National Unit Specification: general information

UNIT   Art and Design: Web Content (SCQF level 5)

CODE   F5BP 11

SUMMARY

This Unit is designed to enable the candidate to gain knowledge and understanding of the use and application of art and design within the context of publishing on the Internet. It is not a specific web design Unit but has been designed to provide an introduction to how visual and text based material is stored and developed for use on the web.

This Unit is suitable for candidates who:

♦   wish to gain a basic knowledge in web content creation

OUTCOMES

1   Describe a variety of examples of art and design web based content.
2   Produce example(s) of art and design web content to a given brief.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at SCQF level 5 level (6 SCQF credit points at SCQF level 5*).

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.

Additional copies of this Unit Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

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CORE SKILLS

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

The Unit provides opportunities for candidates to develop aspects of the following Core Skills:

♦   Problem Solving (SCQF level 5)
♦   Information and Communication Technology (SCQF level 5)

These opportunities are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Describe a variety of examples of art and design web based content.

Performance Criteria

(a) Describe a variety of ways of using, displaying and storing still images for art and design web based content.
(b) Describe a variety of ways of using, displaying and storing moving and sequential images for art and design web based content.
(c) Identify and describe the use of text formatting in art and design web based content.
(d) Identify and describe a variety of graphic layout approaches used in art and design web based content.

OUTCOME 2

Produce example(s) of art and design web content to a given brief.

Performance Criteria

(a) Produce a plan for the development of art and design web content in response to a given brief.
(b) Demonstrate applied knowledge of the creation, display and storage of still images for the web in response to the given brief.
(c) Demonstrate applied knowledge of the creation, display and storage of moving and sequential images for the web in response to the given brief.
(d) Demonstrate applied knowledge of the creation and formatting of text for the web in response to the given brief.
(e) Demonstrate applied knowledge of the creation of web based graphics in response to the given brief.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria for this Unit.

Written and/or oral recorded and product evidence should be produced to demonstrate that the candidate has achieved all of the Outcomes and Performance Criteria

The candidate will produce a folio of work that includes:

♦ collated research evidence that meets the requirements of the Performance Criteria for Outcome 1. The collated research and descriptions of the web based content creation should be clear and accurate and include a minimum of 2 examples for each Performance Criteria. The description may be given in either written and/or oral form.
♦ identification of the main requirements of the given project brief and related product evidence of the creation of web based content. This will include an outline plan for the development and generation of ideas in response to the given brief and the demonstration of web based media application(s) that meet the requirements of the Performance Criteria in Outcome 2.

The folio of work may be presented in a sketchbook, workbook, display board or electronic display format.

The evidence will be produced under open-book conditions on an ongoing basis throughout delivery of the Unit.

The Assessment Support Pack for this Unit provides sample assessment material. Centres wishing to develop their own assessments should refer to the Assessment Support Pack to ensure a comparable standard.

National Unit Specification: support notes

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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

This Unit is an optional Unit of the National Certificate in Art and Design, but can also be taken as a free-standing Unit or as part of the National Progression Award in Digital Media.

If this Unit is being delivered as part of a programme of art and design based Units, then it is recommended that centres consider an integrated delivery approach with other Units in the award.

Outcome 1

In the Performance Criteria for this Outcome a range of art and design content types found on the web have been identified. This research of current practice should encourage candidates to look at how this data is used and stored on the web. Candidates could explore a wide range of web based content including, for example:

♦ **Display and storage of Still Images**

On-line galleries, social networking and file sharing sites. The size of images ie bits and bytes and pixel dimensions. Compression and file storage using appropriate algorithms (JPEG, GIF).

♦ **Display and storage of Moving and Sequential Images**

On-line galleries, social networking, file sharing sites and Flash media sites. The size of images ie bits and bytes and pixel dimensions. Compression and file storage using appropriate formats (QT, FLV) and algorithms (MPEG, On2 VP6).

♦ **Formatting and layout of Text**

HTML and CSS Formatting. Columns, grids and typographic hierarchy.

♦ **Graphics**

The purpose of graphics, the use of colour and visual hierarchy.

The candidate's choice of research areas should be negotiated with the teacher/lecturer.

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Outcome 2

In the previous Outcome a range of art and design content types found on the web will have been identified and researched. The creation, development and publishing of these data types are the intended purpose of this Outcome, for example:

♦   **Create, display and storage of Still Images**

Scanning and Digital Photography. Uploading Video to file sharing sites. Compression and file storage using appropriate algorithms (JPEG, GIF).

♦   **Create, display and storage of Moving and Sequential Images**

Mobile phones and Video Camera. Uploading Video to file sharing sites. Compression and file storage using appropriate formats (QT, FLV) and algorithms (MPEG, On2 VP6).

♦   **Formatting and layout of Text**

Format text using CSS and or HTML tags.

♦   **Graphics**

Translate graphic solutions designed using 2D image design and creation software into a web ready format.

Each of these four areas could be set as individual learning tasks within a given project brief, however there is no reason why, ultimately they could not form a single web design solution or page.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

This Unit has been designed as a holistic learning experience where the theoretical knowledge in Outcome 1 will inform the practical activities of Outcome 2.

The candidates will require individual access to the appropriate software and hardware throughout the Unit. In addition to this the candidates will also require to use traditional art and design materials.

Outcome 1 should be a combination of teacher/lecturer explanations and the identification of potential research areas and examples. Lead by the teacher/lecturer candidates could be encouraged to discuss, within their peer group their own research and findings.

Outcome 2 is the application of the skills and knowledge gained from Outcome 1. This could be achieved through a series of small practical exercises and/or assignments. Further teacher/lecturer demonstration could also be of some benefit to the candidate.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates may have the opportunity to develop aspects of the Core Skill of *Problem Solving* through participation in the web content project and through the earlier research and investigation process.

Aspects of the Core Skill of *Information and Communication Technology* may be developed through direct participation and engagement with the production of web based content and could be further supported through Internet based research and investigation in Outcome 1.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

A suitable instrument of assessment for this Unit would be a practical exercise(s).

Outcome 1

The candidates would be expected to have identified a minimum of two examples from each of the given Performance Criteria. This should include a range of examples taken from the types of art and design content found on the Web. They should be encouraged to clearly identify both the aesthetic and technical issues associated with their chosen examples. Product evidence should be produced in the form of a sketchbook which will have both pictorial and text based evidence.

Outcome 2

The candidate should produce a range of examples which demonstrates that they have achieved the requirements of all of the Performance Criteria to show appropriate knowledge and understanding of the Outcome. This should include product evidence of the candidate's ability to produce the types of art and design content found on the Web.

The candidate would be expected to have at least 1 example from each of the four Performance Criteria to demonstrate their practical and theoretical understanding of the process's involved. These could take the form of a single web page, designed for purpose or four different solutions, ie one solution could be to upload a video file to a file sharing site. The candidate should be encouraged to document and develop all of their solutions in a sketchbook through thumbnail drawings and storyboards.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003), SQA Guidelines on e-assessment for Schools (BD2625, June 2005).*

National Unit Specification: support notes (cont)

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CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).