



Higher National Unit specification

General information for centres

Unit title: Display Design: In Store

Unit code: F45W 35

Unit purpose: This Unit has been designed to build on skills in planning, designing and installing an In Store Display.

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

- 1 Interpret and analyse a given brief for an In Store display to produce an annotated sketchbook.
- 2 Produce and justify a final design solution for the given in store design brief.
- 3 Construct and critically evaluate a final In Store Display solution.

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.*

Recommended prior knowledge and skills: Access is at the discretion of the centre. However it is recommended that candidates have achieved HND Display Design Year 1. In particular, it would be beneficial if candidates have completed or are in the process of completing the following Units: F45V 34 *Display Design: Special Promotions*; F45T 34 *Display Design: Seasonal*; F0MR 35 *3D Design: Introduction to Lighting*; F03V 34: *Sign Design and Colour Application*.

Core Skills: There are opportunities to develop the Core Skills of: *Communication* at SCQF level 6; *Information Technology* at SCQF level 5; the component Using Graphical Information of the Core Skill *Numeracy* at SCQF level 6; and *Problem Solving* at SCQF level 6 in this Unit although there is no automatic certification of Core Skills or Core Skill 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: Practical assessments for Outcomes 1, 2 and 3 may be combined. A holistic approach is recommended. The final project should involve the installation of a full-sized In Store display. Presentation boards and a portfolio of supporting work should clearly show research, development, design process and evaluation.

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

Interpret and analyse a given brief for an In Store display to produce an annotated sketchbook

Knowledge and/or Skills

- ◆ In Store displays
- ◆ In Store Design brief
- ◆ Visual research sources
- ◆ Design ideas
- ◆ Communicating design concepts

Evidence Requirements

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

- ◆ describe the function of an In Store Display and give three examples of different locations for In Store Displays
- ◆ analyse and interpret the given in store brief to identify the specific requirements of the brief
- ◆ research visual sources for the design brief
- ◆ create an annotated sketchbook which communicate design elements and ideas in line with the interpretation of the brief

Assessment Guidelines

The assessment of this Outcome could be combined with the assessment of Outcomes 2 and 3, details of which are contained in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: In Store

Outcome 2

Produce and justify a final design solution for the given In Store design brief

Knowledge and/or Skills

- ◆ Design process
- ◆ Media and materials
- ◆ Construction techniques
- ◆ Drawing techniques

Evidence Requirements

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

- ◆ use the design process to develop concepts making use of different source materials and construction techniques
- ◆ produce three original and creative design solutions by presenting visual concepts in sketch form using both rough construction sketches and measured drawings
- ◆ critically appraise the three design solutions including media and materials to create the most appropriate design solution for the in store brief
- ◆ justify the design solution by explaining how it meets the In Store Display brief

Assessment Guidelines

The assessment of this Outcome could be combined with the assessment of Outcomes 1 and 3, details of which are contained in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: In Store

Outcome 3

Construct and critically evaluate a final In Store Display solution

Knowledge and/or Skills

- ◆ Construction processes
- ◆ Surface finishes
- ◆ Typography
- ◆ Lighting
- ◆ Safe working practices
- ◆ Handling and presentation of merchandise
- ◆ Evaluation of a finished In Store display

Evidence Requirements

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

- ◆ construct the final In Store display incorporating merchandise presentation and handling, surface finishes, typography and lighting using safe working practices
- ◆ critically evaluate the display as a response to the brief indicating a minimum of three strengths and three weaknesses

Assessment Guidelines

The assessment of this Outcome could be combined with the assessment of Outcomes 1 and 2.

This could be a practical assignment where the candidate is presented with a complex design brief for In Store Display from which they will produce a portfolio of evidence for these Outcomes and, in consultation with the tutor, install a Prestige display design.

- 1 Evidence in the form of a sketchbook showing research and experimentation with a series of design ideas. Annotated visual material should provide evidence of the design process, justification and evaluation.
- 2 Evidence of the development of three design concepts as part of a sketchbook.
- 3 The presentation boards, developed to exhibition standards, could contain photographs, and may be produced after the installation of the window. A checklist could be utilised as evidence for safe working practices.

Administrative Information

Unit code: F45W 35

Unit title: Display Design: In Store

Superclass category: JC

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History of changes:

Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Display Design: In Store

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 80 hours.

Guidance on the content and context for this Unit

This Unit is intended to offer candidates the chance to develop a display project through the stages of the design process to its fruition in an installed In Store display. To do this they are required to practice the skills of creative thinking, experimentation, construction and presentation. It is possible to deliver and assess each Outcome individually, however, a single instrument of assessment could be implemented.

The tutor should endeavour to ensure that a wide range of materials and equipment is available to facilitate different design approaches. However, tutors should also exercise judgement as to what is achievable in the time frame and with resources available.

In Outcome 1 candidates will be given an In Store design brief that is produced by the tutor or comes from a retail client. At this stage appropriate merchandise to match the brief for this may be given to the candidate, found or selected by them. When considering the possible solutions to the brief, the tutor's role is to encourage candidates to be creative and experimental. It will also aim to broaden the candidates' experience of the nature of the requirements of an In Store display. In this Outcome the candidate should aim to create a variety of potential ideas and concepts. This can be inspired by a wide variety of source both contemporary and historical from, for example, art, architecture and nature. The candidate may use a variety of reference material taken from retailing, books, periodicals and the internet. Candidates could provide short explanations as annotations to their sketched concepts, which helps the viewer to understand the thinking behind each concept.

Outcome 2 requires that the candidates select three of their design concepts. The emphasis is on the development of selected ideas by experimenting with visual elements and materials so that they may meet the requirements of the brief with a degree of originality and creativity.

Outcome 3 should involve the installation of a full-sized display. Appropriate signage and typography, such as price ticketing or window advertising slogan, should be incorporated as required by the brief. Lighting of the display should be appropriate. The presentation visuals will show the final concept with the emphasis on the use of space, form, colour, typography and imagery to create an integrated display. It will require the candidate to justify the problems solved and design solutions made with the aim of gaining constructive feedback. A checklist could be produced for safe working practices.

Higher National Unit specification: support notes

Unit title: Display Design: In Store

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the G93W 16 HND Display Design Award. It is recommended that it should be taught within the subject area of the Group Award to which it contributes. Opportunities may be taken to link or integrate it with other appropriate Unit(s) within the Group Award, where a holistic assessment would be encouraged.

The Unit is primarily practical in nature, although candidates will gain theoretical understanding of the principles of contemporary display. It is fundamental to the delivery of the Unit that the tutor is aware of the principles of all aspects of display design in particular its three-dimensional nature. The delivery of the Unit should aim to reflect the workflow and processes of a professional display artist.

The brief should be a reflection of practice in retailing and should be seen as a means to stimulate and challenge the candidate to think imaginatively and creatively.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of: *Communication* at SCQF level 6; *Information Technology* at SCQF level 5; the component Using Graphical Information of the Core Skill *Numeracy* at SCQF level 6; *Problem Solving* at SCQF level 6 in this Unit although there is no automatic certification of Core Skills or Core Skill components.

Problem Solving skills will be significantly developed as candidates analyse the given brief; plan, organise and complete the display and review and evaluate their solution to the brief. They will analyse, select and justify media, materials, tools, equipment and construction techniques. Assessing the importance of all factors in the design stage will include sourcing materials, assessing appropriate equipment and selecting construction skills and display techniques.

Annotation and written commentaries in the sketchbook should be coherent, accurate and use professional reflective evaluation of the design process. This will ensure that candidates have increased awareness of their own capabilities and how they can be applied in future design projects. Presentation of finished visuals when candidates justify the display problem's solution in the design decisions made would demonstrate the effective use of verbal and non-verbal communication techniques. This would include the ability to present concepts, justify use of materials and construction methods and provide confident responses to comments or questions from others.

Resources available should include up-to-date software packages to support the effective and accurate presentation of information.

The initial sketches, developed concepts and measured, technical drawings will demonstrate the ability to apply a wide range of graphical skills to interpret and present complex information in a generalised and particular form and setting.

Higher National Unit specification: support notes

Unit title: Display Design: In Store

Open learning

The practical nature of this Unit would make it difficult to deliver via open learning. Although parts of the Unit might be delivered by distance learning, it would require a considerable degree of planning to ensure the sufficiency and authenticity of candidate evidence.

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: Display Design: In Store

This Unit will enable you to build on skills in planning, designing and installing an In Store Display. It will encourage you to progress your skills through a range of practical activities focusing on the design and production of a display.

This Unit is worth 2 HN credits at SCQF level 8. This means that you will be required to produce a substantial volume of work, allowing you to explore the Outcomes in depth.

There are three Outcomes for this Unit:

For Outcome 1 you will research and explore the potential of materials and design elements to inspire ideas for a given In Store design brief. You will collate your research in a sketchbook, including both visual material and supporting notes. From this preparatory work, you will develop your design concepts. You will be encouraged to investigate, analyse and appraise materials, equipment, techniques, finishes, and other sources of inspiration.

Outcome 2 asks you to generate design concepts from your ideas for the given brief. Your rough sketches will be worked up to measured drawings. This will lead on to the production of presentation drawings in suitable format applying appropriate methods of construction. You may have the opportunity to present parts of your final solution using ICT.

In Outcome 3 you will construct the final In Store display incorporating merchandise, surface finishes, typography and lighting, using safe working practices. You will professionally present a mounted record of your ideas, concepts and finished display. You will be asked to evaluate the strengths and weaknesses of your display design. You may be required to present your work to your tutors, client or peer group.

In order to successfully complete this Unit, you will need to achieve a satisfactory level of performance in all Outcomes.

There are opportunities for you to develop the Core Skills of: *Communication* at SCQF level 6; *Information Technology* at SCQF level 5, the component Using Graphical Information of the Core Skill *Numeracy* at SCQF level 6; and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.