Higher National Unit Specification

General information for centres

Unit title: New Media Project

Unit code: DX68 35

Unit purpose: This Unit is designed to give candidates a good knowledge and practical understanding of new media that will enable in-depth research, conceptualisation, development and critical analysis by using storyboards in the design and production of design solutions to client presentation standard. This Unit would be suitable for candidates wishing to develop the knowledge and use storyboards in the creation of a new media solution to a given brief/s.

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

1   Evaluate the purpose of storyboards in the creation of a new media solution.
2   Produce a series of storyboards to a given new media brief/s
3   Select storyboard concept/s for a final prototype
4   Create a screen-based prototype for a new media design solution to a given 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. However, it maybe beneficial if the candidate had some basic knowledge of desktop publishing applications and was proficient in the use of computers. It would also be beneficial if candidates had undertaken the HN unit New Media DX68 34, or equivalent.

Core Skills: There are opportunities to develop the Core Skills of Communication, Information Technology and Problem Solving at SCQF 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: The assessment for this Unit will be product-based in the form of:

♦   concept boards for a given brief for Outcome 1
♦   presentation of finished storyboards for Outcome 2
♦   selection of appropriate design concept to be developed to a finished working prototype for Outcome 3

General information for centres (cont)

♦   creation of a screen-based prototype for a new media design solution for Outcome 4

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

Unit title: New Media Project

Unit code: DX68 35

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

Evaluate the purpose of storyboards in the creation of a new media solution

Knowledge and/or skills

♦   Concepts
♦   Colour
♦   Annotated text
♦   Images
♦   Rendering techniques
♦   Navigation
♦   Client requirements

Evidence Requirements

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

♦   evaluate the purpose of storyboards in relation to client requirements
♦   create a series of concept boards for a given brief
♦   devise a navigation structure for a given brief
♦   present concept boards that demonstrate the use of colour, annotated text and rendering techniques

Candidates must create a series of exploratory concept boards to a given brief/s which is provided by the class tutor. A minimum of three x A2 concept boards or equivalent should be produced.

Candidates will present their ideas in response to the brief/s to the class tutor who will act as client.

Assessment guidelines

It is possible for the candidates to present their work in a group while undertaking this Outcome. A checklist should be used to verify the candidate's knowledge and skills in relation to the given brief.

Higher National Unit specification: statement of standards (cont)

Unit title: New Media Project

Outcome 2

Produce a series of storyboards to a given new media brief/s

Knowledge and/or skills

♦ Presentation
♦ Drawing
♦ Illustration
♦ Concept
♦ Annotated text

Evidence Requirements

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

♦ produce finished annotated storyboards
♦ create concepts and solutions that meet the requirements of a given brief/s
♦ present storyboards in a professional manner suitable for client presentation

A minimum of six x A3 storyboards should be produced.

Assessment guidelines

Outcome 2 will be a single assessment. Candidates should submit all six storyboards for assessment. They should be clearly presented and mounted to a professional standard suitable for a client presentation.

Outcome 3

Select storyboard concept/s for a final prototype

Knowledge and/or skills

♦ Client requirements
♦ Feasibility of production
♦ Technical, financial and time constraints
♦ Navigation
♦ Aesthetics
♦ Annotated text

Higher National Unit specification: statement of standards (cont)

Unit title: New Media Project

Evidence Requirements

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

♦   select an appropriate design concept to be taken to a finished working prototype
♦   ensure the design concept meets the client's requirements
♦   produce the design within the technical, financial and time constraints set out in the brief/s
♦   devise a concept that is aesthetically strong with clear and effective navigation

Candidates must select one concept from the six storyboards in response to a given brief/s.

Assessment guidelines

Outcome 3 will be a single assessment. The class tutor should act as a client if this is not a live brief and ask specific questions, based on the criteria required in the knowledge and/or skills. A checklist should be used to verify the candidate's knowledge and skills in relation to the given brief.

Outcome 4

Create a screen-based prototype for a new media design solution to a given brief/s

Knowledge and/or skills

♦   Interactive sequences
♦   Copyright and intellectual property
♦   Final presentation
♦   Time management
♦   Design and layout
♦   File management and formats

Evidence Requirements

Candidates will need to provide evidence of their knowledge and/or skills by showing that they can within a screen-based presentation:

♦   produce drawing elements
♦   incorporate effective layout, colour, text, graphics and other media
♦   correctly construct and implement appropriate interactive sequences
♦   clearly defined navigation and interaction between sequences
♦   copyright regulations for graphics, sound and other media should be adhered to
♦   save the final presentation to the appropriate file format

All in response to a given brief/s.

Higher National Unit specification: statement of standards (cont)

Unit title: New Media Project

Assessment guidelines

Outcome 4 will be a single assessment. The candidate must display a good understanding of design creativity, navigation and interactive sequencing techniques.

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

Administrative Information

Unit code: DX68 35

Unit title: New Media Project

Superclass category: CE

Original date of publication: August 2006

Version: 01

History of Changes:

Version	Description of change	Date

Source: SQA

Higher National Unit specification: support notes

Unit title: New Media 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 Unit is designed to give candidates a good knowledge and practical understanding of new media that will enable in-depth research, conceptualisation, development and critical analysis by using storyboards in the design and production of design solutions to client presentation standard. This Unit would be suitable for candidates wishing to develop their understanding and use of storyboarding in the development of design concepts for new media solutions. The Unit should encourage realistic workplace practices and work standards, using industry standard hardware and software. This list is intended for guidance and is not exhaustive. Evidence requirements are the minimum standards for assessment and should not exclude tutors from using up-to-date features as software and new media techniques evolve.

Outcome 1

Evaluate the purpose of storyboards in the creation of a new media solution.
♦   evaluate of the purpose of storyboards in relation to client requirements
♦   create a series of concept boards (minimum of three x A2) to a given brief
♦   present concept boards

Outcome 2

Produce a series of storyboards to a given new media brief/s
♦   produce a finished storyboards (minimum of 6 x A3)
♦   create concepts and solutions that meet the requirements of a given brief/s
♦   present finished storyboards in a professional manner suitable for client's presentation

Outcome 3

Select a storyboards concept/s for a final prototype
♦   select an appropriate design concept to be taken to a finished working prototype
♦   ensure the design concept meets the client requirements
♦   produce the design within the technical, financial and time constraints set out in the brief/s
♦   devise a concept that is aesthetically strong with clear and effective navigation

Outcome 4

Create a screen-based prototype for a new media design solution to a given brief/s.
♦   produce drawing elements
♦   incorporate effective layout, colour, text, graphics and other media
♦   correctly construct and implement appropriate interactive sequences

Unit title: New Media Project

- clearly defined navigation and interaction between sequences
- copyright regulations for graphics, sound and other media should be adhered to
- save the final presentation to the appropriate file format

Guidance on the delivery and assessment of this Unit

This Unit is part of the Visual Communication group award. Whilst this is an optional Unit in the framework, opportunities may be taken to link with other aspects of the course and a thematic approach should be adopted for both delivery and assessment.

It is expected that the candidate will have gained a strong level of computer competency before embarking upon the unit. This unit may be taught alone as an independent unit. Assessment should be continuous and assessed summatively 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 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.

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: New Media Project

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: assessments could, for example, be verified by a professional person who can confirm that the work was done solely by the candidate. Delivering centres will be responsible for ensuring authenticity of 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**.

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 Project

This Unit will provide you with the knowledge and practical understanding that will enable you to undertake in-depth research, conceptualisation, development and critical analysis by using storyboards in the design and production of new media solutions. It will also develop your knowledge and use of storyboards in the creation of a new media solution to a given brief/s.

Outcome 1

In Outcome 1 you will evaluate the purpose of storyboards in relation to client requirements, create a series of concept boards to a given brief and present final concept boards to your class tutor who will act as client.

Outcome 2

In Outcome 2 you will produce storyboards with concepts and solutions that meet the requirements of a given brief/s.

Outcome 3

In Outcome 3 you will select an appropriate design concept to be taken to a finished working prototype. You will ensure the design concept meets the client requirements and then produce the design within the technical, financial and time constraints set out in the brief/s.

Outcome 4

In Outcome 4 you will produce drawing elements and incorporate effective layout, colour, text, graphics and other media in the creation of a screen-based prototype. You will correctly construct and implement appropriate interactive sequences and clearly defined navigation and interaction between sequences. You will adhere to the correct copyright regulations for graphics, sound and other media and save the final presentation to the appropriate file format for the given brief/s.