

Higher National Unit Specification

General information for centres

Unit title: Graphic Design: Advanced

Unit code: DX35 36

Unit purpose: This Unit is designed to develop conceptual and technical knowledge and skills alongside visual literacy to an advanced level. The aim of this Unit is to provide focus for the candidate to explore broader design issues within the context of graphic design and production through the creative response to innovative design brief/s. This Unit will enable candidates to apply advanced knowledge and skills whilst showing individual creativity and independence in professional development in relation to an advanced Graphic Design brief/s. This Unit is suitable for candidates wishing to gain advanced skills within the area of graphic design.

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

- 1 Identify and research developments within the graphic design industry.
- 2 Develop and produce graphic design brief/s.
- 3 Create and present innovative design responses.
- 4 Manage and evaluate design work.

Credit points and level: 2 HN Credits at SCQF level 9: (16 SCQF credit points at SCQF level 9*).

**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 but it would be beneficial if the candidate had undertaken DV62 34 Graphic Design; DX36 35 Graphic Design Project or equivalent.

Core Skills: There are opportunities to develop the Core Skills of Communication 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: Outcome 1 is assessed by written response.

Outcomes 2, 3 and 4 are assessed by the planning, creation, production and evaluation of a successful practical design project in response to a brief/s.

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

Identify and research developments within the graphic design industry

Knowledge and/or skills

- ◆ Research methods
- ◆ Graphic design trends
- ◆ Materials
- ◆ Technology
- ◆ Production

Evidence Requirements

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

- ◆ utilise a wide variety of research methods and gather relevant information
- ◆ compile a research file, presenting current trends and developments in materials and technologies in terms of design and production in relation to the graphic design industry
- ◆ identify current trends and give detailed description of materials and technologies used in the context of creative graphic design industry
- ◆ describe methods of production currently used in the graphic design industry

The assessment of Outcome 1 should be completed by the production of an illustrated and written assignment. A research file or annotated sketchbook or equivalent should also be submitted (minimum of 10 images or equivalent).

Assessment guidelines

Research information may be presented in any appropriate format, but should be equivalent to ten pages of an annotated sketchbook.

The research should be focused on current professional members of the creative design industry, whilst studying design trends, materials and technologies used.

Research could include evidence from Design for Print, Packaging Design and Design for Screen.

Higher National Unit specification: statement of standards (cont)

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For further clarification of a candidate's response, oral questioning may be used to eliminate any doubt as to the candidates understanding. The class tutor should record the questions and responses against a checklist.

Outcome 2

Develop and produce graphic design brief/s

Knowledge and/or skills

- ◆ Key requirements
- ◆ Time schedule
- ◆ Constraints
- ◆ Competitive environment
- ◆ Target audience

Evidence Requirements

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

- ◆ accurately interpret a graphic design problem and identify key requirements within an effective design brief/s
- ◆ identify potential constraints of printing production processes and costings, computer hardware and software, legibility and readability
- ◆ produce a project brief, which deals with ethical and professional issues
- ◆ identify and establish timescale, strategic, legal and moral issues clearly

Assessment of this Outcome will take the form of the submission of a graphic design brief/s developed and produced by the candidate.

Assessment guidelines

The assessment of Outcomes 2, 3 and 4 should be combined.

Outcome 3

Create and present innovative design responses

Knowledge and/or skills

- ◆ Experimentation and innovation
- ◆ Visualisation techniques
- ◆ Presentation

Higher National Unit specification: statement of standards (cont)

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Evidence Requirements

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

- ◆ explore and develop a variety of design solutions
- ◆ provide innovative design ideas to the brief/s
- ◆ provide evidence of legibility and readability in communication
- ◆ apply aesthetic judgement to design
- ◆ create an innovative solution to the graphic design brief/s

The appropriate use of visualisation techniques should be evident in the submission of a portfolio including design brief/s, initial ideas, developments and final design solution/s.

Assessment guidelines

A wide range of techniques may be used to capture and describe design stages — from concept generation through to design specifications.

The assessment of Outcomes 2, 3 and 4 should be combined.

Outcome 4

Manage and evaluate design work

Knowledge and/or skills

- ◆ Project management skills
- ◆ Production management
- ◆ Monitoring
- ◆ Evaluation skills

Evidence Requirements

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

- ◆ effectively project manage design work
- ◆ evaluate the success of the final design work in relation to the objectives of the brief
- ◆ create a realistic and accurate planning and production schedule
- ◆ monitor and deliver a design project/s on schedule
- ◆ evaluate design work for the brief/s

The assessment for this outcome should take the form of a log book recording the progress and development of the design solution through the duration of the project/s (minimum of 12 pages).

Higher National Unit specification: statement of standards (cont)

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A self-evaluation sheet should be evident within the journal/log book along with reference to the project management timescales.

Assessment guidelines

The assessment of Outcomes 2, 3 and 4 should be combined.

Administrative Information

Unit code: DX35 36

Unit title: Graphic Design: Advanced

Superclass category: JC

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Higher National Unit specification: support notes

Unit title: Graphic Design: Advanced

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 80 hours.

Guidance on the content and context for this Unit

This Unit is designed to provide the candidates with the opportunity to explore broader design issues in the context of creative graphic design and production. The evaluation of current trends and technologies, media and tools, form core elements alongside the research and identification of the key requirements within a successful design brief/s. The candidate will research information relevant to graphic design, develop clear brief/s, generate initial ideas, use appropriate visualisation techniques, evaluate the viability of design ideas and make presentations.

An emphasis is placed on experimentation and exploration in terms of graphic design techniques and design solutions. Candidates should be capable of working with a minimum of direction from the tutor.

Guidance on the delivery and assessment of this Unit

A strong emphasis is placed on self-directed, individual development, creative exploration and expression. Application of knowledge and practical skills during individually negotiated projects allows individual creativity whilst fostering a professional attitude.

Candidates should be encouraged to develop design briefs or realise 'live' projects in a professional environment. Candidates' conceptual strengths will be key to success, in addition to becoming increasingly independent in professional development.

Outcome 1 is intended to enable candidates to study and experience the current trends and technologies that exist within the graphic design industry. The realisation of the fast moving, converging technologies providing inspiration for the development of a dynamic, integrated brief/s produced for Outcome 2.

Outcome 2, 3 and 4 should be integrated as one project brief/s.

Practical work could be supplemented by industrial visits to advertising agencies, design studios, commercial printers and guest speakers/practitioners.

Opportunities for developing Core Skills

Candidates will be required as they undertake the Unit to analyse design concepts in depth and seek various types of solutions in a range of theoretical and practical situations. Checklists to support analytical evaluation of complex information accessed could be provided and might include criteria to ensure a check on the suitability for purpose and the needs of the proposed users. In planning designs to meet the practical requirements of clients, such variables as available resources and appropriate media will need to be identified and the significance of each analysed before a design approaches are selected. Developing the initial design ideas should further provide opportunities for enhancing problem solving skills to an advanced level. Evaluation which examines all stages of proposed solutions and their potential and actual impact will be on-going.

Higher National Unit specification: support notes (cont)

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Candidates will need to produce and present materials to a standard which would be acceptable in industry and appropriate for a professional audience. This should include the use of technology to support research and oral presentation. Candidates should have opportunities to develop a sophisticated level of oral communication skills in questioning, giving information and responding to others in the most appropriate way.

The need to develop efficient systems of recording, coding and storing outline information for ease of reference should be emphasised. Candidates could develop skills in computerised record keeping and be made aware of the importance of saving materials and performing back ups.

Although skills in written communication are not formally assessed, candidates should be expected to express essential ideas, information accurately and coherently, to use a formal structure and format. Use of software to check language, spelling, punctuation and syntax for accuracy is good practice.

Open learning

This Unit would be suited to open and distance learning if it was conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work. 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.

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: Graphic Design: Advanced

This Unit will offer you the opportunity to negotiate and generate an innovative project design brief. Visualisation and design techniques will be studied allowing you to experiment and explore in the context of the professional graphic design industry.

You will develop a design brief/s, plan and create a successful solution to the design brief/s and present the final solution. You will develop your ability to evolve new ideas through research and visual expression, and be encouraged to maintain a keen interest in current trends and developments. Within the project you will cover the design process, visual research and analysis and gain practical experience of processes and materials.

With guidance, this personal, self-initiated project will enable you to develop knowledge and skills with an emphasis on concept and creativity.