

## Higher National Unit Specification

### General information for centres

**Unit title:** Art and Design: Working with a Client

**Unit code:** F0MM 35

**Unit purpose:** This Unit is designed to give candidates from a range of art and design disciplines the knowledge and skills required to communicate and conduct themselves in a professional manner when dealing with clients.

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

- 1 Negotiate a client commission.
- 2 Produce a creative response for a client.
- 3 Present a creative response to the client.
- 4 Evaluate performance.

**Credit points and level:** 1 HN Credit at SCQF level 8: (8 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. Candidates should have experience of the design process by having completed HN Units in art and/or design disciplines or have similar qualifications or experience.

**Core Skills:** There are opportunities to develop the Core Skills of Problem Solving, Working with Others 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:** Outcomes may be assessed separately or the Unit may be holistically assessed.

Outcome 1 is assessed by a project which requires candidates negotiating a commission with a client. Evidence may be presented as a portfolio of work, in a format appropriate to the candidate's art/design specialism, supported by a detailed programme of work and a diary/log recording details of discussions with the client.

## **General information for centres (cont)**

Outcome 2 is assessed by a practical assignment which requires the production of potential solutions to a client brief. Evidence may be presented in the form of a sketchbook/workbook or equivalent in 3D or digital form, where concepts and alternative solutions are fully explored, supported by records of client interaction.

Outcome 3 is assessed by the observation of candidates presenting their ideas to a client. The evidence may take the form of an oral/written response supported by suitable visual material. The presentation should cover all areas of client requirements, including timescales.

Outcome 4 is assessed by candidates evaluating their performance. Evidence may be presented as a written report or an audiovisual recording that clearly demonstrates self-analysis and reflection.

## **Higher National Unit specification: statement of standards**

**Unit title:** Art and Design: Working with a Client

**Unit code:** F0MM 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**

Negotiate a client commission

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

- ◆ Portfolio presentation
- ◆ Client requirements
- ◆ Interaction with the client
- ◆ Negotiation
- ◆ Programme of work
- ◆ Communication skills

#### **Evidence Requirements**

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

- ◆ present examples of their skills and abilities in the form of a portfolio of current work
- ◆ produce a proposed programme of work with realistic timescales and deadlines
- ◆ utilise clear communication techniques
- ◆ communicate ideas effectively
- ◆ effectively document and record client/candidate communication

Evidence should be presented as a portfolio of work, in a format appropriate to the candidate's art/design specialism, supported by a detailed programme of work and a diary/log recording details of discussions with the client.

#### **Assessment guidelines**

The programme of work could be used by both the designer and client. It should set out aims and objectives, interpretation of the brief, costings, timescales and delivery plan.

The candidate should have contact with the client in formal or informal meetings and engage in negotiation. The diary/log may be in the form of minutes of meetings, videos of meetings, written notes or digital voice recordings of meetings.

Where appropriate the Tutor may act as client.

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

**Unit title:** Art and Design: Working with a Client

### **Outcome 2**

Produce a creative response for a client

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

- ◆ Creative concepts
- ◆ Visual communication skills
- ◆ Analytical techniques
- ◆ Problem solving
- ◆ Reports

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by producing a creative response for a client showing that they can:

- ◆ analyse initial ideas and concepts with regard to their suitability for the client's requirements
- ◆ produce potential solutions in response to communication/negotiation with client
- ◆ produce potential solutions that clearly communicate ideas
- ◆ produce potential solutions that are realistic in terms of meeting timescales and costs

A minimum of three potential creative solutions should be produced. Evidence should be presented as a sketchbook/workbook or equivalent in 3D or digital form, where concepts and alternative solutions are fully explored and supported by records of client interaction.

#### **Assessment guidelines**

Work should be presented for this Outcome in a way most appropriate to the subject area. The client interaction may be recorded as minutes of meetings, or recorded digitally but should be presented in a form which may be given to the client post meeting/discussion.

Where appropriate the Tutor may act as client.

### **Outcome 3**

Present a creative response to the client

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

- ◆ Communication
- ◆ Presentation
- ◆ Meeting client requirements
- ◆ Justification of design rationale

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

**Unit title:** Art and Design: Working with a Client

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by presenting their creative response to the client which:

- ◆ clearly communicates their ideas
- ◆ justifies their design rationale

The creative response should be presented in a format suitable for the chosen subject area.

Evidence should be presented in the form of an oral/written response supported by suitable visual material. The presentation should cover all areas of client requirements, including timescales.

### **Assessment guidelines**

It is expected that the candidate presentation should last approximately 10 minutes.

Candidate should select appropriate presentation media, drawings, digital imagery, 3D models etc to illustrate the Outcome of their design and organisational activity.

Candidates should show consideration of all aspects of presentation, including personal presentation and body language.

When assessing the candidate's creative response, consideration should be given to structure and content of presentation. For assessment and evaluation purposes it may be useful to video individual presentations.

## **Outcome 4**

Evaluate performance

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

- ◆ Communication techniques
- ◆ Justification of design process
- ◆ Critical reflection
- ◆ Self evaluation

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by analysing their experience of working with a client and evaluating their own performance.

Evidence should be presented as a written report of a minimum of 500 words or an audiovisual recording of approximately three minutes that clearly demonstrates self-analysis and reflection.

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

**Unit title:** Art and Design: Working with a Client

### **Assessment guidelines**

It is expected that candidates will produce a written report with a minimum of 500 words or a recorded presentation of approximately 3 minutes or equivalent.

Candidates should be encouraged to regularly review their own progress and responses. This may take the form of informal/formal presentations or discussions with Tutors or live clients.

Clarification of the criteria for evaluation may be helpful for some candidates. This clarification may be made during group discussion or one to one with the Tutor.

## Administrative Information

**Unit code:** F0MM 35

**Unit title:** Art and Design: Working with a Client

**Superclass category:** JA

**Original date of publication:** August 2007

**Version:** 01

### History of Changes:

Version	Description of change	Date

**Source:** SQA

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

### **Unit title:** Art and Design: Working with a Client

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 40 hours.

### **Guidance on the content and context for this Unit**

The purpose of this Unit is to enable candidates to develop communication skills that will allow them to effectively undertake a design commission with a client.

Candidates will develop creative solutions based on a brief negotiated with a client.

This Unit provides a platform for candidates to explore the different mediums of communication available to them when interacting with clients.

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

This Unit has been developed as part of the HND 3D Design Group Award. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

This Unit may stand alone or be integrated with another appropriate Unit.

It is recommended that Outcomes 1, 2, 3 and 4 be taught in sequence. This Unit may be used in conjunction with an external client or for a design competition.

#### **Outcome 1**

Although candidates will know how to create a portfolio of work, lecturer support may be required in order that the candidate attains a professional standard in presentation of the content.

Candidates should be shown a range of communication techniques appropriate to their subject area within art and design. The importance of professional communication and presentation, including personal presentation may be the subject of group discussion. The importance of project management and scheduling should be emphasised and ways to manage these should be explored.

Candidates should be shown exemplar client contracts and given a basic overview of their importance. Emphasis should be placed on recording of work and materials throughout the Unit.

#### **Outcome 2**

Candidates should develop concepts and ideas based on client requirements. This should show sequential progression, following recorded meetings/communication with the client. Evidence of continual evaluation, refinement and development should be shown by means of a minimum of three creative solutions to the negotiated brief.



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

### Unit title: Art and Design: Working with a Client

Candidates should present their concepts and solutions in a sketchbook or as digital imagery or as a 3D equivalent that fully explores concepts and alternative solutions.

#### Outcome 3

Candidates should be shown examples good professional practice to implement when communicating with a client. This should include the choice of appropriate presentation media, use of body language, eye contact, personal presentation and the professional presentation of creative work.

The design concept/ideas do not have to be final solutions but should be appropriate for the chosen subject area and may be used as developmental material for another Unit.

This Outcome should be evidenced in the form of an oral/written response supported by suitable visual material.

#### Outcome 4

Candidates should create a report where they carefully explore and analyse the experience of working with a client and their subsequent performance when completing individual tasks associated with working as an artist/ designer under contract.

This should be evidenced in the form of a written report of a minimum of 500 words or a recorded presentation of approximately 3 minutes.

#### *Opportunities for developing Core Skills*

All elements of the Core Skill of Problem Solving, that is, planning and organising, critical thinking, and reviewing and evaluating, should be naturally developed and enhanced as candidates undertake the practical work for the Unit. They are required to analyse initial concepts, and establish clear objectives in line with client requirements. Identifying and assessing the relevance of all factors which may affect the success of meeting the brief will require flexibility and creative thinking.

Understanding and acknowledging current legislative and safety constraints, and working within the limitations of resources and timescales to produce three potential creative solutions will develop enhanced understanding of industry practice. Identifying and implementing creative communications based design solutions will involve the interpretation and application of knowledge and include on-going opportunities for review and modification. Candidates may benefit from personal interviews with the assessor to reinforce analytical and evaluative approaches to working practice.

There will be opportunities to enhance skills in working co-operatively, as candidates negotiate and present solutions to their client. They could be encouraged to self assess their communication techniques as they:

- ◆ analyse the task and identify the elements comprising the task
- ◆ negotiate the nature and scope of goals, roles and responsibilities taking account of all resources including strengths and weaknesses of individuals
- ◆ negotiate rules for effective management of work
- ◆ use working methods consistent with available resources
- ◆ demonstrate and explain to others

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

### Unit title: Art and Design: Working with a Client

- ◆ fulfil their own roles and responsibilities
- ◆ review and evaluate their own contribution to the process, supporting conclusions with evidence

Although skills in written and/or oral communication are not formally assessed candidates should, in the presentation of a design solution, express essential ideas and information accurately and coherently using a range of media suited to the needs of a potential client. This could include the use of technology to underpin professional presentation of design work.

### Open learning

This Unit is suitable for open learning as evidence can be delivered digitally. Meetings can be conducted via video recorded conferencing and communication can be achieved with the client via emails and other mediums. Oral or on-line questioning could ensure authenticity and sufficiency of candidate evidence.

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## General information for candidates

### Unit title: Art and Design: Working with a Client

This Unit will give you an understanding of what is involved and expected of an artist/designer when working with a client.

In **Outcome 1** you will negotiate a client commission.

For this Outcome you will produce a portfolio of your current work to present to a client and create a project folder to document progression of the project. This will enable you to manage the development of your design solution.

In **Outcome 2** you will explore creative concepts and alternative solutions and evaluate them to ensure that they meet the client's requirements. You will explore a variety of ideas and clearly communicate these in the form of visual material for presentation and discussion with the client. Your potential solutions should be realistic in terms of meeting timescales and costs.

For **Outcome 3** you will create a presentation that includes the visual material already created in Outcome 2. This will be for presentation to and discussion with the client.

In **Outcome 4** you will critically reflect on the way that you have communicated with the client and produce a self-evaluation of this.