



Higher National Graded Unit specification

General information for centres

This Graded Unit has been validated as part of the HND Display Design Group 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: Display Design: Graded Unit 2

Graded Unit code: F4SW 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 HND Display Design year two:

- ◆ develop a range of contemporary specialist technical and vocational skills and knowledge within the context of Display Design
- ◆ develop critical thinking and reflective evaluation processes within Display Design
- ◆ conduct independent project work involving the integration and application of a variety of skills within a determined time scale
- ◆ develop a perspective of the cultural, social, economic, and business environment within which a display designer operates
- ◆ develop an understanding of interdisciplinary connections between specialist design areas
- ◆ prepare candidates for employment in a Display Design related post
- ◆ prepare candidates for progression to design related places at HE establishments

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:

F45X 35	<i>Display Design: Prestige Display</i>
F45W 35	<i>Display Design: In Store</i>
F45V 34	<i>Display Design: Special promotions</i>
F45T 34	<i>Display Design: Seasonal</i>
F0MR 35	<i>3D Design: Introduction to Lighting</i>
F03V 34	<i>Sign Design and Colour Application</i>

General information for centres (cont)

Core Skills: There are opportunities to develop the Core Skills of *Communication* at SCQF level 6, *Information Technology* at SCQF level 6; *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 Skill components.

Assessment: This Graded Unit will be assessed by the use of a 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. Outcomes may be combined. The Graded Unit should be undertaken on an individual basis. Candidates should be given an initial brief by the supervising tutor. The brief should involve the candidate in research, which will result in the development of a written full and specific unique brief. Development and construction of a finished Display Design concept will follow. This will require the integration and application of a range of knowledge and skills within a determined time scale.

An exemplar instrument of assessment has been produced, with marking guidelines, to provide examples of the type of evidence required to demonstrate achievement of the aims of the Group Award covered by this integrative assessment, and to indicate the national standard of achievement required at SCQF level 8.

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) which you intend to use to ensure that the Core Skills are covered.

Administrative Information

Graded Unit code: F4SW 35
Graded Unit title: Display Design: Graded Unit 2
Original date of publication: November 2008
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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: Display Design: 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

The project must involve a practical assignment culminating in a finished product, and candidates must demonstrate the application of the skills and knowledge that fall within the context of Display Design. This assessment instrument is not concerned exclusively with practical activity — candidates are provided with a brief, which allows them to prepare, plan and demonstrate creative skills.

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

The candidate will be asked to:

- ◆ interpret a complex Display Design brief
- ◆ gather information in response to the brief
- ◆ demonstrate the ability to refine, expand and complete the brief
- ◆ demonstrate the ability to analyse and integrate research into creative design concepts
- ◆ demonstrate the ability to select the best Display Design solution
- ◆ demonstrate the application and use of Display Design skills, materials and techniques
- ◆ install and evaluate a Display Design

The practical assignment and the way in which it is planned should allow opportunities for the candidate to conduct individual research and development for a given brief, which should allow the candidate a degree of choice in the way a project is taken forward so that it may reflect a candidate's interests and personal strengths. The brief should be written so that the best use of the centre's available resources may be made.

The candidates may consult with the supervising tutor and when planning research and approaches.

Stage 1: Planning and research

Each candidate must provide his or her individual responses to complex project brief in the form of a structured sketchbook. This work should include details of planning, timescale and visual research sources, together with developments and solutions.

Stage 2: Developing

This will be evidenced by the production of Display Design concepts which have been developed from work in the sketchbook during the planning process and the installation of a completed Display Design.

Stage 3: Evaluating

The final stage will be evidenced by an evaluation of the project by the candidate. Candidates should critically reflect on the success of the final solution within the context of the complex brief and review the effectiveness of their planning and design process.

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

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"> ◆ demonstrates all evidence for the three essential phases of the project, produced to a high standard, is quite clearly inter-related to the brief, and demonstrates a sophisticated level of planning and presentation ◆ demonstrates creativity and practicality in interpretation of the brief, identifying all relevant factors and producing a comprehensive, systematic and sophisticated approach to the design process ◆ effectively consolidates and integrates required knowledge and skills to produce a viable design solution ◆ uses high quality visuals and communicates creative ideas to a sophisticated level ◆ has cohesive and comprehensively developed Display Design concepts which demonstrate insight and clear understanding of the complex brief ◆ demonstrates a high level of competence in the safe handling of Display Design materials, tools and equipment ◆ demonstrates a high level of competence and technical skills in construction techniques and the use and application of materials and techniques ◆ demonstrates use of complex design and presentation techniques in the layout of visual material and merchandise ◆ reviews and evaluates the project plan comprehensively, fully explains the relevance of the research gathered and draws conclusions to identify the transferable knowledge and skills gained which can be used in the future ◆ evaluates with language which is accurate, comprehensive and appropriate aesthetically 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ has evidence for the three phases of the project ◆ demonstrates an interpretation of the brief which identifies the essential factors and assesses their relevance in the design process ◆ consolidates and integrates knowledge and skills to produce a design solution ◆ uses visuals to communicate design ideas ◆ shows Display Design concepts which meet the criteria of the complex brief ◆ demonstrates competence in the safe handling of Display Design tools, materials and equipment ◆ demonstrates technical skills in construction techniques and the use and application of materials and techniques ◆ demonstrates creative presentation concepts for visual materials and merchandise ◆ reviews and evaluates the project plan, explains the research gathered and identifies the knowledge and skills gained which can be used in the future ◆ evaluates with language which is accurate and technically appropriate

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

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.

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 % marks	<p>Candidates must:</p> <ul style="list-style-type: none">◆ produce a timeline for the proposed project◆ interpret a complex initial project brief◆ gather information in response to the brief◆ investigate potential solutions to the brief◆ identify potential materials and resources to be used◆ demonstrate sound construction techniques◆ exhibit suitable merchandise handling <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>

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

Project stage	Minimum Evidence Requirements
Stage 2 — Developing 75 % marks	<p>Candidates must:</p> <ul style="list-style-type: none"> ◆ use two and three dimensional techniques to produce design developments using media appropriate to the project brief ◆ integrate research and concept development in final Display Design ◆ produce and install a final Display Design solution ◆ meet all the requirements of the project brief ◆ keep a record of the process, underpinning the activity which includes: <ul style="list-style-type: none"> — the action plan — research and development — documentation of the Display Design process — alternative developments and solutions — critical response to the final Display installation <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.</i></p>
Stage 3 — Evaluating 15 % marks	<p>Candidates must:</p> <ul style="list-style-type: none"> ◆ outline the development of the Display Design ◆ identify knowledge and skills which have been gained or developed ◆ describe how the requirements of the complex brief have been met ◆ assess the strengths and weaknesses of the processes undertaken in the project and the final installed Display ◆ identify strategies for further development or improvement ◆ present their evaluation using design terminology and aesthetic judgement <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</i></p>

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

Support notes

The Graded Unit is designed to harness the skills, knowledge and competencies that the candidate has gained during the majority of the course and in particular to reflect the skills and knowledge achieved during the mandatory Units. In designing the instrument of assessment for this Graded Unit, a holistic and integrated approach is recommended. The instrument of assessment or brief used should reflect the national standard of achievement required at SCQF level 7. An exemplar instrument of assessment and marking guidelines have been produced by SQA to provide examples of the type of evidence required to demonstrate achievement of the aims of the Group Award. The instrument of assessment or brief should be designed to cover the three mandatory stages of the project as well as covering the principal aims of the HNC/HND Art and Design Group Awards. The three stages are:

- ◆ Planning
- ◆ Developing
- ◆ Evaluating

An approximate breakdown of the time and marks allocated to each stage are as follows:

Planning	10% = 10 marks
Developing	75% = 75 marks
Evaluating	15% = 15 marks

Candidates should undertake the Graded Unit as an individual project. The project should involve the development of a completed display design, and the integration and application of a variety of knowledge and skills gained in the majority of the course already undertaken. This project should be completed within a pre-determined time scale. Time for mentoring and feedback should be allowed.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

General information for candidates

This Graded Unit will bring together the skills, knowledge and techniques which you have developed during the majority of the Units within the HND Display Design Group Award. The Unit will show your understanding and competence of the knowledge and skills in the Mandatory Units of the Display Design Group Award. It will give you the opportunity to plan, develop and evaluate a project that reflects your abilities in art and design.

The Graded Unit will give you a chance to show to your best advantage the knowledge and skills you have gained during the course.

The project will be internally assessed by your tutor and subject to external verification by SQA. You will be graded A, B, C, fail/remediate for this Unit.

For this Unit you will work individually to a project brief that requires you to produce a Display Design and to plan, develop and evaluate your project.

You will:

- ◆ interpret a complex project brief
- ◆ gather information in response to the brief
- ◆ investigate a variety of solutions to the brief
- ◆ use two and three dimensional techniques to produce developments in media for the project brief
- ◆ produce a completed Display Design and install it
- ◆ keep a record of the process underpinning the activity that includes:
 - an action plan
 - research and development
 - documentation of the Display Design processes
 - alternative developments and solutions
- ◆ identify knowledge and skills which have been gained or developed
- ◆ describe how the requirements of the brief have been met
- ◆ identify strategies for further development or improvement
- ◆ present your evaluation using design terminology and aesthetic judgment