Higher National Unit specification: general information

Unit title: Experimental Illustration

Unit code: H384 34

Superclass:	JB
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Unit purpose

This is an optional Unit in the Higher National Certificate and Higher National Diploma in Visual Communication and can also be taken as a freestanding Unit.

This Unit is designed to develop candidates' knowledge and skills in the field of illustration, and is specifically targeted at candidates who wish to develop skills using illustration techniques. Candidates taking this Unit will develop investigative skills by researching the historical, cultural and economic development of illustration in an area of design, and will experiment with illustration techniques.

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

1   Research, and present findings on, the historical, cultural and economic development of illustration within a chosen area of design.
2   Produce experimental illustration work in line with a given brief.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. It may be beneficial if candidates have prior knowledge of the design process.

They should also have good research and communication skills.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

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

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

If this Unit is delivered as part of the Higher National Certificate and Higher National Diploma in Visual Communication, 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.

Please refer to Knowledge and/or Skills for the Unit and Evidence Requirements for the Unit after the Outcomes.

Outcome 1

Research, and present findings on, the historical, cultural and economic development of illustration within a chosen area of design.

Knowledge and/or Skills

♦   Research skills
♦   Historical, cultural and economic development of illustration
♦   Illustration styles, approaches and techniques
♦   Materials and creative processes

Evidence Requirements

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

♦   identify, research and gather information on:
  — historical, cultural and economic development of illustration within a chosen area of design
  — traditional/hand-rendered and/or digital illustration techniques used in this area of design
  — materials and creative processes used in the development of illustration techniques in this area of design
♦   collate the information, crediting all sources and reference material

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Produce experimental illustration work in line with a given brief.

Knowledge and/or Skills

♦ Hand-rendering with traditional media
♦ Digital illustration

Evidence Requirements

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

♦ correctly apply traditional and digital illustration techniques to develop visual ideas that suit the brief
♦ produce a range of digital and hand-rendered illustrations
♦ collate and annotate illustration work in an appropriate format, for example, in hard copy or an electronic portfolio

The range of illustrations are not prescribed and can be chosen as appropriate to the brief.

Candidates must be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

Higher National Unit specification: support notes

Unit title: Experimental Illustration

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 Unit is primarily designed to provide candidates with background knowledge of the development of illustration within the context of visual communication in the creative industries. Approaches and techniques explored through research and experimental practice should offer candidates an insight into the possibilities of illustration techniques.

An illustration portfolio has to appeal to a broad client base, as most illustrators are freelance. Although showing a wide range of styles makes sense where there is relatively little competition, illustrators in more competitive environments should develop a strong, recognisable style and apply it to a diverse range of subject matter. Candidates should be encouraged to develop their own individual style through experimentation with a variety of illustration techniques.

In order for illustrators to make great ideas a visual reality, hand-rendering is a good starting point, however contemporary illustrators often take hand-rendered work a step further, using digital tools to mix, layer and manipulate their artwork.

Guidance on the delivery of this Unit

Candidates will research and experiment with illustration techniques and should be encouraged to develop their own ideas.

Access to resources that allow candidates opportunities to research materials and update portfolios will be valuable during delivery. Portfolios can be paper or electronically devised.

Outcome 1

Candidates should research the historical, cultural and economic development of illustration within a chosen area of design, within the context of visual communication. The chosen area could be:

♦ children's book illustration
♦ editorial illustration
♦ info graphics
♦ animation
♦ gaming
♦ packaging
♦ publishing
♦ educational, training and reference materials
♦ instruction manuals, leaflets and sales brochures
♦ greetings cards
♦ advertising

Unit title: Experimental Illustration

This list is not exhaustive and candidates can choose to research and present findings on a different area that is appropriate to the brief.

Candidates should research a variety of illustration approaches, techniques, styles and topics.

All research sources must be clearly referenced.

Outcome 2

Research for Outcome 1 may direct the assessment criteria of Outcome 2. Candidates should explore illustration, researched in a manner appropriate to the resources available.

During delivery candidates should explore and experiment with different examples of traditional/hand-rendered and digital illustration techniques. Presentation of the illustration work could be a paper-based or digital portfolio.

Guidance on the assessment of this Unit

Candidates may link or integrate this Unit with other aspects of the Higher National Certificate and Higher National Diploma in Visual Communication and a thematic approach can be adopted for both delivery and assessment.

The assessment for Outcome 1 can be combined with Outcome 2 as part of a single assessment for this Unit. Alternatively, the assessment could be on an individual Outcome basis or integrated with a related Unit within the Higher National Certificate/Higher National Diploma in Visual Communication framework. Practical activities undertaken in this Unit may link with the Units:

♦ *Illustration* (SCQF level 7)
♦ *Working in the Field of Visual Communication* (SCQF level 7)

and may also prepare candidates for progression to the Unit:

♦ *Illustration Project* (SCQF level 8)

Assessment Guidelines

Outcome 1

Candidates are required to provide evidence that reflects their research into the historical, cultural and economic development of illustration within a chosen area of design. Assessment evidence could be presented as an annotated workbook/sketchbook/portfolio, which can be paper-based, digital, or a combination of both. Research materials used should be referenced/credited in the workbook/sketchbook/portfolio.

The assessment may form part of a holistic approach which could combine both Outcomes into one Instrument of Assessment.

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Outcome 2

Assessment materials developed should allow candidates to work independently on a tutor set brief that gives scope to a range of illustration techniques and approaches. Candidates should be exposed to a wide range of illustration approaches, techniques, styles and topics.

The assessment may form part of a holistic approach, which could combine both Outcomes into one Instrument of Assessment.

Research from Outcome 1 may form the basis of the techniques identified for further development. Candidates should be encouraged to use traditional and digital rendering techniques and materials.

Evidence should be generated by the compilation of an annotated portfolio exploring and experimenting with illustration techniques, both digital and traditional. Research materials used should be referenced/credited in the portfolio.

Online and Distance Learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate's evidence.

The research element of this Unit, Outcome 1, could be undertaken using the internet if this is appropriate within the centre. This would facilitate an online learning approach. Candidates and centres may also choose to store their evidence in an electronic format which could facilitate remote access for tutors for assessment purposes.

Opportunities for developing Core Skills

During this Unit candidates will be researching, and providing solutions in relation to a given brief, and presenting information. They may be using a variety of software packages and/or accessing the internet to gather information and/or images. These activities provide opportunities to develop aspects of the Core Skills of:

♦ *Communication*
♦ *Problem Solving*
♦ *Information and Communication Technology*

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

General information for candidates

Unit title: Experimental Illustration

This Unit introduces you to the field of illustration within the context of Visual Communication. Research will form an integral part to this Unit, and you will also develop your own visual ideas through experimentation with a range of illustration techniques.

In Outcome 1, you will research the development of the field of illustration in a chosen area of design, connected to your area of study. Your research will be produced in a portfolio that can be paper-based and/or digital. You will gather information on the cultural and economic importance of illustration and will develop an understanding of the materials and creative processes used in the development of illustration techniques, gathering information on styles or topics within your chosen area of design.

In Outcome 2, you will apply the knowledge and skills developed in Outcome 1 and experiment with traditional and digital illustration techniques. You will explore illustration techniques through expressive and dynamic practical workshops.

Your evidence will be presented in a paper-based or digital portfolio, or a combination of both.