



Higher National Graded Unit specification

General information for centres

This Graded Unit has been validated as part of the **Digital Media for Design and Print HND award**. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit title: Digital Media for Design and Print: Graded Unit 2

Graded Unit code: F316 35

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

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.*

Purpose: This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND Digital Media for Design and Print:

- ◆ gain knowledge and skills in investigation, planning and problem solving
- ◆ adopt innovation and creativity in his/her work and be able to respond quickly to the challenges posed by changes in the printing and design industries
- ◆ develop the ability to apply acquired knowledge and skills
- ◆ develop the technical skills required in current pre-press and design studios
- ◆ develop research, evaluation and analytical skills

Recommended prior knowledge and skills: It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this Graded Unit:

F0PP 34	<i>Printing Production Processes</i>
D7LW 34	<i>Communication Using Information Technology and Desktop Publishing</i>
F0P9 34:	<i>Design for Print: Graphics</i>
DF5Y 34:	<i>Desktop Publishing</i>
DE2W 34	<i>Graphics for Creative Multimedia Design</i>
DV60 34	<i>Digital Imaging</i>
DW1C 34	<i>CAD: Graphical Design</i>
DE2P 35	<i>Advanced Bitmap Graphics for Creative Multimedia Design</i>
F1V3 35	<i>Design for Print: DTP for Magazine Production</i>
F1V4 35	<i>Design for Print: DTP for Newspaper Production</i>

General information for centres (cont)

F0P7 35 *Colour for Display and Print*

DF60 35 *Internet: Web Development*

Core Skills: The achievement of this Graded Unit gives automatic certification of the Core Skill *Problem Solving* at SCQF level 6.

Since the Core Skill of *Problem Solving* at SCQF level 6 is embedded in this Unit, it is strongly recommended that you follow the assessment guidelines given. If you wish to use a different assessment model, you should seek prior verification of the assessment instrument(s) you intend to use to ensure that the Core Skill is still covered.

Assessment: This Graded Unit will be assessed by the use of Practical Assignment. The developed Practical Assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Administrative Information

Graded Unit code: F316 35

Graded Unit title: Digital Media for Design and Print: Graded Unit 2

Original date of publication: August 2007

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

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Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates

Graded Unit title: Digital Media for Design and Print: Graded Unit 2

Conditions of assessment

The candidate should be given a date for completion of the Practical Assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any re-assessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

Assessment is based on the **product** and the **process**.

Candidates must:

- ◆ analyse and interpret a complex brief
- ◆ develop a production schedule
- ◆ choose a topic from those provided
- ◆ gather information relative to the topic
- ◆ develop the topic
- ◆ design solutions for multiple types of media
- ◆ carry out the practical production work for four related publications for print and an accompanying fully functional website

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- ◆ produce finished artwork incorporating bitmap and vector image production, artwork preparation and pre-flight, and final output stages
- ◆ implement colour management systems
- ◆ evaluate the products and the processes

The project brief should sample a minimum of two technical areas/processes from the listed technical areas and processes from the mandatory units.

Unit Title	Technical Areas/Processes
DE2W 34 — <i>Graphics for Creative Multimedia Design</i>	<ul style="list-style-type: none"> ◆ Describe practical and aesthetic factors in the use of colour ◆ Describe practical and aesthetic factors in the use of type forms ◆ Create bitmap graphic files ◆ Create vector graphic files
DE2P 35 — <i>Advanced Bitmap Graphics for Creative Multimedia Design</i>	<ul style="list-style-type: none"> ◆ Create composite images using bitmap graphic software ◆ Use advanced features of bitmap graphic software ◆ Analyse the optimisation of bitmap graphics
F1V3 35 — <i>Design for Print: DTP for Magazine Production</i>	<ul style="list-style-type: none"> ◆ Explain the planning considerations and analyse the processes involved in magazine production ◆ Design and produce a magazine advertisement ◆ Design and produce a magazine double page spread using a desktop publishing system
F1V4 35 — <i>Design for Print: DTP for Newspaper Production</i>	<ul style="list-style-type: none"> ◆ Describe the planning considerations and production procedures involved in newspaper production ◆ Design an effective page layout for a newspaper ◆ Use desktop publishing systems to create newspaper pages
F0P7 35 — <i>Colour for Display and Print</i>	<ul style="list-style-type: none"> ◆ Evaluate the use of colour in graphic design and typography ◆ Evaluate the processes involved in the reproduction of colour for display ◆ Evaluate the processes involved in the reproduction of colour using printing processes

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DF60 35 — <i>Internet: Web Development</i>	<ul style="list-style-type: none"> ◆ Describe factors influencing the development of World Wide Web (WWW) documents ◆ Plan and design World Wide Web documents ◆ Use the features of a development language to produce World Wide Web documents ◆ Publish, test and evaluate World Wide Web documents
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Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or A — highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> ◆ produces documented evidence for the planning stages of the work and shows an in-depth knowledge of each stage ◆ produces evidence for the production of the work which demonstrates consolidated knowledge, understanding and skills through an integrated approach ◆ produces well structured evidence of the control and evaluation of the project work ◆ effectively applies integrated and consolidated knowledge, understanding and skills from the Course Units to complex work 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ produces documented evidence for the planning stages of the work ◆ produces evidence for the production of the work and demonstrates a degree of integration between the planning, production and evaluation stages ◆ is well structured and displays control and evaluation of the project work ◆ applies integrated and consolidated knowledge, understanding and skills but may lack some continuity and consistency

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

A = 70% — 100%
 B = 60% — 69%
 C = 50% — 59%

Note: the candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

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Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Project Stage	Minimum Evidence Requirements
Stage 1 — Planning 15% of total marks	Produce a plan which shows: <ol style="list-style-type: none"> 1 Analysis of the brief, identifying the stages of production required to fulfil it. 2 An assessment of the resources required at each stage of production which should include reference to equipment, software and materials. 3 Identification and assessment of a topic in terms of suitability and availability of source material. 4 A production schedule incorporating timescales and resource availability. 5 Justification for the approach taken in the plan. <p>The plan should be 1,000 – 1,500 words long or equivalent</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>
Stage 2 — Developing 70% of total marks	Produce design solutions, artwork, proofs and plates for four related publications for print and an accompanying fully functional website, incorporating the following production stages: <ol style="list-style-type: none"> 1 Produce design solutions to a given brief. 2 Design layouts which use a style appropriate to the subject. 3 Prepare source material with reference to the specified production requirements. 4 Produce and prepare bitmap images with reference to the specified production requirements. 5 Produce vector artwork with reference to the specified production requirements. 6 Produce finished artwork incorporating text, bitmap and vector graphics, with reference to the specified production requirements. 7 Produce and implement relevant pre-flight profiles. 8 Implement a colour management strategy. 9 Produce contract proofs with reference to the specified production requirements. 10 Produce separated plates with reference to the specified production requirements. 11 Publish a related fully functional website. <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.</i></p>

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Project Stage	Minimum Evidence Requirements
Stage 3 — Evaluating 15% of total marks	<p>Produce an objective analysis of the quality of own work which includes:</p> <ol style="list-style-type: none"> 1 Critical evaluation of the strengths and weaknesses of the original plan. 2 A review of the plan and modifications made in order to effect improvements to own work, referenced work log book. 3 An objective analysis and evaluation of the technical quality achieved at each stage. 4 Identification of any problems encountered and any skills gained. 5 Evaluate how the integrative nature of the assignment enhanced understanding. <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</i></p>

Support notes

This assignment could involve the candidate in planning and producing design solutions, artwork, proofs and plates for full colour and/or spot colour items of related printed work and an accompanying fully functional website, maintaining a working log book and evaluating the project.

Some suggested topics for this project might be:

- ◆ a suite of promotional publications and items for the launch of an environmental awareness campaign
- ◆ a small business start-up pack
- ◆ advertising and display material for a trade exhibition

STAGE 1 — PLANNING

The candidate could be asked to analyse the brief and prepare a production schedule with reference to:

- ◆ availability of resources
- ◆ appropriate materials

The candidate could be asked to choose one topic from the list supplied with reference to:

- ◆ personal interests and previous experience
- ◆ availability of source material for text and graphics

Additional guidance on mark allocation

This stage is worth **15 marks**. The candidate should achieve all of the minimum evidence specified and should achieve a minimum of **8 marks** for this section to pass the planning stage. The planning stage could be assessed by a short planning document and an individual interview. The tutor's role is as a facilitator and so to gain high marks the candidate must demonstrate a high degree of autonomy in planning activities.

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For the planning stage the marks may be allocated in the following way:

Up to **3 marks** for the analysis of the brief and identifying the stages of production. For full marks the candidate should present a clear description and thorough analysis of the requirements of the brief. This could be demonstrated by the relevance of the stages of production identified.

Up to **3 marks** for the assessment of resources required to fulfil the brief. The candidate should clearly state what resources are required, to complete each stage of production, as well as their function.

Up to **2 marks** for identifying a topic, suitable to fulfil the brief, which has an appropriate degree of resources available. This could be demonstrated by inclusion of a bibliography of sources.

Up to **4 marks** for the generation of a production schedule. Timetabling and planning should reflect an efficient use of resources and take into account their availability at appropriate stages of production.

Up to **3 marks** for the justification of the approach taken in the plan and for developing and adhering to realistic timescales.

To gain full marks the candidate could be expected to fulfil the following criteria:

- ◆ first interview with facilitator no later than two weeks from commencement of project. Candidate should have identified a suitable topic and the relevant production stages necessary to fulfil the brief.
- ◆ second interview with facilitator to examine the production schedule and the first draft of the plan, including evidence of rationale and method. Further interviews at the discretion of the facilitator.
- ◆ a submission and completion date has to be established and adhered to.

STAGE 2 — DEVELOPMENT

It is anticipated that the candidate would carry out the following tasks.

Produce a design solution to a given complex brief:

- ◆ analyse the brief
- ◆ research and produce a design concept to meet the specifications of the brief
- ◆ produce design solutions to a given brief

Prepare the source material with reference to production requirements:

- ◆ gather source material for text and graphics
- ◆ edit the text using professional software
- ◆ produce bitmap images with reference to the specified production requirements
- ◆ create composite images using advanced features of bitmap graphic software
- ◆ edit graphics for crop, scale, resolution and mode using professional software
- ◆ produce vector artwork with reference to the specified production requirements

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Produce finished artwork incorporating text, bitmap and vector graphics, with reference to the specified production requirements:

- ◆ create layouts in a desktop publishing package
- ◆ create layouts in a web publishing package
- ◆ produce and implement the use of relevant pre-flight profiles
- ◆ implement a colour management strategy
- ◆ produce contract proofs with reference to the specified production requirements
- ◆ produce separated printing plates with reference to the specified production requirements
- ◆ repurpose content for inclusion in a World Wide Web publication
- ◆ publish a related fully functional website

Additional guidance on mark allocation

This stage is worth **70 marks**. The candidates should achieve all of the minimum evidence specified and should achieve a minimum of 35 marks for this section to pass the production stage. Assessment is based on practical work.

Up to **10 marks** for the production of a suitable design solution. For full marks the candidate could show identification of an appropriate style for the chosen topic, extensive thumbnail sketches exploring possible design solutions and final planned layout(s). Candidates who make poor decisions regarding style or who fail to adequately explore layout solutions may be awarded lower marks.

Up to **20 marks** for the preparation of source material. The material produced and gathered for the project should be prepared to meet the requirements of the production workflow and publication processes indicated in the brief. Full marks may be awarded to candidates who prepare material which seamlessly integrates into their prescribed workflow and meets all of the technical specifications for the publication processes. Candidates who prepare files, which only meet the main technical requirements for the publication processes, may be awarded lower marks.

Up to **40 marks** for the production of finished artwork. Candidates who produce appropriate artwork showing a high degree of first time accuracy, measured by the production of pre-flight profiles and reports, appropriate colour management systems, proofs, contract proofs, plates and validated web pages, may be awarded a high mark. Candidates who require multiple proofs due to serious faults may be given a pass on completion of all remedial work and signing of contract proofs and validated document code by the lecturer.

STAGE 3 — EVALUATION

The candidate would be expected to evaluate and review the project with reference to:

- ◆ working log book
- ◆ technical quality of each production stage

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Additional guidance on mark allocation

Up to **3 marks** could be given to those candidates who are able to review the quality of their own work with some reflection shown. Candidates who can identify areas of new learning and can relate the activity to the plan, including identification of gaps or omissions may be awarded a high mark. Full marks may be awarded to candidates who can identify the impact of any new learning on their practice.

Up to **3 marks** for a discussion of the strengths and weaknesses of the original plan and analysis of whether the plan was sufficient in meeting the aims of the activity. High marks may be given where a candidate has detailed changes and improvements to their original plan. Candidates who show that changes to the original plan resulted in improvements in technical quality may be awarded full marks.

Up to **6 marks** should be given for the review of the whole project identifying any modifications or improvements, including recommendations, which would be achievable and realistic if implemented in future, analogous activities. The candidate who does this may receive full marks. A candidate who identifies some modifications or improvements but does not always relate them to the plan may receive a pass mark. The candidate who does not identify any modifications or improvements and who has not related the evaluation of their work across the whole project should not pass this section.

Up to **3 marks** could be awarded for evaluation of the way the project integrates knowledge and understanding of the mandatory units of the HND Digital Media for Design and Print. Full marks may be awarded to the candidates who evaluate skills gained and integration of theory and practice during the project. A candidate who does not evaluate any new or enhanced knowledge and skills should not pass this section.

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 assessment arrangements. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: **www.sqa.org.uk**.

General information for candidates

This Unit provides you with the opportunity to complete a project which involves planning and producing design solutions, artwork, proofs and plates for full colour and/or spot colour items of related printed work and an accompanying fully functional website.

You will be provided with a multifaceted brief that has to be satisfied, however this will still give a good degree of scope for you to use your own ideas. How successful you are will be determined by your ability to analyse, evaluate and research appropriate solutions to the brief, as well as your technical and creative skills in the production of finished artwork.

The project will enable you to bring together the various practical and theoretical skills that you have gained via study involved in the mandatory Units of the Course. You will also be given the opportunity to demonstrate your ability to analyse, plan, integrate and manage the complex mix of skills and resources required to complete a project to a specified timescale.

The work on your project will enable you to extend your problem solving skills in both the planning and production stages of the project and for you to critically evaluate processes that you used. You will gain automatic certification of the Core Skill *Problem Solving* at SCQF level 6 on achievement of this Graded Unit.

The final stage of the project will involve you in providing a critical evaluation of how you planned and developed your work.