



Higher National Unit specification: general information

Unit title: Preparing for a Role in the Field of Visual Communication

Unit code: H38A 35

Superclass: HC

Publication date: February 2013

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This is a mandatory Unit in the Higher National Diploma (HND) in Visual Communication. It can also be taken as a freestanding Unit.

Candidates will learn how to prepare for employment or further education in the field of visual communication through creating a Curriculum Vitae, compiling a portfolio, and participating in a simulated interview for a specified role. The role could be in relation to a specific job, a pitch to a potential client, or a course of further study. Candidates will also reflect on and evaluate their preparation for and participation in the interview.

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

- 1 Prepare for an interview for a specific role in the field of visual communication.
- 2 Participate in an interview for the role.
- 3 Evaluate the success of the preparation and interview.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. It is recommended that candidates have completed the Unit, *Working in the Field of Visual Communication* (SCQF level 7), prior to undertaking this Unit. Candidates should also be able to demonstrate refined research and communication skills.

General information (cont)

Credit points and level

1 Higher National Unit 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.*

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 HND Visual Communication 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.

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

Outcome 1

Prepare for an interview for a specific role in the field of visual communication.

Knowledge and/or Skills

- ◆ CV layout and content knowledge
- ◆ Portfolio production skills
- ◆ Creativity skills
- ◆ Visual communication skills
- ◆ Interview preparation techniques

Evidence Requirements

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

- ◆ create a CV that is tailored to a specific role
- ◆ compile a portfolio that demonstrates their knowledge, skills and abilities that are relevant to the role
- ◆ identify and reflect on potential questions that could be asked by the interviewer
- ◆ prepare relevant questions to ask at the interview

The CV and portfolio must be to a professional standard. Evidence can be in hard copy, digital format, or a combination of both.

Candidates will 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: statement of standards (cont)

Unit title: Preparing for a Role in the Field of Visual Communication
(SCQF level 8)

Outcome 2

Participate in an interview for the role.

Knowledge and/or Skills

- ◆ Communication skills
- ◆ Interpersonal skills
- ◆ Presentation skills

Evidence Requirements

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

- ◆ arrive at the interview on time and presented appropriately
- ◆ communicate appropriately during the interview
- ◆ demonstrate an understanding of the role throughout the interview
- ◆ respond appropriately and fully to questions asked at the interview
- ◆ utilise their portfolio effectively to demonstrate that their knowledge, skills and ability are relevant to the role

Evidence should be produced through a simulated interview, conducted under the same conditions as would be in a professional interview environment. Candidates can have access to notes which would be appropriate in this environment.

Higher National Unit specification: statement of standards (cont)

Unit title: Preparing for a Role in the Field of Visual Communication

Outcome 3

Evaluate the success of the preparation and interview.

Knowledge and/or Skills

- ◆ Self-reflection
- ◆ Evaluation skills
- ◆ Target setting skills
- ◆ Communication skills

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:

- ◆ seek feedback from the interviewer on the effectiveness of their portfolio and CV
- ◆ seek feedback from the interviewer on their performance at the interview
- ◆ identify strengths and weaknesses in their preparation and performance
- ◆ identify areas for improvement

The evidence must be produced by candidates on their own at an appropriate point 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: Preparing for a Role in the Field of Visual Communication

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 provides candidates with the opportunity to prepare for employment or further study in the field of visual communication.

Outcome 1

Teachers/lecturers may wish to set the scene for this Outcome by providing opportunities for candidates to discuss what employers/educational institutions might expect a professional CV and a portfolio to contain.

Candidates should also be given opportunities to reflect on the role they are preparing for. This could include group discussion on the qualities and responsibilities of a variety of roles within the field of visual communication. This would then allow candidates to select a role which is of genuine interest to them.

Outcome 2

Candidates will participate in a simulated interview. This could be, for example, a pitch for freelance work, an interview with a potential employer or an interview for further study. Teacher/lecturer led discussions about expectations at a professional interview could help candidates to understand the conditions of such an interview.

Formative work around effective verbal and non-verbal communication skills will also help candidates to present themselves effectively during the interview.

Outcome 3

When gaining feedback and being asked to reflect, it is important that candidates fully appreciate the value of constructive criticism. Candidates should be made aware of the benefits of such feedback and reflection, and how they can be used to enhance future performance and understanding.

Candidates could also be taught the technique of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) or some other effective self-analysis technique, as this could provide them with an effective framework to evaluate their own performance.

Higher National Unit specification: support notes (cont)

Unit title: Preparing for a Role in the Field of Visual Communication

Guidance on the delivery of this Unit

Contextualisation of the visual communication field in relation to the creative industries should be reinforced during delivery by, for example, offering demonstrations, lectures and tutorials. Visits or guest speakers from related organisations may also add further value to the contextualisation of the field for candidates.

Guidance on the assessment of this Unit

Centres could integrate the delivery and assessment of this Unit with other Units in the Higher National Certificate/Higher National Diploma in Visual Communication using a thematic approach. Appropriate Units may be:

- ◆ *Working in the Field of Visual Communication* (SCQF level 7)
- ◆ *Visual Communication: An Introduction* (SCQF level 7)
- ◆ *Visual Communication: Social Media* (SCQF level 7)

Assessment Guidelines

Outcome 1

Candidates will need to produce evidence that they have created and tailored a CV to a specific role, compiled an appropriate portfolio and prepared for a specific interview. Evidence could be generated by the compilation of a portfolio which could be paper-based, digital, online, or any suitable combination.

Evidence that the candidate has reflected on potential interview questions and prepared their own questions to ask in the interview could also be contained in the portfolio.

Outcome 2

Candidates will arrive on time and present their portfolio at an interview. The material can be presented in printed or digital form, or a combination of both. Emphasis should be placed on creativity and the appropriateness of the portfolio for the specific role.

The candidate must be able to communicate well and show good interpersonal skills at the interview when describing their work.

The interview must be conducted in the same manner as would be expected of a professional interview for a role within the field of visual communication.

Candidates do not necessarily have to be successful in the interview, ie they would not necessarily get the role.

Higher National Unit specification: support notes (cont)

Unit title: Preparing for a Role in the Field of Visual Communication

Outcome 3

On completion of the interview process candidates should seek feedback from the interviewer(s) on the effectiveness of their portfolio and CV in gaining them an interview. They must also seek feedback on their performance during the interview.

Areas of strengths and weaknesses in their preparation and performance should be identified by the candidate in relation to the feedback they have been given. This will help them identify appropriate areas for improvement.

Online and Distance Learning

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

Opportunities for developing Core Skills

During this Unit candidates will be researching, presenting information and evaluating. They may be using a variety of software packages and/or accessing the internet to gather information and/or images. Candidates will interact with others and engage with a real audience through their participation in a simulated interview.

These activities provide opportunities to develop aspects of the Core Skills of:

- ◆ *Communication*
- ◆ *Information and Communication Technology*
- ◆ *Working with Others*

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: Preparing for a Role in the Field of Visual Communication

This Unit will prepare you for progression to employment or further education in the field of visual communication.

Presentation and communication skills are important to a successful visual communicator. Employers/further education establishments are looking for applicants who have knowledge and skills in visual communication and have the ability to work with others and collaborate across other disciplines.

In Outcome 1, you will prepare for an interview for a specific role within the field of visual communication. You will create a Curriculum Vitae (CV) for submission in relation to the role which must be tailored to the role. You will also compile a portfolio that demonstrates relevant skills and abilities for the role. Evidence could be produced digitally, in hard copy, or a combination of both.

In Outcome 2, you will participate in a simulated interview for a role within the field of visual communication. You should demonstrate an aptitude for visual communication throughout the interview, referring to your portfolio created in Outcome 1. You must communicate your ideas clearly and demonstrate good interpersonal skills at the interview. Evidence will be performance-based.

In Outcome 3, you will evaluate the effectiveness of your preparatory work for, and participation in, the interview. You will seek feedback from your interviewer(s), identify strengths and weaknesses, and identify areas for improvement. Your evidence will be in digital or hard copy, or a combination of both.