

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

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

NATIONAL CERTIFICATE MODULE DESCRIPTOR

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| -Module Number- | 0071972 | -Session-1987-88 |
| -Superclass- | JC | |

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| -Title- | ART/DESIGN PROJECT: GRAPHIC DESIGN (x 3) |
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-DESCRIPTION-

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| Purpose | A <u>specialist</u> module which integrates the various skills which have been acquired by the student throughout a programme of Art/Design modules. The project will relate to the student's major area of study. |
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| Preferred Entry Level | A relevant programme of Art/Design modules, including those undertaken in a major area of study. |
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| Learning Outcomes | <p>The student should:</p> <ol style="list-style-type: none">1. interpret a brief for a design project;2. select and use appropriate materials and equipment;3. observe continuity of design style throughout the brief;4. produce finished project;5. produce simple production specifications to accompany the brief;6. comply with regulations, procedures and safe working practices specified for the activity;7. observe professional, office and studio practice. |
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Content/
Context

Corresponding to Learning Outcomes 1-7:

1. Visualisation and interpretation of a written project brief which may be either two dimensional or three dimensional in form or a mix of the two. Production of roughs by any suitable method. Variety of ideas and approaches, sources of reference and developments. The brief should relate to the student's major area of study and integrate the various skills acquired throughout the programme of modules, e.g. Exhibition Design, Graphic Design, Industrial Craft - Jewellery or Ceramics and Pottery, Interior Designs, Technical Graphics, Retail Display.
 2. Selection and use of appropriate materials and equipment for drafting and constructional aspects of the brief.
 3. Continuity of design style throughout the project should be emphasised as appropriate. This could take the form of the use of unifying elements, e.g. the use of logo design, typography, letterforms, repetition of colour, pattern shape, texture, form, structure.
 4. Production of finished project in the student's major area of study, e.g. the design and layout of an exhibition stand, an exhibition stand model, a variety of graphic designs, a window display, pottery or jewellery objects, interior design/technical graphic work. Emphasis on professional finish, skill and craftsmanship, mounting and presentation as appropriate.
 5. Preparation of simple production specifications relating to the specific brief e.g. colour, lettering, typography, production, construction, as appropriate to Exhibition Design, Graphic Design, Industrial Craft, Interior Design, Retail Display, Technical Graphics.
 6. Safety and safe working practices should be an integral part of the project.
 7. The design process, the role of the designer, documentation costing and estimating, economic factors, progress and cost control, schedules, management structure, the role of the technician, committees, procedures, working environment, handling of work.
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Suggested Learning and Teaching Approaches

The project brief should be drawn up by the student in consultation with the tutor on topics related to the major area of study.

The brief should be in the nature of a project which the student could be given in employment. The project should integrate the various skills which have been acquired throughout the programme of modules.

There would be merit in the project work being displayed in exhibition form.

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

Assessment Procedures

Acceptable performance in the module will be satisfactory achievement of all the Performance Criteria specified for each Learning Outcome.

The following abbreviations are used below:

LO Learning Outcome
IA Instrument of Assessment
PC Performance Criteria

LO1 IA -7 Learning Outcomes 1-7 will be assessed by a practical project based on a brief drawn up by the student in consultation with the tutor. It should be related to the student's major area of study.

LO1 PC The student produces a series of visuals which show:

- (a) accurate and perceptive interpretation of the brief;
- (b) a wide variety of ideas and approaches.

LO2 PC The student selects appropriate materials and equipment and uses them correctly.

LO3 PC The student produces work which shows continuity of design style in the various aspects of the brief as appropriate.

LO4 PC The student produces a finished project which shows:

- (a) skill in handling the media selected;

- (b) effective use of lettering and typography relating to the brief where appropriate;
 - (c) sound craftsmanship;
 - (d) effective use of appropriate colour, tone and texture;
 - (e) accurate and perceptive interpretation of the brief;
 - (f) sound composition and balance of the elements;
 - (g) neat and tidy mounting and presentation where appropriate;
 - (h) a high degree of finish;
 - (i) an awareness of the spatial dimension where appropriate.
- LO5 PC The student prepares simple production specifications which show accurate information, clearly expressed, using correct terms to known measurements and standards.
- LO6 PC The student consistently:
- (a) behaves in a manner appropriate to the working environment;
 - (b) uses tools and equipment safely.
- LO7 PC The student carefully observes professional, office and studio practice when carrying out the project.