

**-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-** 8357500 **-Session-**1990-91  
**-Superclass-** JC

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**-Title-** **ART/DESIGN PROJECT 1: GRAPHIC  
DESIGN (x 2)**

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**-DESCRIPTION-**

**Purpose** This module will enable the student to investigate and develop ideas from the main area of study in relation to the design process and to integrate the various skills which have been acquired by him/her 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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**Outcomes** The student should:

1. interpret a brief for a design project;
2. develop roughs from the brief;
3. produce a finished project.

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

The following abbreviations are used below:

PC Performance Criteria  
IA Instrument of Assessment

**Note:** The Outcomes and PCs are mandatory and cannot be altered. The IA may be altered by arrangement with SQA. (Where a range of performance is indicated, this should be regarded as an extension of the PCs and is therefore mandatory.)

Outcomes 1-3 IA Project

Outcomes 1-3 will be assessed by a practical project based on a brief drawn up by the student in consultation with the tutor which should include a schedule for the production of work. It should be related to the student's major area of study.

### **OUTCOME 1**

#### **INTERPRET A BRIEF FOR A DESIGN PROJECT**

PCs

- (a) The identification of the requirements of the brief is accurate.
- (b) References/source materials are relevant to the specified brief.

IA Project (See above)

### **OUTCOME 2**

#### **DEVELOP ROUGHS FROM THE BRIEF**

PCs

- (a) The production of a wide range of ideas from reference material collected is relevant to the brief and capable of development.
- (b) The selection of finished roughs is appropriate to the brief in terms of:

composition/structure

balance

colour, line, tone, texture (where appropriate)

proportion

awareness of the limitations of processes and materials

IA Project (See above)

### **OUTCOME 3**

#### **PRODUCE A FINISHED PROJECT**

PCs

- (a) The finished project complies with the brief.
- (b) Development from brief to finished project is clearly demonstrated by the inter-relationship of stages in the design process.

- (c) The integration of processes and materials is effective in the realisation of the brief from rough to finished artwork.
- (d) The finished project is effective in the:
  - synthesis of design elements;
  - skill in handling processes and materials;
  - level of finish and presentation.
- (e) The deadlines are met as specified in the brief.

IA Project (See above)

Satisfactory achievement of the Outcomes will be based on all Performance Criteria being met.

**The following sections of the descriptor are offered as guidance.  
They are not mandatory.**

### CONTENT/CONTEXT

Safety regulations and safe working practices and procedures should be adhered to at all times.

Corresponding to Outcomes 1-3:

1. Visualisation and interpretation of a written project brief including schedules which may be either two-dimensional or three-dimensional in form or a mix of the two. 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. Graphic Design, Technical Graphics, Exhibition Design, Interior Design, Retail Display, Jewellery, Ceramics and Pottery or Industrial Design.
2. Selection and use of appropriate materials and equipment for drafting and constructional aspects of the brief.
3. Production of roughs by any suitable method. Variety of ideas and approaches, sources of reference and developments.

### 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 and should include a schedule for the production of work.

The brief should be in the nature of a project which the student could be given in employment. Care should be taken that the brief integrates the various skills which have been acquired throughout the programme of modules and reflects accurately the key skills which are required in each of the subject areas. The brief should allow the student the opportunity to develop areas of personal interest.

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.