

Higher National Unit Specification

General information for centres

Unit title: Exhibition: Temporary Structures and Events

Unit code: F0MV 35

Unit purpose: This Unit will enable candidates to develop their knowledge and skills in the design and production of temporary exhibition structures. It looks at the creation of a non-permanent environment with the purpose of displaying, conveying or promoting a product, brand, service, view, message or information to an audience. Candidates will use a range of skills, techniques and practices to examine design as applied to temporary commercial and consumer exhibitions.

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

- 1 Research and investigate contemporary practice.
- 2 Develop design concepts to a given brief.
- 3 Produce finished design solutions to a given brief.
- 4 Evaluate and justify the relevance of the design solution.

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. Candidates should have an understanding of the Exhibition Design process having completed HN Units in that area or have similar qualifications or experience.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving, Numeracy 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: This Unit lends itself to holistic assessment. The use of integrated project assessment is encouraged.

Alternatively the Outcomes can be assessed separately.

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

Research and investigate contemporary practice

Knowledge and/or skills

- ◆ Research methods
- ◆ Sourcing information
- ◆ Market analysis
- ◆ Design function and context
- ◆ Creative industries
- ◆ Current sector practices
- ◆ Exhibition design team duties and responsibilities

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a given brief:

- ◆ apply research methods to the analysis of data
- ◆ source research from a variety of sources eg the web, library, interviews or surveys
- ◆ present reference material relevant to the brief and the industry sector
- ◆ demonstrate accurate interpretation of information
- ◆ demonstrate an understanding of the duties and day-to-day responsibilities of an exhibition design team in the planning and preparation, installation and maintenance of promotional events

Evidence should be presented as an illustrated report, in an annotated sketchbook of not less than 4 x A3 pages, or a recorded presentation of not less than three minutes.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 2, 3 and 4.

Candidates will need to demonstrate that they can source, select, refine and disseminate information. Candidates will adopt appropriate procedures and processes in relation to research and justification of personal evaluation through the use of industry acknowledged methods, which reflects sector practice. Candidates may demonstrate an understanding of the differences between areas of promotional design and historical developments of exhibition techniques and its influence on marketing and sales promotion.

Higher National Unit specification: statement of standards (cont)

Unit title: Exhibition: Temporary Structures and Events

Outcome 2

Develop design concepts to a given brief

Knowledge and/or skills

- ◆ Communication of visual ideas
- ◆ Creative thinking
- ◆ Conceptualisation
- ◆ Spatial qualities
- ◆ Critical analysis

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a given brief:

- ◆ analyse the design objectives of the project brief
- ◆ generate and develop a series of design concepts with regard to the use of layout, structure, modularity, colour, and scale

Evidence should be presented as a minimum of 4 x A3 pages or equivalent that reflects the concepts and research already collated for Outcome 1.

Critical analysis and reflection should be assessed through checklists, observation, questions and answers or written/annotated responses.

Assessment guidelines

The assessment of this Outcome can be combined with Outcomes 1, 3 and 4.

The assessment of this Outcome should be through a practical project created from a given design brief.

Candidates should produce rough ideas and visual concepts using appropriate methods for each requirement within the brief.

Higher National Unit specification: statement of standards (cont)

Unit title: Exhibition: Temporary Structures and Events

Outcome 3

Produce finished design solutions to a given brief

Knowledge and/or skills

- ◆ Production methods and materials
- ◆ Visual language
- ◆ Presentation techniques
- ◆ Complex problem solving
- ◆ Analysis

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a given brief:

- ◆ analyse the design objectives of the project brief
- ◆ produce finished design solutions

Evidence should be presented as a portfolio of a minimum of 4 x A3 pages of a sketchbook or equivalent.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 1, 2 and 4.

Candidates should be expansive in their thinking and develop a range of visual solutions to the requirements within the design brief.

Outcome 4

Evaluate and justify the relevance of the design solution

Knowledge and/or skills

- ◆ Research strategies
- ◆ Critical thinking
- ◆ Decision making
- ◆ Reflective practice

Evidence Requirements

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

- ◆ critically evaluate and reflect on design solutions
- ◆ undertake personal, objective critical analysis and evaluation

Higher National Unit specification: statement of standards (cont)

Unit title: Exhibition: Temporary Structures and Events

Evidence should be presented as an illustrated report or an annotated sketchbook, as recorded and monitored peer group critiques, by reflective video, oral presentation or written evaluation of final design proposals.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 1, 2 and 3.

Administrative Information

Unit code: F0MV 35

Unit title: Exhibition: Temporary Structures and Events

Superclass category: JC

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History of Changes:

Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Exhibition: Temporary Structures and Events

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 intended to develop the skills and knowledge gained in the HN Unit *Exhibition: Modular Design and Techniques*. Candidates will develop skills in the design and development of temporary exhibition structures and events.

Good design is at the core of a successful exhibition stand, where layout, shape and form influence the overall look and outcome of the event. Crucially, good design helps to differentiate one business from its competitors.

Designers should consider a number of issues when producing a design proposal. Key issues should include:

- ◆ designing with sufficient flexibility
- ◆ taking into account the quality of the audience
- ◆ the activities of your client's competitors
- ◆ budget constraints

A successful outcome is only possible when the designer has responded to a client brief, where the instructions issued explain what the client is trying to achieve, the budget available, the brand development and clear market targets, etc.

At the time of writing, trends for the future of exhibition design include:

- ◆ a move towards more targeted and specialist exhibitions, where they link with conferences
- ◆ a greater integration of exhibitions within the overall marketing mix where solutions dovetail seamlessly with other marketing disciplines
- ◆ a move towards more experiential and interactive exhibitions, often linked to TV programmes or other media campaigns
- ◆ the potential development of 'virtual' exhibitions

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.

Higher National Unit specification: support notes (cont)

Unit title: Exhibition: Temporary Structures and Events

Candidates should demonstrate an ability to meet the varied requirements of a design brief by responding to promotional objectives, legalities, budgets, design objectives and time constraints.

Candidates should have due regard for the rules and regulations imposed by exhibition organisers, venues and all current relevant legislation related to issues such as disability and access and current Building Regulations.

Candidates should be made aware of the role of temporary exhibitions as important marketing tools in that they provide a vital and cost effective conduit for communicating messages, disseminating information and generally communicating with an audience.

Evaluating and measuring the success of the design of an exhibition is difficult, but essential. Some design benefits are measurable:

- ◆ being more eye catching and memorable
- ◆ being more inviting to an audience
- ◆ using space and volume in an efficient and effective manner
- ◆ meeting marketing targets

Clear planning, thorough research, measurable objectives and a well-considered solution are all factors that will make the result successful.

In **Outcome 1** candidates will be required to demonstrate an ability to source information and data and use these results in relation to various forms of temporary design structures through the investigation of the information collated about the exhibition industry. Candidates should have a clear understanding of the industry sector and contemporary thinking.

In **Outcome 2** candidates will produce evidence that demonstrates an accurate interpretation of the project brief, through the production of a variety of exercises and studies, which will stimulate as wide a choice of concepts as possible when making design decisions.

In **Outcome 3** candidates should demonstrate an understanding of the suitability and selection of ideas and concepts and various techniques employed by exhibition designers in the presentation of design proposals.

In **Outcome 4** candidates should have met the requirements of the client brief and provided an evaluation of the Outcome. A critical and analytical report should be presented evaluating the success of the design by the use of critical thinking.

Higher National Unit specification: support notes (cont)

Unit title: Exhibition: Temporary Structures and Events

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 in the first instance to research current sector practice in depth. Analysing a given brief they have to establish clear objectives for design concepts. Identifying and assessing the relevance of all factors which may impact on a range of design solutions will require flexible and creative thinking. Taking account of legislative and safety constraints, candidates generate and develop a series of design concepts with regard to the use of layout, structure, modularity, colour, and scale. The production and presentation of working proposals must reflect the concepts and research already collated. Candidates have to undertake personal, objective critical analysis and evaluation and may benefit from group discussions and personal interviews with the assessor during formative work to establish criteria to measure the success of the process and product.

Although skills in written, oral and graphic 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. Accuracy in interpreting complex numerical and graphic information and the ability to calculate, apply and present complex data underpins the competencies developed in the Unit.

Open learning

The practical nature of parts of this Unit may make it difficult to deliver via open learning. However, it may be possible for candidates to access source information and complete written work electronically.

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. 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).

General information for candidates

Unit title: Exhibition: Temporary Structures and Events

This Unit is intended to develop your knowledge and skills in relation to the exhibition industry. You will investigate and research the exhibition sector and will produce evidence which shows a clear understanding of contemporary industry thinking.

You will research and investigate current sector practice and then go on to develop visual ideas and concepts with a focus on temporary exhibitions. Temporary exhibition design refers to the creation of a non-permanent environment with the purpose of displaying, conveying or promoting product, brand, service, ideas and information to an audience.

You will then develop an integrated design solution, which meets the needs of the exhibitor.

You will produce responses to a specific brief and produce creative design proposals. You will be aware of design objectives, physical requirements, target audience, budgets and branding guidelines when producing design solutions.

Finally, you will evaluate and justify the relevance of the solution.