



Higher National Unit specification

General information for centres

Unit title: Display Design: Prestige Display

Unit code: F45X 35

Unit purpose: This Unit has been designed to enable candidates to build on skills in planning, designing, constructing and installing a Prestige Display which will concentrate on the development of special Prestige Display concepts centred on the display of designer status merchandise.

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

- 1 Interpret and analyse a complex brief for a Prestige Display to produce an annotated sketchbook.
- 2 Create, critically appraise and present Prestige Display design concepts.
- 3 Construct, install in a window, and critically evaluate the final Prestige Display design.

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 should have achieved HND Display Design Year 1. It would be beneficial if candidates have completed or are in the process of completing the following Units: F45V 35 *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 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: 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 display window. 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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Outcome 1

Interpret and analyse a complex brief for a Prestige Display to produce an annotated sketchbook

Knowledge and/or Skills

- ◆ Prestige Displays
- ◆ Prestige Display brief
- ◆ Visual research sources
- ◆ Corporate Identity and Typography
- ◆ 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 Prestige displays. Outline three typical uses of Corporate Identity and Typography employed in the display of designer status merchandise
- ◆ analyse and interpret the given Prestige Display brief to identify specific designer client needs
- ◆ research visual sources for the design brief
- ◆ create an annotated sketchbook which communicates design elements and ideas appropriate to the brief

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

Assessment Guidelines

Details are described in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: Prestige Display

Outcome 2

Create, critically appraise and present Prestige Display design concepts

Knowledge and/or Skills

- ◆ Design and planning process for displaying designer status merchandise
- ◆ Media and materials
- ◆ Construction techniques
- ◆ Corporate Identity and Typography of a designer client
- ◆ Identification of a final design solution
- ◆ Drawing techniques
- ◆ Presentation techniques

Evidence Requirements

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

- ◆ use the design and planning process to develop concepts making use of a range of source materials and construction techniques
- ◆ produce three original and creative design solutions for the display of designer status merchandise by presenting visual concepts in sketch form, using both rough sketches and measured drawings, noting use of media, materials and construction techniques
- ◆ adapt the essential elements of the designer client's Corporate Identity and Typography to design concepts for the display of their merchandise
- ◆ critically appraise three design solutions and create the most appropriate final design solution for the Prestige Display
- ◆ produce scale drawings of the final design solution
- ◆ present final design solution on mounting boards

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

Assessment Guidelines

Details are described in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: Prestige Display

Outcome 3

Construct, install in a window, and critically evaluate the final Prestige Display

Knowledge and/or Skills

- ◆ Construction and installation processes
- ◆ Surface finishes
- ◆ Handling and presentation of merchandise
- ◆ Corporate Identity and Typography
- ◆ Safe working practices
- ◆ Lighting
- ◆ Evaluation

Evidence Requirements

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

- ◆ plan, construct and install the final Prestige Display in a window, incorporating the client's corporate identity and typography, appropriate surface finishes, lighting, merchandise handling and presentation, and using safe working practices
- ◆ critically evaluate a Prestige Display as a response to the brief, indicating a minimum of three strengths and three weaknesses, and comparing it to professional Prestige Display

This should be a practical assignment where candidates are presented with a complex design brief for Prestige Display from which they will produce a portfolio of evidence for these Outcomes and, in consultation with the tutor, install a Prestige Display design.

Assessment Guidelines

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

- 1 Evidence in the form of a sketchbook could show research and experimentation with a series of design ideas. Annotated visual material should provide evidence of the design and planning process, and awareness of the importance of Corporate Identity and Typography in the display of designer status merchandise, justification for choices and decisions, and evaluation of the final design could be displayed as part of a sketchbook.
- 2 Evidence of the development of three design concepts, with particular reference to the Corporate Identity and Typography of the chosen designer client, could be displayed as part of the sketchbook, with final scale drawings and visuals mounted on presentation boards.
- 3 The final Prestige Display could be constructed and installed in a window. The presentation boards, developed to exhibition standards, could contain photographs of the installed Prestige Display, and so may be completed after the installation of the window. A checklist could be utilised as evidence for safe working practices.

Administrative Information

Unit code: F45X 35

Unit title: Display Design: Prestige Display

Superclass category: JC

Original date of publication: August 2008

Version: 01

History of changes:

Version	Description of change	

Source: SQA

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Higher National Unit specification: support notes

Unit title: Display Design: Prestige Display

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 may be achieved as a stand-alone Unit. It has been developed as part of the Group Award HND Display Design and if it is undertaken as part of this Group Award, then 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*.

This Unit is intended to allow candidates studying display design the opportunity to explore specific to Prestige Display such as corporate identity, typography and presentation, through the synthesis of skills, research and personal enquiry. The process they undertake should mirror that used by designers in this specialist area. This design process will allow them to develop a Prestige Display design solution from concept to installation and evaluation. To do this, they are required to practise the skills of creative thinking, experimentation, construction, planning, presentation and evaluation.

Guidance on the delivery and assessment of this Unit

It is possible to deliver and assess each Outcome individually, however, a single instrument of assessment could be implemented.

The Unit could be integrated in delivery and assessment with other appropriate Unit(s) within the Group Award, where a holistic assessment would be encouraged.

The tutor should endeavour to ensure that a wide range of materials and equipment is available to facilitate different design approaches.

Outcome 1

Candidates could be presented with a brief containing clearly defined Prestige Display criteria. Briefs should be written to allow for personal creative interpretation, while respecting the Corporate Identity requirements of a designer client. Candidates should be encouraged to research from a wide source of references, which should engender a creative and lively response to the display design brief. This might include historical, contemporary or social influences. The use of books, magazines, electronic media, viewing current practice in retail outlets, attending museums and exhibitions, and browsing the Internet are all sources of valuable information that can be used in the interpretation of the brief. Work could be collated in a sketchbook, annotated with comments on usefulness and appropriateness of research material. Examples of the essential elements of corporate identity and typography used in Prestige Display should be evident.

Higher National Unit specification: support notes (cont)

Unit title: Display Design: Prestige Display

Emphasis should be placed on the creative process and the individual's interpretation of the project. Ideas should be analysed and fully explored. Specific research materials should have their selection justified in note form. Candidates should be encouraged to evaluate work in progress and make judgements regarding possible solutions and approaches. Selection of a final solution and planning for its installation may be made in consultation with the tutor. A considered use of materials and the plans for their use should be in evidence. All work should be annotated with comments on decisions made throughout the design process. A 3D sketch model might be useful.

Outcome 2

Candidates should be encouraged to see this Outcome as the means whereby they plan and produce a set of instructions for creating and installing the Prestige Display window which they have designed. Their final visuals should show the overall design concept, clearly considering the corporate identity and typography of the prestige client, while the working drawings specify details, measurements, construction techniques, materials, colours and surfaces finishes.

All finished material pertaining to the final design concept should be carefully laid out and mounted in an imaginative way on A1 mounting boards. Presentation boards should display final visuals and technical drawings, together with any graphic elements required by the brief.

Outcome 3

The final Outcome should involve the installation of a full-sized Prestige Display window. The appropriate merchandise for this may be given to the candidate or selected by them. This should be made clear to candidates from the outset of the project. Careful consideration should be given to the lighting and surface finishes. Photographs of the completed window should be evident on the presentation boards.

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 *Numeracy* — Using Graphical Information at SCQF level 6; *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

As they undertake this Unit, candidates will encounter a wide variety of theoretical and practical problems and issues, similar to those encountered in the Prestige Display design industry. They will be encouraged to identify problems and seek solutions, devising appropriate responses and approaches to an advanced level. As they work towards creative design solutions they will develop sophisticated problem solving skills. They need to analyse a range of theoretical and practical problems and issues, considering all the components, and taking into account appropriate scale, materials and structures. Analysing and assessing the relative significance of each factor, before identifying and justifying an appropriate strategic approach to visual concept development, will provide opportunities for developing creative critical thinking and general problem solving skills to an advanced level.

The ability to reflect upon and evaluate the potential value of the final design is assessed in Outcome 3. Analytical evaluation of all aspects of proposed design solutions will be undertaken with the guidance of the supervising tutor as appropriate, and could also be enhanced by group discussions, thus adding appropriate criteria for measurement of progress and achievement.

Higher National Unit specification: support notes (cont)

Unit title: Display Design: Prestige Display

Resources available should include up to date software packages to support the effective and accurate presentation of information. Formative opportunities to create designs, compositions or models from different types of data with appropriate presentation styles may be particularly useful and support both the interpretation and application of graphical concepts and sustained complex calculations.

Candidates should be encouraged to develop techniques accessing, reading, viewing and evaluating a range of information as reference sources for knowledge and skills. Instruction in the effective use of learning resources will allow candidates to access and evaluate appropriate data. Candidates may use a variety of methods to reference, record and organise information. Although skills in communication are not formally assessed, written material should be effectively structured and organised, expressing essential ideas and information coherently with accurate spelling and punctuation.

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: Prestige Display

This Unit will enable you to develop an understanding of various research methods and design techniques used by Prestige Display designers during a typical design process.

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.

You will be given a Prestige Display Design brief which outlines the requirements of a typical client from industry. The brief will provide direction for your research. You will investigate the use of corporate identity and typography in the display of designer status merchandise. You will analyse the brief, establish exactly what is required of you, and then you will flesh out the brief by exploring a variety of sources for inspiration. These sources could include art, literature, nature, objects, graphics, magazines, books and the web.

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.

You will develop a final Prestige Display Design solution from your sketches, which you will work out to recognised scales. This will lead on to the production of presentation drawings in suitable format applying current methods of construction. You may have the opportunity to present parts of your final solution using ICT.

You will design layouts and mount your final designs on mounting boards, together with photographs of your installed display. These presentation boards will be completed after the display is installed.

You will construct and install your Prestige Display Design to actual size in a display window, employing appropriate techniques, equipment and materials to an acceptable industrial standard. You will then photograph it and evaluate its achievement. 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 *Numeracy — Using Graphical Information* at SCQF level 6; *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.