Higher National Unit Specification

General information for centres

Unit title: Graphic Design Project

Unit code: DX36 35

Unit purpose: This Unit is designed to develop the candidate's ability to initiate and interpret a design brief/s, to develop and produce creative and complex design solutions within their chosen area of graphic design and to undertake critical evaluation of solutions. Throughout the Unit the candidate is expected to develop and demonstrate autonomy. This Unit is suitable for candidates with previous experience of graphic design who wish to further develop their skills.

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

1   Identify and evaluate creative and complex contemporary graphic design solutions.
2   Prepare a graphic design brief/s.
3   Research, develop and produce creative and complex design concepts for graphic design brief/s.
4   Produce, present and evaluate finished creative and complex design solutions for a graphic design brief/s.

Credit points and level: 2 HN Credits at SCQF level 8: (16 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: Access to this Unit is at the discretion of the centre. It would be beneficial if the candidate had experience in design-based problem solving and design-based IT skills. This may be evidenced by possession of relevant HN Units such as DV62 34 Graphic Design, and/or prior work experience.

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: Outcomes 1 and 2 should be assessed separately. Outcome 1 requires candidates to identify and evaluate graphic design solutions. Assessment is recommended through the production of two short illustrated assignments.

General information for centres (cont)

For Outcome 2, candidates must produce either one or two written brief/s and schedule/s of work. Outcome 2 must be achieved before progressing to Outcomes 3 and 4.

It is recommended that the assessment for Outcomes 3 and 4 is in the form of an integrated graphic design project/s working from the brief/s defined in Outcome 2.

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

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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 evaluate creative and complex contemporary graphic design solutions

Knowledge and/or skills

♦   Print-based
♦   Screen-based
♦   Context
♦   Purpose
♦   Production methods

Evidence Requirements

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

♦   evaluate print and/or screen based graphic designs
♦   evaluate graphic designs in relation to the context and purpose

The assessment of Outcome 1 could be carried out by the production of two short written and illustrated assignments (minimum 400 words each), alternatively this could be done through an oral presentation utilising appropriate visual materials.

The professional contemporary graphic design solutions evaluated by the candidates should contain at least four design elements.

Assessment guidelines

The evaluation element of these assignments should focus on the effectiveness of the designs in the given context.

Higher National Unit specification: statement of standards (cont)

Unit title: Graphic Design Project

Outcome 2

Prepare a graphic design brief/s

Knowledge and/or skills

♦   Key requirements
♦   Time management
♦   Presentation techniques

Evidence Requirements

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

♦   identify client/s
♦   identify the target audience
♦   identify competitors and analyse the market
♦   identify design elements
♦   establish the context
♦   identify appropriate production methods for final items
♦   schedule research, development and final production
♦   produce a professionally presented brief

Assessment guidelines

Assessment of this Outcome will take the form of the submission of one or two design briefs negotiated with the tutor. Design briefs may be print or screen based.

All stages of production from research, initial concepts, development and final visuals should be included in the schedule of work.

Outcome 3

Research, develop and produce creative and complex design concepts for graphic design brief/s

Knowledge and/or skills

♦   Sources of research
♦   Implementation of research
♦   Development of design concepts
♦   Final design concepts
♦   Critical analysis and reflection

Higher National Unit specification: statement of standards (cont)

Unit title: Graphic Design Project

Evidence Requirements

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

♦ source and utilise relevant research
♦ produce substantial and varied rough solutions
♦ select appropriate solutions for development
♦ develop creative and complex designs
♦ deliver critical analysis and reflection on their design solutions
♦ demonstrate effective time management in the completion of tasks

Assessment guidelines

The assessment of this Outcome should be through practical assignments working from a design brief/s negotiated and prepared in Outcome 2 of this Unit.

Candidates should produce and present research materials, thumbnails, and roughs using appropriate production methods. Critical analysis and reflection could be assessed through observation, question and answer or written/annotated response.

Outcome 4

Produce, present and evaluate finished creative and complex design solutions for a graphic design brief/s

Knowledge and/or skills

♦ Professional production
♦ Evaluation
♦ Professional presentation

Evidence Requirements

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

♦ produce professionally finished design solutions
♦ evaluate graphic design solutions in relation to their creativity and complexity, and context and purpose of the brief
♦ professionally present finished graphic design solutions

Evaluation and professional presentation should be assessed through an illustrated oral presentation of 5 minutes as the tutor acting as client. Alternatively this could be done through an illustrated written report (minimum 500 words) or other appropriate format.

Higher National Unit specification: statement of standards (cont)

Unit title: Graphic Design Project

Assessment guidelines

The assessment of this Outcome should be through practical assignments working from a design brief/s negotiated in Outcome 2 and design concepts produced in Outcome 3 of this Unit.

Candidates should produce finished design solutions using appropriate production materials and methods for each design element in the brief.

Administrative Information

Unit code: DX36 35

Unit title: Graphic Design Project

Superclass category: JC

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Graphic Design Project

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

The Unit is intended to develop candidates visual and evaluation skills in print-based and/or screen-based graphic design.

The introduction to the Unit is through the evaluation of two creative and complex contemporary, professional graphic design solutions.

Candidates will prepare and complete one or two creative and complex graphic design briefs within their chosen area/s under tutor guidance. The brief/s could be 'live', 'competition' or 'fictitious'.

Outcome 1 is intended to develop the candidate's knowledge and skills in evaluation of contemporary graphic design with the intention that these skills and knowledge are then applied in Outcomes 3–4. A range of examples of contemporary graphic design could be selected by the tutor or alternatively candidates could select their own examples. Examples of contemporary graphic design could include: publicity campaign, range of packaging; advertising; corporate identity; information graphics in a print or screen-based format. Candidates will select two of these examples for further analysis. An appropriate marking scheme should be produced by the tutor.

Outcome 2 is the negotiation of a graphic design brief/s. Tutors should ensure that briefs offer appropriate complexity and scope for creativity in print and/or screen-based graphic design.

Outcomes 3–4 require candidates to research, produce and develop design concepts, and produce finished graphic design solutions. Design concepts should be analysed and evaluated throughout the development process. Final design solutions should be evaluated and professionally presented through an illustrated oral presentation, an illustrated written report or other appropriate format. Appropriate production methods could relate to practical materials and/or software used.

Guidance on the delivery and assessment of this Unit

Whilst this unit is an optional unit in the HND Visual Communication group award, opportunities may be taken to link with other aspects of the course and a thematic approach adopted for both delivery and assessment. The Unit is primarily designed to provide candidates with substantial technical, creative and evaluative knowledge and skills related to a specific occupational area.

Assessment of Outcome 1 should be undertaken at the outset of delivery of the unit. Candidates produce two written/oral and illustrated assignments of at least 400 words each or equivalent.

Assessment of Outcome 2 should be undertaken at an early stage of the unit. Assessment is by the production of a structured graphic design brief/s and schedule/s of work.

Assessment of Outcomes 3 – 4 will be by one or two instruments of assessment in the form of the brief/s negotiated in Outcome 2.

Unit title: Graphic Design Project

Throughout the creative process candidates should regularly undertake personal objective critical analysis and reflection. This could take the form of monitored peer group critiques or by the annotation of developmental work. On completion of the creative process candidates should either provide a reflective critique/presentation or present an illustrated, written reflective critique of their final design solutions.

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

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.

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, distance and online 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**.

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: Graphic Design Project

This Unit is designed to develop your creative, technical and evaluation skills in print and/or screen-based graphic design. It is intended to allow you to develop and apply your creative skills in the production of designs. Throughout the design process you will develop and apply your skills of critical analysis and reflection.

In Outcome 1 you will identify and evaluate print and/or screen-based professional graphic design examples. You will evaluate the designs in relation to the context and their purpose.

For Outcome 2 you will produce a brief/s and work schedule negotiated with your tutor.

In Outcomes 3–4 you will work from the graphic design brief/s devised in Outcome 2.

For Outcomes 3 and 4 you will begin by analysing the brief/s and recording all your thoughts, related concepts, and knowledge of the brief. Using a range of research techniques you will collect and present visual reference material, source material and information on production materials and methods.

You will work through the design process from initial concepts to client visuals for all the design requirements in the brief/s. Your client visuals must be professionally presented and proofread for accuracy. Throughout the design and development process you will critically appraise and reflect upon your work either through participation in group critiques or annotation of your design works. Finally you will evaluate and present your final design solutions.