

## Higher National Unit specification

### General information for centres

**Unit title:** Design for Print: DTP for Magazine Production

**Unit code:** F1V3 35

**Unit purpose:** This Unit will provide candidates with a broad knowledge of the planning considerations and production processes for magazine publishing. The Unit adopts a structured approach to the process, from the study of magazine design and layout to the production of creative design solutions, and the makeup of advertisements and pages using desktop publishing. This Unit is primarily intended for candidates who are undertaking study, or working, or wishing to enter employment in printing, publishing and graphic design.

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

- 1 Analyse the planning considerations and processes involved in magazine production.
- 2 Design and produce a magazine advertisement.
- 3 Design and produce a magazine double page spread using a desktop publishing system.

**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 will be at the discretion of the Centre. However, it is recommended that candidates should have prior knowledge and skills in Computing and/or Information Technology. This may be evidenced by the possession of IT, Desktop Publishing, or Design Units at SCQF level 7, an equivalent qualification or work experience.

**Core Skills:** There are opportunities to develop the Core Skills of Information Technology at SCQF level 5, Problem Solving at SCQF level 5, and Written Communication 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:** Outcome 1 may be assessed by means of a report or the completion of pro formas. Outcomes 2 and 3 could be integrated and assessed by means of a single project covering both outcomes. Much of the evidence should arise naturally out of the task/s set for the candidate.

## **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 the planning considerations and processes involved in magazine production

#### **Knowledge and/or Skills**

- ◆ terminology used in magazine planning and production
- ◆ procedures followed in magazine planning and production
- ◆ typography specific to magazine production
- ◆ layout specific to magazine production
- ◆ financial implications of production processes

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can analyse the planning considerations and processes involved in magazine production. The candidate will comment on planning considerations; the relationship between advertising and editorial and their impact on page grids, layout and cost; the relationship between content and design/typography; the suitability of a particular production process compared with an alternative process, weighing up the planning and cost implications; and the benefits and weaknesses of two distribution channels.

Candidates should complete a tutor-set exercise that will demonstrate a detailed analysis of two samples of magazine pages that will include:

- ◆ terminology — candidates must show correct usage of this
- ◆ procedures — this must include production timetables, use of grids and allocation of space for editorial and advertising, the production process, and distribution channels
- ◆ typography — the impact of content on typography, and the quality implications of alternative production processes
- ◆ layout — the use of page grids to design the layout and determine advertising positions, and the quality implications of alternative production processes
- ◆ financial implications — quality factors and cost implications of two production processes, and two distribution channels

The assessment should be carried out under unsupervised, open-book conditions. Candidates may draw on experience, textbooks, presentations, personal notes and the internet.

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

**Unit title:** Design for Print: DTP for Magazine Production

### **Assessment Guidelines**

The assessment for this Outcome could consist of a report of a minimum of 600 words, or the completion of a series of pro formas. If a report is used the submission may be in any form, with the prior approval of the tutor.

### **Outcome 2**

Design and produce a magazine advertisement

### **Knowledge and/or Skills**

- ◆ Design brief analysis
- ◆ Design for advertisements
- ◆ digital artwork creation

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can design and produce a magazine advertisement. Candidates will interpret a tutor-set brief and produce one draft document showing progress in the form of rough scamps and a finished advertisement in the form of a digital file ready for inclusion within a magazine layout. A hard copy proof must also be submitted. The final advertisement should show correct and appropriate usage of:

- ◆ design brief — the design will be suitable for the publication it is intended for, and meet the brief
- ◆ design — composition, typography, colour, appropriate image(s)
- ◆ digital artwork — correct page setup, layout tools, import text and images, format text and images, define and apply colour, print facilities, flightchecking, file export

The assessment should be carried out under unsupervised, open book conditions. Candidates may draw on experience, textbooks, presentations, personal notes and the internet.

### **Assessment Guidelines**

Prior to hard proofing, it would be desirable for the tutor to view work onscreen at various stages of development and advise where necessary.

The assessment for this Outcome may be combined with Outcome 3. The advertisement produced in Outcome 2 may be incorporated in the magazine pages produced for Outcome 3. Where this is not possible the Outcome may be assessed separately.

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

**Unit title:** Design for Print: DTP for Magazine Production

### **Outcome 3**

Design and produce a magazine double page spread using a desktop publishing system

#### **Knowledge and/or Skills**

- ◆ Advanced functions of a desktop publishing package for multi-page documents
- ◆ Design brief analysis
- ◆ Magazine design and layout
- ◆ Magazine page production

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can design and produce a magazine double page spread. Candidates will: interpret a tutor-set brief suitable for the target market for which it is intended; produce one draft document, showing progress in the form of rough scamps which meet the brief, and the finished magazine double page spread, in the form of a digital file suitable for submission to external printers.

The following proofs should also be submitted: proofs of work in progress, final corrected monochrome composite proof, colour separations, and final colour proof.

The finished spread should show correct and appropriate usage of:

- ◆ advanced functions of a desktop publishing package — master pages, auto page numbering, libraries, colour swatches
- ◆ design brief — the design will be suitable for the target market for which it is intended for, and meet the brief
- ◆ magazine design — composition, typography, colour, appropriate image(s) relative to text
- ◆ magazine production — layout, import text and image(s), text and image formatting, copywriting (captions, headlines), sub-editing, style sheets, flightchecking, file export

The assessment should be carried out under unsupervised, open book conditions. Candidates may draw on experience, textbooks, presentations, personal notes and the internet.

#### **Assessment Guidelines**

Prior to hard proofing, it would be desirable for the tutor to view onscreen at various stages of development and advise where necessary.

The assessment for this Outcome may be integrated with Outcome 2. The advertisement produced in Outcome 2 may be incorporated in the magazine pages produced for Outcome 3. Where this is not possible the Outcome may be assessed separately.

## Administrative Information

**Unit code:** F1V3 35

**Unit title:** Design for Print: DTP for Magazine Production

**Superclass category:** KH

**Original date of publication:** August 2007

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### History of changes:

Version	Description of change	Date

**Source:** SQA

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

### **Unit title:** Design for Print: DTP for Magazine Production

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 was developed for the HND Digital Media Group Award. It is primarily intended for those who are taking a printing pre-press qualification at Higher National level or who have experience in this or related fields and wish to further their knowledge and experience. It provides an opportunity to extend their skills in Information Technology and Design. The Unit adopts a structured approach to the process of magazine production. It prepares candidates for this role by providing them with the underpinning knowledge needed to work effectively in a magazine publishing environment. It is for candidates who are undertaking study, or working, or wishing to enter employment in printing, publishing and graphic design. Candidates will be expected to exercise a degree of autonomy in carrying out the tasks required for the Unit. Most of the evidence will be generated and gathered as part of the practical work undertaken.

There are no prescriptive software and hardware facilities. However, tasks should replicate working practices for desktop publishing in terms of software and hardware used in the printing and publishing industries. The relevant facilities should be available to the candidate throughout the duration of the Unit.

It is acceptable for the candidate to provide their own text and image files (subject to lecturer approval).

Proof output should be produced by candidates, first proofs may be in monochrome, followed by colour separations, and the final proofs should be in colour. It is recommended that tutors should discuss with candidates the quality of their output and if required additional work should be undertaken and a new proof produced.

Useful background information can be found in a variety of textbooks and software manuals which are widely available from Adobe, Quark, Peachpit Press etc. There may be helpful tutorials from the World Wide Web, eg [adobe.com](http://adobe.com), [quark.com](http://quark.com), [Lynda.com](http://Lynda.com) although these should be carefully worked through prior to recommending to candidates to ensure that vital stages have not been omitted.

Candidates may find it difficult to gauge the complexity of their designs, and should rely on the lecturer's final judgement (in the capacity of 'client') in deciding what to include in their finished work, so that this is achievable within the time allowed.

The theory of composition, colour theory and typography should be taught to a level where candidates can use the information to fully realise a design brief.

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

**Unit title:** Design for Print: DTP for Magazine Production

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

Although candidates should become familiar with a range of software packages during the delivery of the Unit, emphasis should not be placed on software specific skills but rather on the specific analytical knowledge and skills required within the Unit. This will ensure that revisions of software do not impact on the underlying Knowledge and/or Skills acquired through the achievement of the Unit.

It is recommended that candidates are encouraged to carry out their investigations for Outcome 1 into the nature of magazine planning and processes from the beginning of Unit delivery, and be given sufficient time and be provided with sufficient access to resources (eg magazines, internet, books). Tutor-led group discussion of magazine samples could be a suitable method for introducing this topic.

Candidates could be offered a choice of topics (see below) for Outcomes 2 and 3. When introducing this Unit, tutors should advise candidates on the available choice of topics for Outcome 3, and the suitability of the relationship required for the advertisement for Outcome 2. This is in order that candidates have time to consider the content and gather samples to assist in the design process of the magazine double page spread.

Outcomes 2 and 3 provide the opportunity to develop awareness of citizenship issues and/or cultural diversity.

Suitable topics for the advertisement produced for the Outcome 2 assessment could be eg a charitable organisation, public service organisation, environmental pressure group, or voluntary organisation. The choice of advertisement could be appropriate for the topic chosen for Outcome 3.

Suitable topics for the double page spread produced for the Outcome 3 assessment could be eg environmental issues, global warming, energy conservation, recycling of waste, wildlife extinction, healthy eating, lifestyle and culture in non European societies, women's and/or children's issues, care of the elderly, disability issues, the development of democracy. Any other suitable topic might be useful.

The brief for the advertisement could include the following: dimensions, colours, font(s), logo, extent of copy, use of photography/illustration, file format for submission. Candidates could be shown published examples of similar advertisements during tutor-led group discussion.

Candidates who have not studied Graphic Design/Typography before should be taught to a level whereby they can independently synthesize design solutions using their knowledge of composition, colour theory and typography. Candidates who have studied Graphic Design/Typography at introductory levels should be enabled to further develop their Knowledge and/or Skills.

Outcomes 2 and 3 may be assessed by a single assessment.

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

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### *Opportunities for developing Core Skills*

This Unit offers opportunities to develop the Core Skill, 'Using Information Technology' at SCQF level 5. The Core Skill can be developed through teaching, learning and assessment activities that involve the use of:

- ◆ Desktop publishing software
- ◆ Digital image processing software
- ◆ Vector graphics software
- ◆ Flightcheck software
- ◆ Digital proofing
- ◆ Network facilities

This Unit offers opportunities to develop and extend the components of 'Critical Thinking' and 'Planning and Organising' of Core Skill, 'Problem Solving' at SCQF level 5. The Core Skill can be developed through teaching, learning and assessment activities that involve the use of:

- ◆ Analysis of the planning considerations and processes involved in magazine production
- ◆ Layout, gathering of text and images, preparation of resources

This Unit offers opportunities to develop and extend the component of 'Written Communication' of Core Skill, 'Communication' at SCQF level 5. The Core Skill can be developed through teaching, learning and assessment activities that involve the use of:

- ◆ Copywriting
- ◆ Sub-editing skills
- ◆ Headline writing
- ◆ Captioning of graphics

## Open learning

This Unit is suitable for delivery and assessment via distance learning providing candidates have access to suitable computer hardware and software. This would include a scanner or digital camera, internet access, Adobe Acrobat Reader, a professional Desktop Publishing package, a vector graphics package and a digital image processing package. All teaching notes, presentations and assessment guidelines could be provided in PDF format and/or word files or Powerpoint.

Candidates could submit assessments via a VLE. Scamps could be scanned and sent as JPEG files. The DTP files could be authenticated by means of screenshots showing the work in progress, these screenshots could be processed and sent in JPEG format. Hard copy proofs could be output by the centre on behalf of candidates.

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. A combination of new and traditional authentication tools may have to be devised for assessment and reassessment purposes, eg colour managed on screen presentations.



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

**Unit title:** Design for Print: DTP for Magazine Production

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: Design for Print: DTP for Magazine Production**

This Unit is designed to enable you to analyse and develop design for magazine publishing in terms of colour and typography, and plan, specify and carry out suitable pre-press production processes to meet a given brief. It has three main areas, each of which is the subject of a separate outcome.

During the course of study for this Unit, you will progress by: studying the processes of magazine design and production and the terminology used, producing an advertisement for insertion in a magazine page, followed by the design and production of a magazine double page spread.

In Outcome 1 you will carry out research and produce a report explaining the planning and processes involved in magazine production, making reference to production timetables, the use of page grids, allocation of space for editorial and advertising, advertising positions, quality factors and cost implications of the chosen production process, and distribution channels. Using your research, you will produce an analysis of the design and pre-press production of supplied magazine pages.

In Outcome 2 you will analyse and interpret a design brief for a magazine advertisement, exploring possible solutions in terms of style, composition, typography and colour. You will then prepare the final design solution, using a desktop publishing (DTP) system, formatted for inclusion within a magazine double page spread.

In Outcome 3 you will create a magazine double page spread to a given brief, using a DTP system, ready for submission to an external printer. You will take into consideration the most effective placement of editorial and advertising content and the appropriate use of typography and colour. You could also incorporate the advertisement created in Outcome 2 within the magazine layout.

In undertaking this Unit you will have opportunities through teaching, learning and assessment to develop the Core Skill, 'Using Information Technology'; the components of 'Critical Thinking' and 'Planning and Organising' of Core Skill, 'Problem Solving'; and the component of 'Written Communication' of Core Skill, 'Communication'. The Information Technology skills, Problem Solving skills, and the Written Communications skills gained can be applied to many areas, not only magazine production.