Higher National Unit specification

General information for centres

Unit title: Information Design

Unit code: F1GT 35

Unit purpose: This Unit is intended to give candidates undertaking art and design studies further knowledge and understanding of the design process by working through a brief for an information design project. Having used a process of analysis, organisation and evaluation candidates will implement solutions to a given information design brief, using any medium that is applicable.

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

1 Analyse a given brief.
2 Organise and explore data and concepts for a given brief.
3 Evaluate potential solutions.
4 Implement final design solution.

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 an understanding of design process having completed SCQF level 7 HN Units in the art and design area or have similar qualifications or experience.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Information Technology 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 will be assessed by means of:

Outcome 1: written or oral analysis of a brief.
Outcome 2: annotated sketchbook/workbook evidence of potential solutions.
Outcome 3: evaluation of solutions by maintaining an annotated sketchbook/workbook.
Outcome 4: finished design solutions to a given brief.

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

Analyse a given brief

Knowledge and/or Skills

♦   Purpose of brief
♦   Parameters of brief
♦   Target audience
♦   Context of delivery
♦   Design requirements

Evidence Requirements

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

♦   identify the target audience for a given brief
♦   identify the purpose of a given brief
♦   identify the design requirements of a given brief
♦   identify the parameters of a given brief
♦   define the context within which the solution will be delivered

Evidence should be presented as a written report or as an oral response to questioning, or an oral/ digital presentation.

Assessment Guidelines

It is suggested that candidates work from one specific given brief.

Candidates should be assessed by means of observation, written response, or by oral questioning by the tutor, who would record candidates' responses on a checklist. An oral/digital presentation could also be used as a method of assessment.

Higher National Unit specification: statement of standards (cont)

Unit title: Information Design

Outcome 2

Organise and explore data and concepts for a given brief

Knowledge and/or Skills

- Data types
- Information hierarchies
- Use of colour
- Composition
- Layout skills
- Structure
- Creative processes

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can, with reference to the brief:

- identify and organise types of data
- develop structures and information hierarchies
- visualise and develop ideas
- visualise information using colour, type, composition and layout skills
- prioritise and organise information for a minimum of three potential design solutions

Evidence should be presented as an annotated sketchbook/workbook containing initial ideas and potential solutions.

Assessment Guidelines

Candidates should work from the brief that they analysed for Outcome 1.

Higher National Unit specification: statement of standards (cont)

Unit title: Information Design

Outcome 3

Evaluate potential solutions

Knowledge and/or Skills

♦   Clarity
♦   Legibility
♦   Layout/design
♦   Colour
♦   Balance
♦   Structure
♦   Style
♦   Evaluation
♦   Critical reflection

Evidence Requirements

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

♦   evaluate potential solutions developed for the given brief
♦   evaluate the clarity, legibility and layout/design of potential solutions
♦   evaluate the structure and balance of potential solutions
♦   identify the strengths and weaknesses of the potential solutions

Evidence should be presented as an annotated a sketchbook/workbook. This should contain sufficient developmental evidence to show a clear progression of ideas that have been amended to take account of evaluative thinking and critical reflection.

Assessment Guidelines

A checklist based on the knowledge and skills could be provided to candidates to help them evaluate their potential design solutions strengths and weaknesses of potential solutions.

Higher National Unit specification: statement of standards (cont)

Unit title: Information Design

Outcome 4

Implement final design solution

Knowledge and/or Skills

- ♦ Selection of software or method of production
- ♦ Practical competence
- ♦ Use of tools/materials
- ♦ Use of equipment
- ♦ Presentation skills

Evidence Requirements

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

- ♦ select the most appropriate software application or production method to successfully achieve a creative solution
- ♦ demonstrate a high level of competence in the use of the chosen software/production method
- ♦ use equipment and tools/materials in a safe and professional manner
- ♦ present a final solution that meets all the needs of the brief
- ♦ present a final solution to a professional standard

Evidence should be presented in a format appropriate to the requirements of the brief.

Assessment Guidelines

The body of work should be sufficient to ensure the clear achievement of all the stated objectives of the brief as well as all the requirements of the Unit. Current industry standards should be used as a standard for candidates to work to.

Administrative Information

Unit code: F1GT 35

Unit title: Information Design

Superclass category: JC

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Version	Description of change	Date

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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

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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 most appropriate approach to delivery is one that requires candidates to integrate all knowledge and skills for the Unit to produce solutions to a given brief. The class tutor should act as client/mediator during the development and implementation process and candidates should receive and respond to feedback accordingly. It is intended that the Unit be delivered midway through a course of study when candidates have attained sufficient cognitive and analytical skills.

This Unit intends to engage candidates in the problem-solving activities of an information design brief. As it covers a wide range of potential information design applications there may be a number of different approaches that can be taken to the Unit. There are however, general activities that define the information design process. These can be divided into four distinct stages, or learning Outcomes:

Outcome 1

Candidates should be given a specific design brief with clearly defined information data and requirement, including methods of presenting research evidence, developmental work, and the form that the final presentation of work should take. Candidates should demonstrate by means of a word processed proposal or an oral presentation or response to oral questioning, that they can analyse the brief in terms of:

♦   The purpose of the brief
♦   Parameters of the brief
♦   Target audience
♦   Context within which the design brief will be delivered
♦   Design parameters

Outcome 2

Candidates should submit a sketchbook/workbook that shows they can organise data related to the brief by:

♦   Brainstorming/mind-mapping data
♦   Identifying types of data
♦   Organising data types
♦   Developing structures and information hierarchies
♦   Visualising information using colour, type, composition and layout skills

Outcome 3

Candidates must show that they can evaluate potential design solutions. Annotated sketchbook/workbook should evaluate the strengths and weaknesses of the potential solutions in

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terms of effective use of space, clarity, consistency, legibility, logic, colour, structure, balance of elements.

Outcome 4

Candidates should show ability to implement and present final solutions, to a standard that meets the requirements of a given brief. Because of the diverse range of specialist areas within which the Unit may be delivered there are a number of possible approaches to implementation. Final submissions may be presented in any medium that satisfies the requirements of the given brief.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HND Computer Art and Design 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.

It is recommended that tutors act as client and that the brief has imposed deadlines relating to each of the Outcomes. Tutors should provide adequate handouts relating to the processes of organising information data and information design generally. It is also recommended that tutors generate a design evaluation checklist from which students will work. Tutors may also have to provide learning materials for software applications depending on the nature of the brief and submission details particular to the centre delivering the Unit.

Opportunities for developing Core Skills

As they undertake the Unit candidates are required to analyse a range of theoretical and practical problems, and they are assessed on their ability to plan, implement and evaluate design solutions. They must identify factors impacting on design requirements of a brief including audience, purpose, parameters and context. Management of the process is recorded in sketchbook format, and some consideration of the significance of each before appropriate approaches are implemented will provide opportunities to develop creative problem solving skills to an advanced level. Evaluation which examines all stages of the design and potential and actual impact and effectiveness would be on-going and include an analysis of strengths and weaknesses of designs and identification of the best potential solution to carry forward to implementation. Peer discussion and review could be a useful support to the process.

Skills in the appropriate media and software to present the final solution proficiently and professionally could be enhanced by demonstration and discussion of suitable examples. The effective and responsible use of equipment and software would be integral to achievement.

Higher National Unit specification: support notes (cont)

Unit title: Information Design

Open learning

Because of the practical nature of this Unit, delivery by Open learning is not recommended. Although this Unit could be delivered by distance learning, it would require a considerable degree of planning by the centre to ensure the 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

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This will involve you in the processes of working to a brief for an information design project. You will analyse the given design brief, organise data related to carrying out the brief and develop ideas and concepts. You will then evaluate your potential design solutions before selecting the most viable ides to carry through to implementation. Finally, you will present your developed solution in the manner specified in the design brief or by your tutor.

For **Outcome 1** you will analyse an information design brief by looking at the purpose of the brief, its parameters and target audience, the context in which the solution will be seen and the overall design requirements.

In **Outcome 2** you will show that you can organise and use the data outlined or given in the brief. You will do this by submitting an annotated sketchbook/workbook that shows potential solutions and the ways that you have organised and used information to help you to develop your ideas.

In **Outcome 3** you will evaluate the potential solutions that you have developed so far. You will look at strengths and weaknesses of your designs and identify the best potential solution to carry forward to implementation. You should retain evidence of the evaluation in your sketchbook/workbook.

In **Outcome 4** you will implement your final chosen design solution/s. You will select the appropriate media or software to do this. Finally, you will present your final solution to a professional standard.