in every aspect of the project, could be emphasised.

Open learning

This Unit is not appropriate for Open Learning purposes as specialist equipment is required to generate the evidence necessary for the Outcomes. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: www.sqa.org.uk.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

General information for candidates

Unit title: Design Production

This Unit is designed to provide you with the knowledge and skills required in the production stages of a publication design for either print or digital media.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance in all four Outcomes. These Outcomes will be combined in a single assessment that will take the form of a practical assignment. You will be required to follow the recognised design process to produce a design concept for a brief supplied by your tutor. You will then develop the project to the stage of finished, digital artwork and present this as a client visual.

Outcome 1

You will analyse, research and apply the design process to create and develop ideas in response to a design brief.

Outcome 2

You will source and prepare appropriate visual material — which may be photographs or illustrations – using appropriate file types and image resolution in relation to software and output requirements.

Outcome 3

Using appropriate hardware and software, you will prepare digital artwork files to a standard acceptable for pre-press print production. You will also apply accurate quality control proofing techniques to identify and rectify any errors in the digital artwork.

Outcome 4

You will produce a client presentation visual that accurately simulates the printed publication.

While a great deal of emphasis is placed on the technical aspects of this Unit, it offers you the opportunity to produce creative and innovative solutions to a design brief.