

## Higher National Unit Specification

### General information for centres

**Unit title:** Web Design Project

**Unit code:** DX5R 35

**Unit purpose:** This Unit is designed to prepare the candidate for the creative and aesthetic elements of web page design and online publishing. It is intended that the candidate will undertake a project that will help to develop their creative, analytical, research and aesthetic skills in relation to the production of web pages.

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

- 1 Interpret a given brief for an online project.
- 2 Develop a range of solutions for an online project.
- 3 Produce storyboards and schematics that illustrate a solution for an online project.
- 4 Produce prototypes and a finished solution for an online project.

**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. However, it would be beneficial if candidates had experience of IT in an art and design context. This may be evidenced by the possession of relevant HN Units such as DW9M 35 Computer Arts and Design: Technologies, DV5M 34 Web Design: An Introduction or DW9V 34 Screen Based Design: An Introduction, or by prior experience. It is also recommended that candidates have either completed, or are currently undertaking HN Unit DV60 34 Digital Imaging.

**Core Skills:** There are opportunities to develop the Core Skills of Communication, Information Technology and Problem Solving 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.

## General information for centres

**Assessment** A number of product-based assessment instruments will be required which will include report writing or equivalent, a sketchbook of gathered evidence, and evidence of practical work. Outcomes 1, 2, 3 and 4 can all be cross-assessed through product-based assessment. Integrative assessment should be encouraged across a range of design units as appropriate to the framework in which the unit is offered. If this approach is taken, then a matrix for assessment should be devised.

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**

Interpret a given brief for an online project

#### **Knowledge and/or skills**

- ◆ Interpretation
- ◆ Analysis
- ◆ Evaluation

#### **Evidence Requirements**

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

- ◆ interpret, analyse and evaluate a given online project brief
- ◆ identify problems and issues arising from the candidates interpretation of the given brief

Evidence should be presented in a report of 500 words or equivalent or by an oral presentation of approximately five minutes duration.

#### **Assessment guidelines**

All evidence should be contextualised within the area of online production. The candidate must demonstrate that they can identify the many problems and issues arising from a given art or design brief. There is an opportunity for this outcome to be assessed with Outcomes 2, 3 and 4 as an individual learning activity. There is a major opportunity, therefore, for integration of this outcome with a large variety of existing design projects throughout a variety of art and design, multimedia, web, television and broadcast media and creative industries frameworks. If used in this manner, an assessment matrix should be devised. Outcomes 1 and 2 could be assessed as one written report or oral presentation.

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Web Design Project

### Outcome 2

Develop a range of solutions for an online project

#### Knowledge and/or skills

- ◆ Research
- ◆ Conceptual development
- ◆ Creative process
- ◆ Sketch solutions

#### Evidence Requirements

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

- ◆ Produce a range of ideas and potential routes of enquiry.
- ◆ Gather illustrative and written or oral evidence of appropriate research. There should be evidence of at least 12 appropriate images (a minimum of 500 words or a 5 minute presentation).
- ◆ Develop at least three sketch solutions.

#### Assessment guidelines

The candidate should demonstrate that they have developed research and sketch design skills. All research images should be supported by text or oral presentation. Visual and written evidence could be produced in a sketchbook or on screen to demonstrate that the candidate can articulate a creative and developmental process.

There is an opportunity, therefore, for integration of this outcome with a large variety of existing design projects throughout a variety of art and design, multimedia, web, television and broadcast media and creative industries frameworks. If used in this manner, an assessment matrix should be devised. Outcomes 1 and 2 could be assessed as one written report or oral presentation.

### Outcome 3

Produce storyboards and schematics that illustrate a solution for an online project

#### Knowledge and/or skills

- ◆ Visual communication
- ◆ Presentation
- ◆ Drawing
- ◆ Illustration
- ◆ Planning

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Web Design Project

### Evidence Requirements

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

- ◆ Produce a finished storyboard and schematic drawings that illustrate a solution for an online project.
- ◆ Produce solutions that meet the requirements of a given brief.
- ◆ Formally present their ideas to the tutor (an assessment checklist should be used).

### Assessment guidelines

The candidate should demonstrate that they can produce storyboards, flow diagrams, text and other schematic drawings that illustrate their ideas. All work should include a range of drawing and illustration skills. Candidates should make a formal presentation of their ideas and solutions to the tutor. This should be followed by questioning and feedback. This may be part of a group review.

This Outcome could be assessed individually however there is an opportunity for integration of this outcome with a large variety of existing art and design, multimedia, television and broadcast media and creative industries frameworks. If used in this manner, an assessment matrix should be devised.

## Outcome 4

Produce prototypes and a finished solution for an online project

### Knowledge and/or skills

- ◆ Software
- ◆ Project management
- ◆ Design and layout conventions
- ◆ Online accessibility
- ◆ File management

### Evidence Requirements

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

- ◆ Develop a technical solution and working prototype that meets with current online publishing conventions
- ◆ Show an awareness of web accessibility issues in relation to their own project (a minimum of 500 words or five minute presentation).
- ◆ Manage both technical and creative requirements of the project by creating work and time sheets.
- ◆ Organise appropriate file structures to enable the project to be uploaded to a WWW server.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Web Design Project

### **Assessment guidelines**

Practical evidence through checklists and observation should be gathered to demonstrate the candidate's ability to use appropriate web prototyping and development software. A finished project should be capable of being uploaded to a WWW server. This will demonstrate both project management skills and an understanding of related file management issues. Candidate's written work or oral presentation should demonstrate the candidate's understanding of web accessibility.

## Administrative Information

**Unit code:** DX5R 35  
**Unit title:** Web Design Project  
**Superclass category:** CE  
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### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title: Web 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 purpose of this Unit is to provide the candidates with the knowledge of how to develop creative and conceptual solutions for online publishing. Although this is not a technical unit, computer competences should be integrated into the creative process.

#### **Outcome 1**

This outcome encourages the candidate to question and interpret a design brief. It is recommended that candidates develop these analytical skills within the context of a given brief. This may take the form of a design brief or one that encourages contemporary art practice. Although the brief should be set within the context of online publishing the analytical skills gained by the candidate should be transferable to other areas of art and design. Outcomes 1 and 2 could be assessed as one written report or oral presentation.

#### **Outcome 2**

This Outcome should develop the candidate's skills in how to generate and develop creative ideas. Emphasis should be placed on establishing good working practice through the use of sketchbooks. Candidates should develop suitable areas and routes of enquiry that require evidence of research practice. This Outcome encourages the candidate to explore a range of ideas and possibilities in relation to designing online projects. Emphasis should be placed on the quality of both ideas and how they answer the given brief.

#### **Outcome 3**

This Outcome encourages the candidate to develop skills in the pre-production phase of an online project. Through visual and written communication the candidate should be able to present their ideas and solutions to a given audience. This should foster an understanding of the importance of presenting work to clients and other working partners. Emphasis should be placed on the quality of illustration, drawing and presentation.

#### **Outcome 4**

The brief should not overburden the candidate with technical requirements to the detriment of developing good art and design practice. However a certain level of software and technical competence must be attained if the candidate is to fully exploit their ideas and creative solutions. By using appropriate software, developing prototypes and creating files that can be uploaded to a server, candidates should gain sufficient knowledge to blend both the creative and technical. Candidates should be aware of current design and layout conventions.



## Higher National Unit specification: support notes (cont)

**Unit title:** Web Design Project

### Guidance on the delivery and assessment of this Unit

This Unit is included in the frameworks for HN Computer Arts and Design and HN Visual Communication group awards and it may be suitable for other frameworks within an art and design context.

It is expected that the candidate will have gained some computer competencies before taking this Unit. It is therefore suggested that this unit is introduced at a later stage of the delivery of the awards.

This Unit may be taught as a stand alone unit. However, it is possible that this unit can be integrated with other practical based units.

Assessment should be continuous, and could be assessed holistically on completion of all four Outcomes.

#### *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 web 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.

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

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Web Design Project

### **Open learning**

This Unit could be delivered by open learning provided the candidate has access to the appropriate hardware and software required of the Outcomes. 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](http://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](http://www.sqa.org.uk).

## General information for candidates

### Unit title: Web Design Project

The Unit will provide you with the knowledge to develop creative and conceptual solutions for online publishing. You will be given a brief to analyse and then required to research and develop ideas. You will then communicate your ideas to others and finally produce an online solution. You will develop technical competences and integrate them within the creative process.

In **Outcome 1** you will respond to a given brief. You will need to look at and articulate the problems and challenges set by the brief.

**Outcome 2** encourages you to produce an annotated sketchbook (or equivalent) to develop a range of ideas and possible solutions to the given brief. You will then need to develop at least three ideas in a sketch book.

In **Outcome 3** you will look at the importance of communicating your ideas to others. You will develop storyboards and other schematic solutions through text, drawing and illustration. You will have to present these to your tutor.

In **Outcome 4** you will have to use a range of suitable software to produce a working prototype of an online project. You will also demonstrate an awareness of file management and web accessibility issues.