

**-SQA-SCOTTISH QUALIFICATIONS AUTHORITY**

**Hanover House  
24 Douglas Street  
GLASGOW G2 7NG**

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**NATIONAL CERTIFICATE MODULE DESCRIPTOR**

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**-Module Number- 0071900**  
**-Superclass- JC**

**-Session-1987-88**

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**-Title- GRAPHIC DESIGN: MEDIA DESIGN (x 2)**

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**-DESCRIPTION-**

Type and Purpose A specialist module which enables the student to acquire experience in media design.

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Preferred Entry Level 0061700 Colour: An Introduction  
0061703 Two Dimensional Design: Design for Print 1  
0061708 Two Dimensional Design: Basic Typography 1  
0061718 Drawing Skills: Line and Tone Techniques 1  
0061720 Drawing Skills: Analytical Drawing 1.

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Learning The student should:  
Outcomes

1. interpret a brief for an advertising campaign;
2. select and use appropriate graphic materials and equipment;
3. select and use appropriate lettering and typefaces;
4. produce client presentation visuals;
5. produce a production specification to accompany the artwork;
6. observe professional, office and studio practice.

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Content/  
Context

Corresponding to Learning Outcomes 1-6:

1. Visualisation and interpretation of a written brief, with particular reference to production details, scale, materials, equipment, purpose, textual and illustrative specifications. Production of visuals, working drawings, type mark up grids, formats, production dummies, colourways, specification notes, story boards, shooting scripts for television commercial as appropriate for film, animation. Emphasis on continuity of style throughout the campaign.
2. Appropriate use of materials and equipment, e.g. pens, pencils, drawings instruments, felt tip pens, coloured inks, water-colours, gouache, coloured pencils, crayons, airbrushes, mechanical tints, textures, lines, coloured overlays, photography, coloured papers, mounting-card, rulers, set squares, T squares, drawing boards, tools, adhesive tapes, fluids, transfer letter-systems. Care and maintenance of equipment should be stressed.
3. Selection and use of letterforms, either hand-drawn or dry transfer appropriate to media purpose, function, character, mood of the brief. Integration of letterforms and other graphic elements, selection and use of textual typefaces as appropriate, legibility, and readability factors, audience, location.
4. Production of client presentation visuals with accurately marked up layout (if appropriate) emphasis on mounting and presentation.
5. Production of production specifications, relating to printing methods, paper, colour, type, etc. (as appropriate).
6. The design process, the role of the designer, working environment.

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Suggested  
Learning and  
Teaching  
Approaches

The tutor should explain the various working methods, and show examples of a wide variety of advertising campaign designs to the student with emphasis on visual continuity throughout the brief.

The learning approach should be activity based, and students should work singly with the guidance of the tutor.

Student activities should be centred on an assignment, and the tutor should supply a precise brief for the assignment.

All work for this module will be retained as part of a portfolio.

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| Assessment Procedures |    | Acceptable performance in the module will be satisfactory achievement of the performance criteria specified for each Learning Outcome.  |
|                       |    | The following abbreviations are used below:   |
|                       |    | LO Learning Outcomes<br>IA Instrument of Assessment<br>PC Performance Criteria  |
| LO1                   | IA | Learning Outcomes 1-6 will be assessed -6 by a practical assignment based on a given brief. This will involve the production of either: <ul style="list-style-type: none"> <li>(i) a small poster plus either a press or magazine advertisement;</li> <li style="text-align: center;"><u>or</u></li> <li>(ii) a related storyboard sequence for a television commercial.</li> </ul> |
| LO1                   | PC | The student produces a series of visuals which show: <ul style="list-style-type: none"> <li>(a) accurate interpretation of the brief;</li> <li>(b) a wide variety of ideas and approaches;</li> <li>(c) visual continuity in the design concept.</li> </ul>   |
| LO2                   | PC | The students selects appropriate materials and equipment and uses them correctly.   |
| LO3                   | PC | The student selects and uses letterforms and typefaces which are appropriate to the mood, character, and purpose of the brief and the media selected, are clearly legible, and are well integrated with the other elements in the design.   |
| LO4                   | PC | <u>EITHER:</u> <ul style="list-style-type: none"> <li>(i) the student produces client presentation visuals for a poster and a magazine or press advertisement which show:</li> </ul>  |

- (a) accurate and imaginative interpretation of the brief;
- (b) sound compositions and balance of the graphic elements;
- (c) good legibility;
- (d) continuity of style throughout the project;
- (e) skill in handling the media selected;
- (f) neatly and accurately marked up layout;
- (g) effective use of colour;
- (h) a high degree of finish;
- (l) neat and tidy mounting and presentation;

OR

- (ii) the student produces a related storyboard sequence for television commercial which shows:
  - (a) accurate interpretation of the brief;
  - (b) sound composition and balance of the graphic elements;
  - (c) continuity of style throughout the project;
  - (d) skill in handling the materials selected;
  - (e) the product or service imaginatively presented;
  - (f) effective use of colour and tone;
  - (g) accurate details of the frames which indicate vividly the visual impact of the sequence, and effectively shows the other relevant shooting details, using the appropriate terminology.

LO5      PC      The student produces a production specification which shows accurate information clearly expressed, using correct typographical terms to known measurements and standards.

LO6      PC      The student carefully observes professional, office and studio practice in carrying out the practical assignment.

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