

Higher National Unit specification

General information for centres

Unit title: Contemporary Art: Professional Practice

Unit code: F1CM 35

Unit purpose: This Unit is designed to give candidates an understanding of professional and business aspects of contemporary art practice. It will equip candidates with knowledge of a variety of areas relating to the work of a contemporary artist and allow them to develop practical skills in the development of a self-promotion package.

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

- 1 Describe the professional aspects of contemporary art practice.
- 2 Describe the business aspects of contemporary art practice.
- 3 Produce self-promotional material.

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. It would be beneficial if candidates had some prior knowledge of working within Contemporary Art Practice. This may be evidenced by possession of relevant HN Units or prior vocational experience.

Core Skills: There are opportunities to develop the Core Skills of Communication, Problem Solving and Information Technology in this Unit at SCQF level 6 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 and take the form of a completed workbook, online or oral assessment for Outcomes 1 and 2 and a self-promotional package for Outcome 3.

Higher National Unit specification: statement of standards

Unit title: Contemporary Art: Professional Practice

Unit code: F1CM 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

Describe the professional aspects of contemporary art practice

Knowledge and/or Skills

- ◆ Working methods
- ◆ Memberships of organisations/professional bodies
- ◆ Professional ethics
- ◆ Public relations

Evidence Requirements

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

- ◆ outline a range of working methods for contemporary art practitioners
- ◆ explain the benefits of membership of relevant organisations and professional bodies
- ◆ describe ethical aspects of contemporary art practice
- ◆ explain the role of public relations for contemporary art practitioners

Evidence should be generated by the compilation of an information folder or workbook and/or the completion of oral or written responses.

Assessment Guidelines

Candidates should be encouraged to retain collected and collated information for reference.

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art: Professional Practice

Outcome 2

Describe the business aspects of contemporary art practice

Knowledge and/or Skills

- ◆ Way of working
- ◆ Contracts for artists
- ◆ Health and safety
- ◆ Copyright
- ◆ Arts funding
- ◆ Pensions
- ◆ Financial planning

Evidence Requirements

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

- ◆ describe ways of working as a contemporary art practitioner
- ◆ describe types of contracts
- ◆ demonstrate an awareness of health and safety responsibilities
- ◆ outline issues relating to copyright
- ◆ explain the role of funding, pensions and finances for a contemporary art practitioner

Evidence should be generated by the compilation of an information folder or workbook and/or the completion of oral or written responses.

Assessment Guidelines

Candidates should be encouraged to retain collected and collated information for reference.

Ways of working could include self-employed/partnership/cooperative.

Outcome 3

Produce self-promotional material

Knowledge and/or Skills

- ◆ Self-promotion
- ◆ Curriculum Vitae
- ◆ Artists statements

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art: Professional Practice

Evidence Requirements

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

- ◆ prepare self-promotional material
- ◆ prepare a Curriculum Vitae
- ◆ write an artist's statement that lays out the creative intentions of the candidate

Evidence should be presented in any suitable format.

Assessment Guidelines

Emphasis should be placed upon producing a planned and documented creative response that reflects the personal practice of the individual candidate.

Promotional material could be digital or paper-based.

Administrative Information

Unit code: F1CM 35
Unit title: Contemporary Art: Professional Practice
Superclass category: JA
Original date of publication: August 2007
Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

© Scottish Qualifications Authority 2007

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Contemporary Art: Professional 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 can be delivered as a stand alone Unit. It is however, intended to be delivered as part of a structured programme in Contemporary Art Practice.

The Unit enables candidates to gain practical and theoretical experience of professional contemporary art practice. Additionally the Unit provides candidates with the opportunity to develop self-promotional material including a Curriculum Vitae and an artist's statement.

Outcome 1

Candidates will develop an understanding of the professional aspects of contemporary art practice — working methods (collaborative and individual), the benefits of membership of professional bodies and organisations, consideration of ethical issues such as plagiarism and the role of public relations in professional practice to support the artists, for example the role of organisations such as Axis Arts.

It is suggested that ICT/VLE is used as one source of information, as this will provide candidates with access to up-to-date information from the websites of artists, professional organisations, professional bodies and current practitioners. Further input should also be given by tutor delivery supported by guest speakers, visiting lecturers, visits, workshops, library resources and journals.

Outcome 2

Candidates will develop an understanding of the business aspects of contemporary art practice:

- ◆ The basic types of contracts artist may experience
- ◆ Health and safety awareness and responsibilities
- ◆ Ways of working (eg self-employment, partnership, artists cooperatives)
- ◆ Copyright, intellectual property and plagiarism
- ◆ How to access funding
- ◆ Financial planning/awareness
- ◆ Pensions

It is suggested that ICT/VLE is used as one source of information, as this will provide candidates with access to up-to-date information from the websites of artists' organisations, professional bodies, government websites for health and safety, pensions and taxation information, and Arts Council and Arts Fund websites for funding and support for the arts. Further input should also be given by tutor delivery supported by guest speakers, visiting lecturers, visits library resources and journals.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art: Professional Practice

Outcome 3

Candidates will develop practical skills in producing creative and innovative personal promotional material including a curriculum vitae and artist's statement. This may be portfolio or paper based, digital or online or any suitable combination. Emphasis should be placed on creativity and appropriateness of finished artwork.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HND Contemporary Art Practice. 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 has both a theoretical and practical element. The Unit should be delivered in a way that allows candidates to assimilate knowledge in structured form whilst retaining the positive aspects of creative learning and teaching models. The factual content of the Unit could be delivered by structured handouts/VLE material and case studies.

Assessment material for the Outcomes 1 and 2 could be in the form of structured workbooks, oral presentation or online assessment that could also include written responses.

Assessment for the practical element should be made by the submission of completed self-promotional material.

Opportunities for developing Core Skills

Candidates must research, analyse, and evaluate complex information on legal, ethical and practical issues affecting the art design professional as part of preparation for production of creative work. Accessing information from a comprehensive range of electronic sources will ensure currency, and candidates should develop skills in evaluating the relevance and currency of key facts to inform their preparation of promotional materials. They should produce and present written and oral materials which have impact to standards acceptable in industry, and be able to use techniques and media to reach an identified audience. In written and oral work they need to be aware of how to express essential ideas, information accurately and coherently, using industry terminology. There are opportunities to enhance oral skills in group working through critical discussions and peer presentations. A range of media would be produced to support oral work. Presentations should demonstrate that candidates are able to use appropriate non-verbal communication techniques and respond to questions in a way that promotes their abilities to best effect.

As they undertake the work candidates are assessed on their understanding of the constraints of working to a brief for a project, including their organisational and time management skills. Critical evaluation of overall problem solving which examines process as well as product should be encouraged as part of the presentations for Outcome 3.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art: Professional Practice

Open learning

This Unit could be delivered by open learning. However it would require planning by the centre to ensure sufficiency and authenticity 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.

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: Contemporary Art: Professional Practice

This Unit will develop your understanding of the professional and business aspects of contemporary art practice. It also will allow you to produce a self-promotional package, a curriculum vitae and an artist's statement.

For **Outcomes 1 and 2** you will describe the professional and business aspects of contemporary art practice, including areas such as working methods, membership of organisations/professional bodies, professional ethics, health and safety, arts funding and financial planning.

For **Outcome 3** you will design and produce self-promotional materials that will include a CV and artist's statement.