

Higher National Unit Specification

General information for centres

Unit title: New Media: Advanced

Unit code: DX58 36

Unit purpose: This Unit is designed to equip candidates with the knowledge and practical understanding that will enable in-depth research, conceptualisation and critical analysis in the production of a new media screen based presentation. This Unit would be suitable for candidates wishing to develop advanced capabilities in the design, creation and production of new media titles.

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

- 1 Interpret a project design brief/s.
- 2 Design a suitable interface for a new media title.
- 3 Identify and evaluate a range of component elements.
- 4 Implement advanced interface components.

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: Candidates must have an experience of working within a computer based environment and have prior knowledge of file management techniques. Candidates should also have experience of working with new media software. This may be evidenced by the possession of relevant HN Units such as New Media DV68 34, Web Design DV6C 35, or by prior experience.

Core Skills: There are opportunities to develop the Core Skills of Communication, Information Technology and Problem Solving 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 — the candidate is required to present design solutions in the form of rough visuals and select a final design solution for presentation.

Outcome 2 — the candidate should produce a working prototype either paper based or computer-based that implements all the requirements of the Outcome.

General information for centres (cont)

Outcome 3 — the candidate is required to identify and evaluate a range of component elements by submitting an evaluation sheet/report answering specific questions.

Outcome 4 — the candidate is required to create an implemented interface with new media screens and they should accurately test the final new media title and save as appropriate to the mode of delivery.

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

Interpret a project design brief/s

Knowledge and/or skills

- ◆ Parameters and specific objectives
- ◆ Design techniques
- ◆ Delivery
- ◆ Presentation

Evidence Requirements

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

- ◆ respond to the requirements of the project
- ◆ provide evidence of research into technical parameters and specific design objectives
- ◆ show consideration of design techniques
- ◆ clearly define the intended mode of delivery
- ◆ produce presentation visuals

Candidates should select and present a minimum of four design solution, digitally output and professionally mounted for assessment. All designs and research should be presented in a project research/design sketchbook. There should be a minimum of six screens in the final design solution selected.

Assessment guidelines

The form and nature of the visuals would be at the discretion of the tutor and relate directly to the advanced design brief/s and the mode of delivery of the final selected design.

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Design a suitable interface for a new media title

Knowledge and/or skills

- ◆ Navigation
- ◆ Architecture
- ◆ Target market
- ◆ Prototype

Evidence Requirements

Candidate will need to provide practical evidence to demonstrate their knowledge and/or skills to show that they can, by designing a suitable interface which:

- ◆ incorporates an appropriate navigation system
- ◆ includes appropriate architecture
- ◆ is suitable interface for intended market

This Outcome will be assessed by the presentation of a rapid prototype that incorporates all the Evidence Requirements. At this stage the candidate should have an architecture map that exactly compliments the navigation system and interface design.

Assessment guidelines

Outcome 2 may be a single assessment or combined with Outcome 1. The candidate should demonstrate a clear understanding of complex navigation systems that are specific to the candidates target market.

Outcome 3

Identify and evaluate a range of component elements

Knowledge and/or skills

- ◆ Video components
- ◆ Audio components
- ◆ Software
- ◆ Presentation
- ◆ Component problems

Higher National Unit specification: statement of standards (cont)

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Evidence Requirements

Candidate will need to provide practical evidence to demonstrate their knowledge and/or skills to show that they can:

- ◆ identify still image capture, moving image capture, compression, playback and storage
- ◆ identify recording, sound effects, audio formats and storage
- ◆ evaluate the latest software applications that create and import text, graphics, special effects, transitions, animation, and presentation techniques such as buttons, event handlers and control structures in the production of a new media project
- ◆ identify software facilities for presenting new media titles
- ◆ problems associated with new media components and storage of information

Candidates will submit an evaluation sheet/report with specific questions based on relevant criteria on all the above items. Practical evidence will support their evaluation and critical analysis and will be integrated within the evaluation sheet/report.

Assessment guidelines

A checklist may be used to evaluate the candidate's achievement and completion of each part of the requirements for knowledge and/or skills, for all candidates.

Outcome 4

Implement advanced interface components

Knowledge and/or skills

- ◆ Components
- ◆ Effects
- ◆ Links
- ◆ Implementation
- ◆ Delivery mode

Evidence Requirements

Candidates will need to provide evidence of their knowledge and/or skills by showing that they can, in relation to a new media brief/s:

- ◆ produce required components utilising a variety of software applications
- ◆ create relevant effects to selected components within a new media title
- ◆ incorporate reliable links within an interface design
- ◆ implement all components within an interface design
- ◆ accurately test and save the final new media title appropriate to the mode of delivery

Higher National Unit specification: statement of standards (cont)

Unit title: New Media: Advanced

The assessment of Outcome 4 should be assessed as an implemented interface with a minimum of 6 new media screens. Candidates must provide a satisfactory response to all five requirements and show a clear understanding of the implementation and correct use of components within a new media presentation.

Assessment guidelines

Candidates should be aware that all stages of production must conform to industry standards and practice and will be assessed accordingly.

Administrative Information

Unit code: DX58 36
Unit title: New Media: Advanced
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: New Media: 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

The Unit is intended to extend the candidates' knowledge and skills required in the design and production of a new media title to an advanced level. It also offers them the opportunity to broaden their experience, through tutor-led exploration of new media parameters, design techniques, and delivery modes that can effect implementation. The Unit offers an ideal opportunity for candidates to employ innovative design, in the production of a screen based presentation, as well as developing their communication skills.

The Unit will develop the candidate's ability to interpret a creative design brief/s, suitable navigation, relevant components and finally an implemented design interface. It will also require time and project management skills and technical work practices, using industry standard hardware and software. All project briefs should be managed for feasibility in relation to time and resources, and ability to complete the unit.

Guidance on the delivery and assessment of this Unit

This Unit is likely to be part of a group award that is designed primarily to provide candidates with considerable design and practical knowledge and skills related to graphic design and visual communication. It is considered that candidates who undertake this unit would have skills and prior knowledge of the technical requirements to produce digital artwork for new media applications. It is also recommended that candidates have prior knowledge of graphic applications.

Outcome 1

A project design brief/s should be made available by the tutor delivering the Unit or alternatively the candidate could negotiate a self-directed brief. The candidate should be inspired to be creative and encouraged to design responses that incorporate and experiment with as many as possible components within the finished project.

In order that candidates fully understand all parameters and specific objectives required, a detailed and clear explanation showing several exemplars should be given, by the class tutor. At this stage the candidate should be introduced to time management and time plans. Through tutor exposition the candidate will be informed of critique dates for all outcomes of the Unit.

In response to the advanced design brief all candidates should supply a minimum of four design solutions in the form of rough visuals that accurately reflect the final new media title.

The assessment would require the candidate so present a research/design sketchbook that should be collated for assessment. Candidates should submit all four design roughs within the collated sketchbook along with conceptual and relevant research.

Higher National Unit specification: support notes (cont)

Unit title: New Media: Advanced

The candidates should present a minimum of 6 digitally output screens, mounted for assessment.

Outcome 2

Candidates should present evidence of understanding advanced navigation and project architecture that directly relates to a selected target market.

The candidate should produce either a paper based or computer-based rapid prototype that accurately reflects the final new media title.

Outcome 3

Candidate should be provided with a range of resources that allows for practical exploration and production of components within a new media title. In order to enhance the candidate's understanding, clear explanation and visual demonstration should be given by the class tutor delivering the unit on how to implement video and audio components within screen based presentations. Also, explanation of the various software applications available should be introduced into the visual demonstration.

Candidates should be provided with information and shown, where possible, potential problems within the production of an advanced new media project in terms of format, mode of delivery, compatibility and production time.

Outcome 4

Outcome 4 requires the candidate to apply the knowledge gained in Outcomes 1, 2 and 3. The creation of accurate digital components should be a prime, assessable factor in the design and production process.

Candidates must provide a satisfactory response to all five outcome requirements and show a clear understanding of the implementation and correct use of components within a new media presentation.

Opportunities for developing Core Skills

Candidates will be required as they undertake the Unit to analyse and seek solutions to a range of theoretical and practical issues involved in the production of a new media design solution to a given brief/s. Formative work in which they are encouraged to identify and consider the variables in a range of situations, including all available resources, and to analyse the significance of each before identifying and justifying an appropriate approach will be valuable. The application of knowledge in the design and production of a screen based presentation will provide opportunities to develop problem solving and technology skills to an advanced level. Evaluation which examines all stages of proposed design solutions and their potential and actual impact should be on-going. Skills in developing an effective search strategy for accessing and evaluating paper based and electronic sources of current complex information on professional considerations, issues and ideas should be developed. The production of drafts for research and presentations will support the development of skills in effective evaluation and collating of relevant research materials, and up to date software packages could support all aspects of the research and design process.

Higher National Unit specification: support notes (cont)

Unit title: New Media: Advanced

Although communication skills are not formally assessed candidates will be expected to analyse, produce and present written or oral materials to standards acceptable in industry, and to express essential ideas, information accurately and coherently. They should be encouraged to consider the most appropriate approach and to ensure that what they decide to communicate has been considered, is accurate and is designed for impact and effectiveness. Presentations should have the facility to demonstrate that they:

- ◆ collate, organise and structure information effectively
- ◆ signpost key points
- ◆ select and produce support materials for impact
- ◆ be supported where appropriate by non-verbal communication techniques
- ◆ include a facility to respond to questions in a way that progresses communication

Open learning

This Unit is not appropriate for Open Learning purposes as specialist equipment is required to produce the evidence required. 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: New Media: Advanced

This Unit will extend your knowledge and practical understanding to an advanced level that will enable in-depth research, conceptualisation and critical analysis in the production of a new media screen based presentation. It will also allow you to further develop your capabilities in the design, creation and production of new media titles.

In **Outcome 1** you will create a series of rough design visuals to either a given or self-initiated design brief. You will expand your knowledge of the technical parameters in relation to designing for new media.

In **Outcome 2** you will show that you understand appropriate navigation and project architecture that directly relates to your selected target market. Clear, definitive, class tutor explanation will allow you to develop an appropriate architecture and design interface for your design project. You will formulate a rapid prototype that directly relates to your design solution and architecture in Outcome 1.

In **Outcome 3** you will research and evaluate component elements within a new media title. You will be encouraged through class tutor exposition and research to develop a critical understanding of the various components and software applications that create new media titles.

In **Outcome 4** you will implement your client presentation design solution from Outcome 1. You will apply the knowledge you have learned from Outcomes 1, 2 and 3 during the production and testing of your final title.