



Higher National Unit specification: general information

Unit title: Interactive Media Composition

Unit code: FW2V 35

Superclass: CE

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Unit purpose

This Unit is designed to develop the candidates knowledge and skills in the key principles of composition for interactive media applications. The candidates will have the opportunity to research and analyse key theories of composition used in different forms of interactive media and then apply this knowledge and understanding to the design process of interactive media. This Unit would be suitable for candidates wishing to develop advanced competence in the creative and aesthetic elements of Interactive Media including the use and application of typography, layout, colour, interactivity and photography.

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

- 1 Research and identify the key theories used in the composition of interactive media applications.
- 2 Apply the key theories of composition for interactive media to a given project brief.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. However, it may be beneficial if the candidate had some basic knowledge of graphic/interactive media design software. The successful completion of F1VV 34 *User Interface Design* would be a good foundation for candidates undertaking this Unit.

Credit points and level

1 Higher National credit at SCQF level 8: (8 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

Achievement of this Unit gives automatic certification of the following:

Critical Thinking (SCQF Level 6)

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

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.

The assessment exemplar for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable instrument of assessment. Centres wishing to develop their own assessments should refer to the assessment exemplar to ensure a comparable standard. Assessment exemplars are available on SQA's secure website.

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

Research and identify the key theories used in the composition of interactive media applications.

Knowledge and/or Skills

- ◆ Screen display systems/platforms
- ◆ Methods of interaction
- ◆ Visual — hierarchy, consistency, balance, emphasis, white space and unity
- ◆ Composition — layouts, centre of interest and ratios
- ◆ Colour theory
- ◆ Typography
- ◆ Photography

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can carry out research and document an analysis of 3 Interactive Media applications.

Each analysis should include identification and research of the key theories of Interactive Media Composition.

All knowledge and skills must be covered **at least once between the 3 analyses**.

Higher National Unit specification: statement of standards (cont)

Unit title: Interactive Media Composition

This may be evidenced by either the production of:

- ◆ an illustrated assignment of no less than 1,000 words supported by annotated research evidence

OR

- ◆ a 5–10 minute presentation

This is an open-book assessment which can be carried out under supervised and unsupervised conditions. Assessors should use methods to ensure themselves of the authenticity of the Candidates evidence.

Outcome 2

Apply the key theories of composition for interactive media to a given project brief.

Knowledge and/or Skills

- ◆ Screen display systems/platforms
- ◆ Methods of interaction
- ◆ Visual - hierarchy, consistency, balance, emphasis, white space and unity
- ◆ Composition – layouts, centre of interest and ratios
- ◆ Colour theory
- ◆ Typography
- ◆ Photography

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can apply the key theories of composition when designing an Interactive Media solution to a given project brief.

This should be evidenced by the:

- ◆ Production of a log book of research and development of ideas and include each of the above Knowledge and Skills
- ◆ Production of a completed composition solution for an interactive media application which demonstrates an understanding of each of the knowledge and skills.

Higher National Unit specification: support notes

Unit title: Interactive Media Composition

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 40 hours.

Guidance on the content and context for this Unit

The purpose of this Unit is to provide the candidates with the knowledge of how to develop composition solutions for an Interactive Media application(s). Although this is not a technical Unit, computer competences should be integrated into the process.

This Unit intends to help candidates, through a process of identification and research, to develop and apply Interactive Media composition theory to a given brief. By thorough analysis of existing applications candidates will form a greater understanding of composition theory, colour, screen systems, typography, photography and their characteristics, which can be applied to a practical brief.

Outcome 1

Candidates will identify and research the composition for three Interactive Media applications. The results should then be annotated into an illustrated assignment of no less than 1,000 words, or a 5–10 minute presentation.

The identification and research should consider design issues, the impact that different display systems/ platforms have in design considerations, methods of interaction used, quantity of information presented, grouping and prioritising of information, highlighting techniques, standardisation of composition, presentation of text, use of typography, use of graphics, use of colour for highlighting, prioritising and drawing attention; screen metaphors, visual consistency, visual hierarchy, visual balance, emphasis, unity, technical issues related to Interactive Media applications.

Candidates should be encouraged to examine a range of different applications of Interactive Media to ensure that all of the knowledge and skills are covered.

It may be prudent for class tutors to direct candidates towards particular areas of Interactive Media depending on their specialism and on the brief given in Outcome 2.

Outcome 2

How candidates approach this will depend on their particular specialism and the given brief. It is suggested that their research and investigation should point towards specific areas of interest in relation to the brief.

Candidates will produce a composition solution for an Interactive Media application to the given brief using the knowledge gained during the research for Outcome 1. Candidates should be encouraged to make full use of a range of composition theories and techniques and to combine these in creative ways.

Higher National Unit specification: support notes (cont)

Unit title: Interactive Media Composition

The brief given could be one that is also being used in another practical Unit being delivered at the same time, for example Design and Develop an Interactive Media Product, or a Web or Game Development Unit. This holistic approach is beneficial in that it gives the candidate additional time to develop particular skills and in doing so gives the opportunity for the candidate to produce a higher quality end product.

The following topics are a focus of the two Outcomes:

Recommended **typography** topics to be covered are:

- ◆ Terminology including serif, sans serif, character set, decorative and body text
- ◆ Recognition of and appropriate font use including formal and informal fonts, serious, casual and fonts that are designed specifically for screen purpose.
- ◆ Adding contrast to fonts by size, weight, form, direction, and colour
- ◆ Using fonts consistently
- ◆ Leading, kerning, tracking and alignment

Recommended **photography** topics to be covered are:

- ◆ Subject matter
- ◆ Framing and composition
- ◆ Viewpoint scale
- ◆ Focus

Recommended **colour** topics to be covered are:

Colour terms including hue, saturation or brightness, tint, tone, shade

- ◆ Colour models including RGB, CYMK, HSB
- ◆ Colour schemes including monochromatic, analogous, complementary, triadic, alternate complimentary, tetrad
- ◆ Colour psychology, including symbolic uses of colour, colour association, cultural and emotive colour meanings
- ◆ Colour contrast, colour consistency, colour behaviour
- ◆ Colour perception, including how humans interpret and identify colour and make judgments
- ◆ Using colour consistently

Recommended **composition/layout** topics to be covered are:

- ◆ Visual consistency
- ◆ Visual hierarchy
- ◆ Visual balance and proportion
- ◆ White Space
- ◆ Emphasis
- ◆ Unity
- ◆ Ratios of each composition element
- ◆ Centre of Interest

Higher National Unit specification: support notes (cont)

Unit title: Interactive Media Composition

Recommended ***design element*** topics to be covered are:

- ◆ Lines
- ◆ Shapes
- ◆ Texture
- ◆ Movement

Recommended ***Interactive methods*** to be covered are:

- ◆ Menus
- ◆ Text Links
- ◆ Text Buttons
- ◆ Graphical Buttons
- ◆ Animations
- ◆ Control Panels
- ◆ Touch Screen
- ◆ Keyboard
- ◆ Mouse
- ◆ Game Controllers

Recommended ***Screen Display Systems/Platforms*** to be covered are:

- ◆ Laptops
- ◆ Desktops
- ◆ Games Consoles
- ◆ Smart Phones
- ◆ Pads
- ◆ Kiosk/Windows
- ◆ TV
- ◆ Any other current device

Guidance on the delivery of this Unit

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

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

Candidates may require a lot of support with this Unit. In the early stages they will require support in understanding Interactive Media composition and class tutors should be prepared to direct candidates towards examples of interactive media that demonstrate the extent of the possibilities available to candidates. In the latter stages candidates may require practical design and technical support in order to manage the integration of composition elements and assembly of the interactive media project.

Higher National Unit specification: support notes (cont)

Unit title: Interactive Media Composition

Candidates should be encouraged to meet the class tutor at regular intervals in order that support may be given and to ensure the validity of the candidate's work. Candidates should be encouraged to give equal consideration to the creative and technical aspects of interactive media composition.

Guidance on the assessment of this Unit

Outcome 1 requires the candidate to produce an illustrated assignment of no less than 1000 words or a 5–10 presentation based on research of the key theories of composition used in 3 Interactive Media applications.

Outcome 2 is a practical assessment that requires the candidate to design and produce a composition for an interactive media product from a given brief.

Both assessments should be completed on an individual basis under open-book supervised conditions.

Assessors should ensure themselves of the authenticity of the candidate's evidence.

Assessment Guidelines

Outcome 1

Candidates should research and analyse three different applications of Interactive Media. These can be agreed with your course tutor. It would be beneficial for the candidate to research various forms of interactive media, eg Web, CD, Games, Mobile Apps etc.

Outcome 2

The candidate should demonstrate that they have developed the ability to understand theoretical ideas within their chosen area of Interactive Media. This can be evidenced through informal observation, formative assessment and summative project work.

This Outcome could be assessed individually; however there is an opportunity for integration of this Outcome with a number of existing projects throughout a variety of Interactive Media. If used in this manner, an assessment matrix should be devised.

It would be useful if this Unit was delivered and assessed at the same time as another practical Interactive Media Unit.

Higher National Unit specification: support notes (cont)

Unit title: Interactive Media Composition

Online and Distance Learning

This Unit could be delivered by open learning provided the candidate has access to the appropriate hardware and software required of the Outcomes.

Opportunities for developing Core Skills

The achievement of this Unit gives automatic certification of Critical Thinking at SCQF level 6. There are also further opportunities to develop the Core Skill of *Information Technology* at SCQF level 6.

Although communication skills are not formally assessed candidates will be expected to analyse, produce and present written or oral materials to standards acceptable in industry, and to express essential ideas, information accurately and coherently. They should be encouraged to consider the most appropriate approach and to ensure that what they decide to communicate has been considered, is accurate and is designed for impact and effectiveness. Presentations should have the facility to demonstrate that they:

- ◆ collate, organise and structure information effectively
- ◆ signpost key points
- ◆ select and produce support materials for impact
- ◆ be supported where appropriate by non-verbal communication techniques
- ◆ include a facility to respond to questions in a way that progresses communication

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

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Interactive Media Composition

This Unit will help you to develop an understanding of the principles of composition for Interactive Media and their application in the design process. It will introduce creative and aesthetic elements of Interactive Media including the use and application of typography, layout, colour, interactivity and photography. You will be taught to analyse existing applications and from your research to develop ideas to use in your own compositions.

On completion of the Unit you should be able to:

- 1 Research and identify the key theories used in the composition of interactive media applications.
- 2 Apply the key theories of composition for interactive media to a given project brief.

There will be 2 assessments. Both assessments will take place in open-book conditions under supervised and unsupervised conditions.

Assessment 1 requires you to analyse – in terms of composition - 3 existing Interactive Media Applications. You will have to identify compositions elements used and produce either an annotated document or a short presentation on your findings. This assessment will be open-book.

Assessment 2 requires you to produce a completed interactive Media solution that demonstrates the key theories that you have learnt. You will be given a brief and from the brief produce a logbook showing your research and the development of ideas before producing the finished design.