



## Higher National Unit specification: general information

**Unit title:** Contemporary Art Practice: Digital Media Production

**Unit code:** FD68 35

**Superclass:** JB

**Publication date:** August 2011

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

This Unit is designed to enable candidates to develop concepts and themes using digital media and to produce digital media artwork.

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

- 1 Develop concepts and themes using digital media.
- 2 Produce a contemporary artwork using digital media.
- 3 Present and evaluate digital media artwork.

### Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. It may be beneficial if candidates had some prior knowledge of the practical skills of Digital Media for Artists within contemporary arts practice. This may be evidenced by possession of the HN Unit Contemporary Art Practice: Introduction to Digital Artform or Contemporary Art Practice: Digital Media Development or the possession of similar qualifications or experience.

### Credit points and level

2 Higher National Unit 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.*

## **General information (cont)**

### **Core Skills**

There are opportunities to develop the Core Skills of Problem Solving, Information Technology and Communication 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**

This Unit will be assessed by a project brief that provides evidence for all Outcomes.

Outcome 1 is assessed by the development of digital media concepts.

Outcome 2 is assessed by the production of a contemporary artwork using digital media.

Outcome 3 is assessed by the presentation and evaluation of the artwork.

## Higher National Unit specification: statement of standards

**Unit title:** Contemporary Art Practice: Digital Media Production

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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

Develop concepts and themes using digital media

#### Knowledge and/or Skills

- ◆ Planning a project
- ◆ Contemporary context
- ◆ Timescale
- ◆ Use of digital media
- ◆ Manipulation of digital material
- ◆ Storage of digital material

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a given/self generated brief:

- ◆ use digital media to respond to the brief
- ◆ develop a range of original concepts and themes
- ◆ present examples of digital media experimentation

#### Assessment Guidelines

Candidates could provide journals, workbooks, archived experiments or other such supporting material.

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

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

**Unit title:** Contemporary Art Practice: Digital Media Production

### Outcome 2

Produce a contemporary artwork using digital media

#### Knowledge and/or Skills

- ◆ Digital media
- ◆ Interpretation of concepts and themes
- ◆ Problem solving
- ◆ Developing concepts and themes
- ◆ Preparation of material
- ◆ Storage of material
- ◆ Outputting material
- ◆ Project/time management
- ◆ Installation

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can, with reference to developed concept(s):

- ◆ develop creative interpretation using digital media
- ◆ produce artwork using digital media
- ◆ store and output the artwork

The candidate should produce artwork that meets the requirements of the brief.

Evidence should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material.

#### Assessment Guidelines

Candidates could provide journals, workbooks, archived experiments or other such supporting material.

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

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

**Unit title:** Contemporary Art Practice: Digital Media Production

### Outcome 3

Present and evaluate digital media artwork

#### Knowledge and/or Skills

- ◆ Presentation techniques
- ◆ Presenting digital works
- ◆ Time management
- ◆ Health and safety requirements
- ◆ Evaluative and critical thinking
- ◆ Documentation/archiving

#### Evidence Requirements

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

- ◆ present digital media artwork in an agreed location and for a specified duration
- ◆ reflect upon the development of the artwork
- ◆ critically evaluate the artwork
- ◆ archive and document the artwork

Candidates should present artwork developed, in response to a brief, and provide evidence of reflective critical and evaluative thinking.

Evidence should be in the form of a visual presentation to the tutor, peers or other audience, with oral/written commentary.

#### Assessment Guidelines

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

## Higher National Unit specification: support notes

### Unit title: Contemporary Art Practice: Digital Media 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 80 hours.

### Guidance on the content and context for this Unit

This Unit can be delivered as a stand-alone Unit. It is, however, intended to be delivered as a part of a structured programme in Contemporary Art Practice.

The Unit is designed to provide candidates with the opportunity to apply skills in the use of digital media, as in contemporary art practice, to an individual project that meets the requirements of a brief.

The following content is intended for guidance and is not exhaustive. It is recognised that, due to rapid developments within this subject area, the list may be augmented and adapted to respond to changing trends within the practice of contemporary art using digital media.

As a guide the following content is suggested and applies across all Outcomes:

- ◆ developing concepts and themes using digital media
- ◆ digital media and tools
- ◆ generation, capture, manipulation and output techniques
- ◆ selecting appropriate digital media and tools
- ◆ using artistic interpretation
- ◆ problem solving techniques
- ◆ software and applications
- ◆ platforms and operating systems
- ◆ distribution and presentation mechanisms
- ◆ preparing, storing and outputting material
- ◆ project/time management
- ◆ presentation techniques
- ◆ methods of installing digital works
- ◆ time management
- ◆ health and safety requirements
- ◆ evaluative and self critical thinking
- ◆ methods of documentation/archival

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

This Unit has been developed as part of the HND Contemporary Art Practice Group Award. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

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

### **Unit title:** Contemporary Art Practice: Digital Media Production

Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

This Unit is practical in nature and should be delivered in a manner, which allows candidates to produce an original creative artistic response to a given self-generated brief. It is strongly recommended that the Unit be delivered within a creative artistic studio environment wherever possible. Content should be delivered through candidate-centred practical activity with the emphasis on tutors supporting individual learning activity within a planned format.

If the project brief is self-generated by the candidate, tutors should ensure that it is suitably themed and emphasises the development of an individual original project through techniques of personal investigation and creative processes.

Provision of the most current equipment possible is encouraged — as a minimum this should include appropriate access to computer facilities and suitable software for image, video and sound edit supported by access to digital camera/camcorder, scanner, graphics tablet, printers, digital projector or high resolution screen.

Candidates should have access to both traditional library and online learning resources, which should be used and supported by group discussion and tutor direction.

It is suggested that the candidate presents the results of their investigation and their project to their tutor and peers.

Candidates are expected to produce reflective and evaluative material that evidences critical and contextual thinking about their artwork with reference to its content and context. Critical and evaluative thinking may be developed through group discussion, workshops or tutorial sessions. The level of the candidate's evaluative activity should extend to assessing his or her own work in relation to current contemporary art practice.

Candidates should be able to evidence the completion of their installation presentation and evaluation through suitable archives/documentation.

The completed artworks could be archived and compiled in a suitable manner to allow the candidates to provide a copy to the tutor/centre for record purposes (as required) and include the work in their personal portfolio of work.

Candidates and centres may consider additionally presenting work as part of an end of course exhibition or screening and or web based promotion or group DVD/CD.

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

**Unit title:** Contemporary Art Practice: Digital Media Production

### Opportunities for developing Core Skills

All elements of the Core Skill of Problem Solving should be naturally developed and enhanced as candidates undertake the practical work in a creative process from its inception through production to presentation. Knowledge and skills in interpreting and producing art work through the manipulation of digital media will require a sophisticated level of technological skills.

Candidates will analyse, select and demonstrate competence through choice and use of suitable resources, methods and approaches. Researching and assessing the importance of all factors in the planning stage will include accessing software and essential equipment for developing creative concepts. Applying skills flexibly to produce an effective product, working within constraints of time and budget and observing health and safety factors will develop skills in critical and creative thinking. Review, reflection and evaluation of achievement will be an aspect of the presentation of work and will reinforce analytical approaches to working practice. Peer comment is useful to self appraisal.

Although oral and writing skills are not formally assessed candidates would be expected to express themselves effectively, using appropriate media and accurate terminology. Centre designed checklists for self assessment may be helpful to enhance communication skills development. Oral work should demonstrate the use of effective verbal and non-verbal techniques, including the ability to present materials professionally and provide confident, in depth responses to detailed questions from others.

### Open learning

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

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).

### 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](http://www.sqa.org.uk/assessmentarrangements)



## History of changes to Unit

Version	Description of change	Date

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Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

## General information for candidates

**Unit title:** Contemporary Art Practice: Digital Media Production

In this Unit you will use digital media to produce, install and present a creative project in response to a self-generated or given brief. You will advance your digital media skills through 'hands on' practical studio based activity.

For **Outcome 1** you will develop artistic concepts and themes in response to a brief.

For **Outcome 2** you will use creative digital media techniques to produce your artwork.

For **Outcome 3** you will present your artwork in an appropriate manner and critically evaluate your completed project.