

Higher National Unit Specification

General information for centres

Unit title: Professional Design Practice

Unit code: F186 34

Unit purpose: The Unit is designed to provide candidates with an understanding of the practical and business aspects of professional design practices. Candidates will be given the opportunity to research information to support their own ideas for design projects and to access employment in the design industry.

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

- 1 Investigate and analyse design practices from brief to finished solution.
- 2 Investigate and compare ways of working as a designer.
- 3 Produce promotional material for a design venture.

Credit points and level: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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: While access is at the discretion of the centre, candidates should have some prior experience of the design process at SCQF level 6 with evidence of certification such as Art and Design studies at Higher level.

Core Skills: There are opportunities to develop the Core Skills of Communication, Numeracy and Critical Thinking at SCQF level 5 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 candidates will produce evidence for all Outcomes which will show a clear understanding of design practice, the work of designers in different environments and creativity and innovation in promotional materials.

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 analyse design practices from brief to finished solution

Knowledge and/or skills

- ◆ Specifications
- ◆ Time Schedule
- ◆ Costs
- ◆ Rough outlines
- ◆ Working drawings
- ◆ Presentation designs

Evidence Requirements

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

- ◆ analyse a given design brief
- ◆ identify the time schedules involved
- ◆ identify and calculate costs accurately
- ◆ use this information to plan for the project in a logical way
- ◆ explain the importance of the stages undertaken during the design process
- ◆ justify these stages in terms of the client's specifications

Assessment guidelines

The candidate could be given a brief and asked to provide an analysis of the process involved. The evidence could take the form of a formal visual, written or oral presentation.

When assessing the presentation consideration should be given to the quality and relevance of visual, written or oral responses; the analysis and justification of a given design brief in terms of suggested time schedule, costings, and the design process in meeting the client's specifications.

Higher National Unit specification: statement of standards (cont)

Unit title: Professional Design Practice

Outcome 2

Investigate and compare ways of working as a designer

Knowledge and/or skills

- ◆ The role of the designer
- ◆ The role and responsibility of a consultant designer
- ◆ Working practices in a design studio
- ◆ Roles and responsibilities of design staff

Evidence Requirements

Candidates will need evidence to demonstrate their skills and knowledge by showing that they can compare and contrast the working methods of a sole design practitioner and a group of design practitioners working in a team.

This comparison should identify key points including:

- ◆ differences in working practices
- ◆ commonalities in working practices
- ◆ roles and responsibilities of design staff

Assessment guidelines

The evidence could take the form of a report equivalent to approximately 1000 words or a presentation. The evidence could be formally presented as a visual, written or oral summary of candidates' findings. Candidates could be asked to respond to a case study or could use real life situations.

Outcome 3

Produce promotional material for a design venture

Knowledge and/or skills

- ◆ Research of promotional materials
- ◆ Design development
- ◆ Promotional material

Evidence Requirements

Candidates will need evidence to demonstrate their knowledge and skills by showing that they can research and collate promotional material of design practices:

- ◆ use this material to develop and produce their own ideas
- ◆ present 3 different examples of related promotional material

Higher National Unit specification: statement of standards (cont)

Unit title: Professional Design Practice

Each item of promotional material developed should demonstrate an innovative approach and clear relationship to each other. The solution should show a clear relationship to the candidate's choice of design practice.

Assessment guidelines

Candidates could gather evidence of their research into a portfolio of design ideas and could develop self-promotional material for the kind of design practice they wish to work in. When assessing the portfolio presentation of materials for Outcome 3 consideration should be given to the quality and relevance of the selection and collation of research material, creativity of design development and selected solution for self-promotional material. Promotional materials should show personal identity, innovation, relevance to the candidate's choice of design practice.

Administrative Information

Unit code: F186 34
Unit title: Professional Design Practice
Superclass category: JC
Original date of publication: April 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: Professional Design Practice

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

This Unit is part of the award of HNC/D Textiles where it is a mandatory Unit.

Outcome 1

The essential stages of a design project would be explained and demonstrated to allow candidates to appreciate the relevance of these for clients' specifications. There could be a variety of client briefs provided to allow candidates to investigate differences in clients' specifications and appreciate the importance of planning appropriately in respect of these.

Outcome 2

Examples of different ways of working as a designer would be explained and examples given. If possible candidates should be introduced to working practices in design studies through visits or talks from practitioners.

Outcome 3

Examples of promotional material should be provided and their aims and ethos explained in relation to the type of design practice being promoted. This should help to inspire candidate choices.

Guidance on the delivery and assessment of this Unit

Outcome 1

Candidates could be given one brief to identify a time schedule and costs. This would show they have planned in order to apportion their time. Candidates would be expected to explain the meaning and importance of rough outlines, presentation designs and working drawings in relation to the clients' specifications. This could be presented using visuals which show the design stages where the candidate orally explains these and how much time would be allocated to each in respect of the clients' specifications or a report of approximately 1,000 words.

Outcome 2

Candidates should investigate 2 different design practices to explain 4 things which are similar and 4 which are different about their working methods. It would be beneficial to select real examples in order to identify the roles and responsibilities of a design team or a sole practitioner which would allow them to give clear examples of jobs, collections, commissions etc and what these entail. This information could be presented with visuals of design in practice, where the candidate explains their findings in the equivalent of approximately 1,000 words.

Higher National Unit specification: support notes (cont)

Unit title: Professional Design Practice

Outcome 3

Having investigated and analysed the design practices and specifications of a client brief in Outcome 1 and 2 the candidate should choose the type of design practice they would wish to work within to create relevant self-promotional material to access their goal.

Research should be undertaken of promotional materials relevant to candidate's choices and they would be expected to develop design ideas which show innovation in promoting themselves for a similar design practice. A selection should be made which shows that the candidate has clearly understood the type of design practice they are aiming to work within but also promotes themselves as individuals.

This Outcome could be presented in sketchbooks, boards or photographed to CD which shows the process from research to solution. The types of materials which could be produced are bags, labels, boxes, flyers, headed paper, headed CV, wrapping paper, receipt holders, brochures, business cards etc.

The assessor should record oral presentations for moderation purposes and reports should be backed up with initial notes and sources referenced as appropriate.

All written work should be word-processed and filed in plastic sleeves in an A4 ring binder, oral recordings should be clearly labelled. The visual work should be presented in the form of a sketchbook, individual sheets, board or digitally recorded or a combination of these methods.

Opportunities for developing Core Skills

Communication will be developed by candidates being asked to present their investigations and presenting their findings in a written or oral format. Candidates may have to question existing practitioners to find out their remits and will be required to interpret job specifications and job descriptions to determine the constituent parts of different types of job.

Numeracy: Elements of numeracy will be involved as candidates will have to calculate the cost to the client for using their design services. Costs should include calculation of fixed costs and the allocation of these fixed costs as well as variable costs.

Critical Thinking: Candidates will have to gather and evaluate research sources in terms of investigation and analysis of the design process and practice to develop their own ideas and conclusions. Candidates will also have to gather and evaluate research sources to develop design ideas and solutions to create self- promotional materials.

For Unit Professional Design Studies

The Core Skills of Working with Others is developed throughout this Unit as candidates will have to discuss the design and production of their promotional products with their tutor who will act as 'client'. Additionally candidates may choose to work as a team in their investigations of professional design practices.

Higher National Unit specification: support notes (cont)

Unit title: Professional Design Practice

Open learning

This Unit is suitable for Open Learning but where this mode of delivery is used the centre will have to devise appropriate ways of ensuring authenticity of candidate work.

This might be done by use of a questionnaire of design process and practices to authenticate the presentations given for Outcomes 1 and 2 and photographic/CD/DVD images of visual materials in progress for all Outcomes, especially Outcome 3. These could be requested at various intervals at the centre's discretion.

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: Professional Design Practice

In this Unit you will learn about the important aspects of the design process and how these work in real practice. You will also be given the opportunity to create promotional materials for a design practice of your own choice.

Outcome 1

You will be given examples and explanations of all the aspects of real client briefs so that you are able to appreciate the importance of planning your time and agreeing costs with your client in order to meet the specifications required.

This means that you will have to explain the meaning and importance of Rough outlines, Working drawings and Presentation designs to a client's specifications by investigating and analysing these to create a visual, oral or written presentation of your findings.

Outcome 2

You will be given examples and explanations of the different aspects of how design teams and solo designers work so that you can make comparisons between 2 different practices to show what they have in common and what is different.

In making comparisons you will focus on the role of the designer, the role and responsibility of a consultant designer, working practices in a design studio and the roles and responsibilities of design staff.

Outcome 3

You will be given examples and explanations of different promotional materials which real design practices use to advertise their business. This will help you to create promotional materials for a practice of your own choice.

You will be expected to research and develop design ideas which could be used to promote identity and show the style and type of design practice which you would wish to be a part of. You would for example design the company name, logo, type -face, colour scheme etc to promote its type of design practice. You would be expected to develop rough designs and then select an idea which best promotes your identity and practice and present this on 3 items such as bags, labels, boxes, flyers, headed paper, headed CV, wrapping paper, receipt holders, brochures, business cards etc.

You will develop oral and/or written Communication skills by presenting your assessments, giving explanations and discussing these with lecturers and fellow students.

You will develop Numeracy skills by calculating the cost to the client for using your design services.

You will develop Critical Thinking skills by gathering and evaluating research sources to investigate and report on the design process and practices. You will also have to gather and evaluate research sources to develop design ideas and solutions to create self- promotional materials.