

Higher National Unit Specification

General information for centres

Unit title: Illustration: Advanced

Unit code: DX5D 36

Unit purpose: This Unit is designed to develop conceptual skills to enable candidates to identify key requirements of a complex illustration brief, follow informed lines of enquiry and make key value judgements regarding creative ideas.

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

- 1 Identify, plan and research a complex illustration brief.
- 2 Develop a creative response to a complex illustration brief
- 3 Produce finished illustrations that show creative interpretation of the brief.
- 4 Articulate ideas and thought processes in relation to the requirements of the brief.

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. It would be beneficial if the candidate had previously undertaken the HN Units: DV64 34 Illustration and DX5N 35 Illustration Project or equivalent.

Core Skills: There are opportunities to develop the Core Skill of 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: This Unit will be assessed by one instrument of assessment in the form of an illustration brief. The brief may be self-generated by the candidate, devised by a nationally recognised design body or tutor generated, providing its scope meets the unit requirements and is approved by the assessment centre. The brief may be print or screen based, or a combination of both.

Outcome 1 requires candidates to create or identify an illustration brief that will allow them to engage in complex problem solving, illustrate abstract concepts and evaluate complex information.

Outcome 2 requires candidates to investigate the creative possibilities within the brief, identify key requirements, and create a preliminary illustrative response that is informed and discriminative.

General information for centres (cont)

Outcome 3 requires candidates to render final illustrations based on their decisions following the assimilation of ideas and the development of the creative approach.

Outcome 4 requires candidates to maintain a written record that clearly identifies thought processes and key decisions throughout the assignment.

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, plan and research a complex illustration brief

Knowledge and/or skills

- ◆ Objectives
- ◆ Target audience
- ◆ Time schedule
- ◆ Research strategies
- ◆ Conceptualisation

Evidence Requirements

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

- ◆ negotiate a complex illustration brief that contains clear objectives and demands in-depth research and analysis of target audience, content and function
- ◆ present a schedule for the brief that identifies key target dates for the completion of initial research, preliminary visualisation, interim presentation and final delivery of a minimum of three illustrations and a written evaluation
- ◆ organise an initial response to the brief by producing relevant research material and concepts, within a work file, sketchbook or equivalent

Assessment guidelines

A single assignment in the form of a complex illustration brief and project schedule should be negotiated between the candidate and the subject tutor to cover all unit Outcomes.

The candidate and tutor should each retain a copy of the agreed project brief and schedule.

The candidate will also devise a written project schedule and both the candidate and the subject tutor will retain a copy.

A research file, sketchbook or equivalent, should be submitted for discussion with the subject tutor.

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration: Advanced

Outcome 2

Develop a creative response to a complex illustration brief

Knowledge and/or skills

- ◆ Illustrative style
- ◆ Creative content
- ◆ Materials
- ◆ Techniques

Evidence Requirements

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

- ◆ identify key requirements for creative development and investigate colour, materials, technique and illustrative style for presentation of preliminary visuals
- ◆ generate sketch layouts to the correct format and scale, showing compositional variations and the position of any integral design or typographic elements
- ◆ develop illustrative style and technique and apply to compositional elements to achieve optimum visual impact and establish the illustrative approach
- ◆ generate preliminary illustrations that show consideration for composition, creative content, style, mood and symbolism and are consistent with the target objectives
- ◆ select appropriate illustration proposals for development

Assessment guidelines

The assessment of Outcome 2 should be based on further development within an annotated sketchbook to clearly demonstrate creative intent with regard to the objectives of the brief.

The sketch layouts should explore relationships of scale, angle, perspective, abstraction and clearly show the relationship between essential characters, objects structures, design or typographic elements.

The candidate should decide which composition should be used and generate a preliminary illustration as a proposal for the final illustrative approach.

The candidate should work to the devised schedule and justify composition, content, colour, style and idea to the subject tutor.

Higher National Unit specification: statement of standards (cont)

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Outcome 3

Produce finished illustrations that show creative interpretation of the brief

Knowledge and/or skills

- ◆ Assimilate ideas
- ◆ Materials and rendering
- ◆ Technology
- ◆ Production

Evidence Requirements

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

- ◆ establish composition, content, style and mood within final illustrations for optimum function and visual effect
- ◆ render final illustrations to a professional standard and prepare them for reproduction within specified print or screen-based formats
- ◆ incorporate illustrations within specified media presentation formats and present them at professional output quality

Assessment guidelines

The candidate should render the final illustrations to a professionally recognised standard.

The finished illustrations should be presented within the specified media format relevant to the brief.

Outcome 4

Articulate ideas and thought processes in relation to the requirements of the brief

Knowledge and/or skills

- ◆ Reference file
- ◆ Annotation
- ◆ Monitoring
- ◆ Evaluation skills

Evidence Requirements

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

- ◆ maintain a written project record and work file
- ◆ record research methods and evaluate source material and information for relevance to the requirements of a complex illustration brief

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration: Advanced

- ◆ record and detail monitoring of progress and key decision making relating to illustrative content, illustrative style, and the effectiveness of ideas
- ◆ regularly evaluate the progress of the project
- ◆ produce an evaluation report

Assessment guidelines

The assessment for this outcome should take the form of a planning and production journal/log book containing a copy of the brief and detailing assignment target dates and practical submissions.

Self-evaluation should be evident within the journal/log book to record key findings and decisions. Written guidance and feedback that has been provided by the subject tutor should also be included.

The candidate could formalise the evaluation in a written report that clearly explains the analytical approach, creative decisions and critically evaluates the illustration solutions.

Administrative Information

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Unit title: Illustration: Advanced
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Illustration: 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 is a mainly practical unit, although candidates are required to monitor and evaluate the assignment, recording key observations and decisions over its duration. The candidate and subject tutor should identify and agree upon a suitable project area. The brief may be self-generated by the candidate or devised by a nationally recognised design body providing its scope meets the unit requirements and is sufficiently complex for candidates undertaking study at SCQF level 9. A choice will allow the candidate to develop strengths in a particular area of illustration.

For a self-generated brief it is recommended that all candidates submit a proposal for consideration. This should identify the client, subject area to be illustrated and the target audience.

Where the brief is self-generated, it should be prepared by the candidate and approved by the subject tutor/s in advance. Where possible, advance details of the unit requirements should be made available to candidates, particularly in relation to the formulation of the self-generated option.

The project may be drawn from any source where illustration is commissioned such as advertising, publishing, broadcasting or multimedia design. It may be appropriate for candidates to undertake a series of illustrations that work as a set within their chosen complex brief.

The brief should identify the client, the nature of the client's business, the illustration requirements, the design requirements and a suitable range of formats for final presentation.

Competition briefs that have been devised by a nationally recognised body (RSA, D&AD or similar) should be vetted for their suitability.

Where the course team considers that a brief authored by the candidate or available competition briefs do not meet the unit requirements, a tutor generated brief that involves similar background content and information may be given.

Guidance on the delivery and assessment of this Unit

In Outcome 1 the quality of the brief is important in that it must allow the candidate to become involved in significant analysis of the project area and/or content. It is not necessarily the amount of content within the brief that dictates the complexity of the task.

An appropriate advertising brief might appear simple and lacking in content but in fact the onus is on the candidate to make a significant contribution because the illustrative requirement is not specific at the outset. As the advertising concept must be devised following analysis and creative visualisation this would involve the candidate in complex problem solving.

Higher National Unit specification: support notes (cont)

Unit title: Illustration: Advanced

An appropriate publishing brief could be specific in that it requires illustrations for a selected story but requires the candidate to research an unfamiliar area such as a different culture, historical period or setting and to identify and justify the selection of important feature within an agreed text for illustration.

Research should contain material that is relevant to the context of the brief, to the function and content of the illustrations and the development of ideas. The class tutor should record the submission of work at this stage and provide guidance and feedback. The candidate should retain and develop the reference file and sketchbook.

It is recommended that the class tutor should identify to what degree the candidate has been involved in meaningful research, information retrieval and analysis of the brief, and confirm progress or any requirement for further submission of evidence. The class tutor should record discussion of the scheduled meeting by means of a checklist.

In Outcome 2, candidates are involved in exploring the creative possibilities with regard to agreed format/s, their initial research findings and the objectives of the brief. A work record should be maintained and candidates should be encouraged to record their thoughts as they make key decisions and differentiate between ideas. Annotation within sketchbooks and/or maintaining a project record sheet would facilitate this requirement.

It is recommended that the class tutor should make objective criticism and suggest where modification to the illustrative approach could be beneficial, however, candidates should be encouraged to take ownership of the project and take ultimate responsibility for their own decisions. The class tutor should record discussion of the scheduled meeting by means of a checklist.

In Outcome 3, candidates are required to produce final illustrations that are derived from development work in Outcomes 1 and 2 to a format and standard suitable for commercial use.

It will be necessary to produce illustrations accurately and to scale and to incorporate them within specified design formats for final presentation. Illustrations could be scanned and imported into document layouts that have been prepared, by the candidate, using an appropriate computer application program for quality output. Where illustrations have been solely computer generated for use in a multimedia format, computer files or hard copy prints should be submitted in a format that allows the class tutor to view illustrations as individual key-frames.

In Outcome 4, candidates should prepare and maintain a written record, in the form of a journal/log book, from the outset of the assignment. Research findings, planning and production procedures should be detailed within the journal/log book. Candidates should record guidance and feedback received from the class tutor, record their own creative thoughts and evaluate their work at key stages of the assignment.

Higher National Unit specification: support notes (cont)

Unit title: Illustration: Advanced

Opportunities for developing Core Skills

Candidates will analyse requirements and seek solutions involving a range of practical issues as they apply theoretical knowledge and understanding to a complex design task involving commercial formats and applications. Analysis of the thematic concept which is to be communicated will require examination and consideration of a range of issues and a definition of specific objectives. Identifying and considering all aspects of a concepts, themes and/or narrative and analysing the relative significance of each before selecting and justifying an appropriate medium and creative approach will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level.

Formative opportunities to develop skills in the interpretation and presentation of illustrations will encourage skills development. Analysing and evaluating the potential impact of work produced will be a significant aspect of underpinning knowledge and understanding, and candidates could be made aware of appropriate evaluative methods by which to measure achievement and justify illustrative approaches. Candidates may also benefit from individual discussions with the assessor to reinforce the analytical evaluation of all aspects of the practical process.

Open learning

This Unit could be delivered by open learning provided additional planning and resources were put in place for candidate support, assessment and quality assurance. New authentication tools may have to be devised for assessment and re-assessment purposes.

There would also have to be a well defined brief which took into account any factors specific to open learning. 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: Illustration: Advanced

This Unit will develop your conceptual skills and enable you to identify key requirements within a complex illustration brief. You will be required to negotiate a complex illustration brief with your class tutor/s at the outset of the Unit.

In Outcome 1, you will negotiate and agree a complex illustration brief, present a work schedule and organise an initial response to the brief by producing relevant research material and concepts, within a work file, sketchbook or equivalent.

In Outcome 2, you will identify key requirements for creative development, generate sketch layouts to the correct format and scale, showing compositional variations, develop illustrative style and techniques, generate preliminary illustrations and select appropriate illustration proposals for development.

In Outcome 3 you will produce finished illustrations that show full creative interpretation of the brief.

In Outcome 4, you will maintain a written project record and work file, recording research methods and evaluating your response to the brief and progress of the project.