

Higher National Unit Specification

General information for centres

Unit title: Illustration Project

Unit code: DX5N 35

Unit purpose: This Unit is designed to provide the candidate with an extensive understanding of commercial illustration requirements and to develop a professional approach to creating and presenting illustrations.

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

- 1 Investigate and develop creative solutions for simulated commercial illustration assignments.
- 2 Establish and evaluate the illustrative approach through liaison with the client
- 3 Produce illustrations for use within commercial design formats.
- 4 Meet client presentation requirements.

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 previously undertaken the Unit: DV64 34 Illustration or equivalent.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Communication 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 requires candidates to closely examine commercial illustration assignments and produce practical solutions including preliminary sketches and developments clearly showing illustrative potential and relevance to the requirements of the brief.

Outcome 2 requires candidates to present proposals for discussion and feedback at a minimum of two interim meetings for one of the given assignments. The tutor will act in the role of the client.

General information for centres (cont)

Outcome 3 requires candidates to closely examine the requirements of a minimum of three simulated commercial illustration assignments and produce finished illustrations that are suitable for reproduction within specified design formats.

Outcome 4 requires candidates to conduct a client presentation for a minimum of two completed projects by oral presentation or equivalent. Ideally this assessment would be conducted as a group activity.

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

Investigate and develop creative solutions for simulated commercial illustration assignments

Knowledge and/or skills

- ◆ Research strategies
- ◆ Interpretation of information
- ◆ Materials
- ◆ Illustrative methods and techniques
- ◆ Creative visualisation
- ◆ Design formats
- ◆ Colour Reproduction

Evidence Requirements

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

- ◆ source and interpret appropriate research material
- ◆ generate preliminary drawings, sketchbook and developmental work, clearly showing creative interpretation and relevance of ideas to the requirements of the briefs

Illustrations should be developed for black and white, spot colour and full colour reproduction.

Assessment guidelines

Three simulated commercial illustration briefs should be devised to cover this Outcome and all further Outcomes for the unit. Illustrations should be developed for colour reproduction.

A variety of design formats should be specified and incorporated across the set assignments. Project areas should also be varied and may be drawn from advertising, book publishing, editorial or multimedia sources. Candidates should visualise within the correct format and allow for incorporated typographic or additional graphic content at an early stage.

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration Project

Outcome 2

Establish and evaluate the illustrative approach through liaison with the client

Knowledge and/or skills

- ◆ Communication skills
- ◆ Content
- ◆ Style
- ◆ Colour
- ◆ Mood
- ◆ Context
- ◆ Evaluation

Evidence Requirements

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

- ◆ present creative ideas and illustration visuals to the client, for interim discussion, before final submission of the finished project work
- ◆ describe and evaluate the relevance of content
- ◆ show appropriate mood or tone of voice for the target audience
- ◆ show development of suitable illustrative style
- ◆ evaluate the illustrative idea in relation the context of the brief

Assessment guidelines

The candidate's progress should be recorded by means of a checklist with sections allowing for detailed comment and direction by the tutor at two interim presentations for at least one illustration assignment.

The checklist should be provided by the tutor and retained by the candidate as guidance for the duration of the project before submission with the completed illustration work.

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration Project

Outcome 3

Produce illustrations for use within commercial design formats

Knowledge and/or skills

- ◆ Media
- ◆ Rendering
- ◆ Illustrative style
- ◆ Measurement and scale

Evidence Requirements

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

- ◆ select and use appropriate media
- ◆ render finished illustrations
- ◆ produce creative solutions that meet the client's requirements
- ◆ incorporate the finished illustrations within specified design formats

Assessment guidelines

Candidates should produce illustrations for this Outcome that constitute the final practical elements for the developmental requirements in Outcomes 1 and 2.

Candidates should be directed to produce finished illustrations for full colour reproduction or screen-based media.

Outcome 4

Meet client presentation requirements

Knowledge and/or skills

- ◆ Communication skills
- ◆ Evaluation
- ◆ Presentation formats
- ◆ Digital input and output devices
- ◆ Reproduction requirements

Evidence Requirements

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

- ◆ give an oral presentation and evaluation of the illustrative approach
- ◆ present illustrations within design formats
- ◆ present work using appropriate client presentation and reproduction formats

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration Project

Assessment guidelines

Ideally assessment should be conducted as a group activity. Candidates should operate in the role of the professional illustrator presenting their illustrations as they would to a client, with the tutor acting in the role of the client. Participation should be recorded in the form of a checklist.

Administrative Information

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Unit title: Illustration Project
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Higher National Unit specification: support notes

Unit title: Illustration 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

This is a practical unit that is intended to enable candidates to develop creative ability and illustrative techniques through the interpretation of simulated commercial illustration assignments. Candidates will present work at stages throughout the assignments to simulate the relationship between client and illustrator in industry, in relation to the progress and monitoring of commissioned illustration work.

Candidates should be provided with assignments that enable them to establish clear aims and objectives in relation to client needs, target audience and client presentation requirements.

Strong emphasis should be placed on the development of individual style, creativity and illustrative technique. Candidates must be encouraged to focus on the client needs, the intended target audience and to adapt their illustrative approach where necessary. The tutor should thus act in the role of the client by recording progress and providing written feedback during the monitoring process.

Illustrators do not generally become involved in sophisticated typographic or design layout when undertaking commissions within industry. It may be appropriate that tutors provide prepared typographic layouts or design formats to allow candidates to incorporate their finished work at final presentation. Reproducing work within the context of a finished design layout or multimedia format will provide candidates with an indication of the level of success of their ideas for final evaluation.

This Unit is likely to be delivered as part of a group award, which is primarily designed to provide candidates with knowledge and ability within a visual communication illustration specialism. It may however be included as an option within art and design courses in general and is suitable for candidates who have creative media handling, drawing and illustration skills, and who demonstrate an understanding of the creative process.

Guidance on the delivery and assessment of this Unit

In Outcome 1, two of the assignments must include enough scope for extensive research and development that can be monitored to achieve the remaining Outcomes. Assignments should draw from commercial fields such as publishing, advertising, broadcasting, or any area where illustration is commissioned and should involve candidates in a variety of creative challenges incorporating a range of design formats. Several finished illustrations should be requested within these assignments. They may be of varying complexity, but at least one illustration within each assignment should provide a significant challenge (e.g. a poster image for a play or advertising campaign or a full-page illustration for a book involving detailed narrative content).

As a third assignment, it is recommended that this approach should be complemented by an editorial brief with a one or two day deadline. This will provide candidates with a realistic time challenge and impress upon them that ideas sometimes have to be quickly established with limited time for research and investigation.

Higher National Unit specification: support notes (cont)

Unit title: Illustration Project

Full colour illustrations should be specified as a requirement in assignments. It is recommended that a minimum of two illustrations should be produced as black and white line artwork and/or for spot colour reproduction. This may be limited to a single project assignment.

In Outcome 2, a minimum of one assignment must be fully monitored by the tutor to simulate the dialogue that takes place in industry between the illustrator and the client. The tutor should instigate this process during the first unit assignment. Content, style, mood and context should be appraised at each stage. A record of evidence should be devised in the form of a checklist with additional areas to write detailed guidance and feedback by the tutor. Opportunity exists in additional assignments to ensure that evidence is produced for reassessment should a candidate not fulfil the requirement at the first instance.

It is recommended that evaluation should take place:

- ◆ following research and production of initial ideas/sketches
- ◆ following evidence of proposed approach to final illustrations
- ◆ on completion of the finished assignment

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 may be scanned and imported into prepared document layouts using an appropriate computer application program for quality output. Otherwise, illustrations, or good quality copies, should be mounted within a presentation layout that has been previously output.

In Outcome 4, where candidates are asked to give an oral presentation and evaluation it is recommended that small groups of around six should be organised and that each individual candidate should present their final illustrations, as they would to a commissioning client. The tutor would act as the client although other candidates should be encouraged to contribute to the discussion. Candidates however, may also present work in a one-to-one situation with a tutor or in larger group discussion.

This could involve the candidate in a 5-10 minute presentation, which should be kept fairly informal. Ideally tutor and candidate input should be of equal balance. Candidates should be encouraged to evaluate their final illustrations in relation to the main issues and the requirements of the brief.

It may be beneficial to refer directly to previously recorded comments:

- ◆ relevance of content
- ◆ mood or tone of voice for the target audience
- ◆ illustrative style and quality of rendering
- ◆ illustrative idea in relation the context of the brief

Candidates should be encouraged to suggest alternative approaches or make comparative comment by considering other candidates' solutions.

Higher National Unit specification: support notes (cont)

Unit title: Illustration Project

A satisfactory level of participation will be recorded for one main assignment.

Opportunities for developing Core Skills

Candidates will be required as they produce solutions to a given brief to analyse and seek solutions to a range of practical problems and issues as they identify and work towards specific objectives. Identifying and considering the variables, including all available resources, and analysing the relative significance of each before identifying and justifying an appropriate strategic approach will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the potential impact of proposed approaches will be a critical aspect of underpinning knowledge and understanding, and candidates should be able to identify appropriate evaluative methods to measure achievement.

Communication skills are not formally assessed but candidates will be expected to design and present materials to a professional standard. Support in developing an effective search strategy for accessing and evaluating paper based and electronic sources of complex information on relevant issues and ideas will be of value. Accuracy, professional presentation and use of appropriate media and recognised format will be critical in the production of materials. The availability of suitable software packages to support accuracy and professional presentation could enhance communication skills development. There may be opportunities to foster co-operative working skills, by encouraging candidates to discuss and make interim practical presentations of proposed solutions with their peers, and:

- ◆ analyse the task and identify the elements comprising the task
- ◆ negotiate the nature and scope of goals, roles and responsibilities in group activities taking account of all resources including strengths and weaknesses of individuals
- ◆ use working methods consistent with available resources
- ◆ demonstrate and explain to others
- ◆ fulfil their own roles and responsibilities
- ◆ review and evaluate own contribution with justification, supporting conclusions with evidence

Open learning

This Unit could be delivered by open learning. However it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence. Delivering centres will be responsible for ensuring authenticity of candidates' work.

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. New authentication tools may have to be devised for assessment and re-assessment purposes.

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.

Higher National Unit specification: support notes (cont)

Unit title: Illustration Project

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 Project

This Unit will enable you to develop an extensive understanding of commercial illustration requirements and to develop a professional illustrative approach to creating and presenting illustrations. Practical assignments will be devised by your tutor/s, relating to commercial fields such as publishing, advertising, broadcasting or any area where illustration is commissioned. You will be encouraged to act in the role of the professional illustrator by meeting with your tutor/s who will act in the role of the client. You will interpret given briefs and present appropriate research, ideas, preliminary drawings and illustrations in a sequence that conforms to commercial illustration practice.

In Outcome 1 you will identify the objectives of given briefs and undertake appropriate research which will allow you to gain an understanding of the subject area and enable you to identify significant features for creative interpretation. You should explore the creative possibilities by generating sketchbook ideas and preliminary visuals. Where you are given a specified design format it is important that you visualise within the correct format and allow for incorporated typographic or additional graphic content at an early stage.

In Outcome 2 you are required to present an initial creative response to your tutor/s. You should expect to be involved in discussion that reflects appropriate client/illustrator liaison. Your tutor/s will consider and discuss content, style, mood and context.

In Outcome 3 you are required to produce final illustrations that are derived from development work in Outcomes 1 and 2. The presentation requirements will be contained within your project brief and will be undertaken as a continuation of each illustration assignment. It will be necessary to produce illustrations accurately and to scale and to incorporate them within specified design formats for final presentation.

In Outcome 4 you should conduct a client presentation with the tutor acting in the role of the commissioning client. You should present your finished illustrations within required design formats and endeavour to justify your solutions through reasoned argument, highlighting the key strengths of your work.