



National Unit Specification: general information

UNIT Art and Design: Web Project (SCQF level 6)

CODE F5C3 12

SUMMARY

This Unit is designed to allow the candidate to extend their applied understanding of designing, creating and developing online material within the context of an art and design project.

This Unit is suitable for candidates who:

- ◆ have some basic prior knowledge of web based content production
- ◆ wish to extend their knowledge of web design
- ◆ are completing a general programme of art and design Units

OUTCOMES

- 1 Research a given web project brief.
- 2 Develop a range of ideas and solutions in response to the web project brief.
- 3 Produce a finished prototype.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

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

**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.*

Administrative Information

Superclass: CB

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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)
- ◆ Communication (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

Research a given web project brief.

Performance Criteria

- (a) Identify the requirements of the given web project brief.
- (b) Identify research areas with development potential for the web project brief.
- (c) Select relevant resources with identified development potential for the web project brief.
- (d) Develop an outline project plan in response to the web project brief.

OUTCOME 2

Develop a range of ideas and solutions in response to the web project brief.

Performance Criteria

- (a) Select a variety of research material with identified development potential in response to the web project brief.
- (b) Develop a range of creative ideas and solutions in response to the web project brief.
- (c) Create simple story boards and/or website schematics in response to the web project brief.
- (d) Evaluate the effectiveness of the developed ideas and solutions with reference to the given web project brief.

OUTCOME 3

Produce a finished prototype.

Performance Criteria

- (a) Select an idea or solution for production.
- (b) Develop webpage layouts and navigation.
- (c) Identify and use appropriate software effectively.
- (d) Use appropriate and effective file management.
- (e) Present finished prototype.

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 evidence and product evidence should be produced to demonstrate that the candidate has achieved all of the Outcomes and Performance Criteria.

Candidates will produce a folio of work which includes:

- ◆ collated research material produced in response to the given web project brief. This will include an outline project plan that demonstrates the candidates understanding of the design requirements. The research will include the identification and selection of relevant research material which has design development potential. This research can be presented using any preferred format. The outline project plan will identify the project stages and planning of the development process taking account of the requirements of the given web project brief (submission deadlines, resources).
- ◆ development of a range of ideas and solutions in sketchbook and story board format which demonstrates the progressive development of two or more distinct ideas taken from the gathered research material. This will include an evaluation (written and/or oral) of the effectiveness of the development of selected ideas with reference to the requirements of the given web project brief.
- ◆ the selection of a final idea and its refinement and development into a finished prototype/web project. This will demonstrate the candidates effective use of software and file management in the production of a prototype in response to the requirements of the given web project brief.

Assessment evidence should be collated, organised and presented for assessment in a logical way. The evidence will be produced on an ongoing basis throughout delivery of the Unit under open-book conditions.

National Unit Specification: support notes

UNIT Art and Design: Web Project (SCQF level 6)

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.

The purpose of this Unit is for the candidate to gain both knowledge and understanding of the application of art and design practice within the context of publishing on the Internet. It is a web design project that should be delivered within a creative art and design environment. To underpin this, the Outcomes follow the standard design process of analysing the brief; researching and development stages before the production of a finished product.

The project should be set within the context of a given web project brief. This may take the form of a commercial design brief or one that encourages fine art practice. Although the brief should be set within the context of online publishing the skills gained by the candidate should be transferable to other areas of art and design.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

As the candidate is expected to develop a project, a holistic approach should be taken for teaching and learning. However there is a natural sequence of development which has been reflected in the Outcomes. The candidate will require individual access to the appropriate software and hardware throughout the Unit. In addition to this the candidate will also require the time and space to use traditional art and design materials, to develop sketchbooks and storyboards.

Outcome 1

The candidate should be given a clearly defined task in the form of a given web project brief which should be prepared in advance by the teacher/lecturer. Research of the brief could include a combination of teacher/lecturer centred investigation and candidate centred learning. Led by the teacher/lecturer the candidate should be encouraged to discuss, within their peer group the research findings. This discussion will help them to develop reflective skills and help with the later evaluation process within the context of peer learning.

National Unit Specification: support notes (cont)

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The research process should cover issues such as identification of the problems associated with a given web project brief. For example, who the client is; technical issues; the intended market and creative considerations. From this clear aims and objectives can be identified. Analysis of the requirements of the given web project brief should also help identify potential areas of research, for example web galleries and other art or design activity on the web. The process should also identify the kind of resources needed for the project. For example, a sketchbook, art and design equipment, Internet resources, tutorial resources, appropriate software (image manipulation/generation software and web page layout software) and appropriate hardware (scanners, cameras etc).

Outcome 2

To help broaden the research possibilities for the candidates the teacher/lecturer could lead discussions and presentations of examples of good practice in visual art and design on the web. Development of ideas by the candidate could be informed by teacher/lecturer structured investigation and candidate centred learning. The development of story boards and site schematics by the candidate could be effectively supported and informed by reference to current examples of good practice in web content. This Outcome should develop the candidate's skills and knowledge of how to generate and develop creative ideas. Emphasis should be placed on establishing good working practice through the use of sketchbooks. Through the use of techniques such as mind mapping the candidate should be encouraged to develop suitable areas of enquiry that will require research and sketch development.

The candidate will explore a range of ideas and possibilities in relation to a given web project and the emphasis should be placed on the quality of the developing ideas and how well they answer the requirements of the given web project brief.

Outcome 3

Teacher/lecturer demonstrations and/or tutorials would be helpful to assist the candidates to develop the necessary technical skills and knowledge for this Outcome. Candidates should be encouraged to present and discuss, within their peer group their finished project. This will facilitate, in the candidate an increased awareness of personal learning and greater comprehension of their own project development process within the context of peer learning. This Outcome will develop the candidate's skills and knowledge in the technical production of a web project. It is not the intention to expose the candidates to coding websites but rather use drag and drop style software. This Outcome will allow the candidate to realise a selected idea as a working prototype instead of a finished web ready project.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

There may be opportunities to develop aspects of the Core Skill of *Problem Solving* through the research, development and production of a prototype for a given web project brief. This will include project planning skills and critical analysis of the design potential of developing ideas and initial research material.

Candidates may have opportunities to develop aspects of the Core Skill of *Communication* through peer group discussion and analysis and evaluation.

Through the development of computer based design skills candidates may have the opportunity to develop aspects of the Core Skill of *Information and Communication Technology*.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

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

All evidence should be contextualised within the area of an art and design web project and produced within the context of a given web project brief. Although there is a linear sequence for the delivery of the Outcomes, it is suggested that a holistic assessment of the project would a suitable approach.

Outcome 1

The candidate must demonstrate that they can identify the problems and issues arising from a given web project brief. As a guideline any written submission should be a minimum of 200 words and any oral submission should be at least five minutes in duration. Ideally the candidate should be able to revisit this Outcome at any point during the Unit's delivery. This will allow for evaluation and reflective practice.

Outcome 2

The candidate should produce appropriate annotated visual research material in response to the given web project brief. The candidate should demonstrate their ability to develop a range of potential solutions to the given web project brief. This could be evidenced through drawing and/or collage techniques.

All evidence for both the research and sketch development should be shown in a sketch or work book. The candidate should produce a storyboard and/or website schematic that demonstrates how their chosen design solution will work. This must be presented to a finished standard and can be either hand or digitally produced. The candidate should be encouraged to work in a flexible and non linear manner and be given the opportunity to visit/revisit this Outcome whenever appropriate during the Unit delivery. This will support the development of reflective practice.

National Unit Specification: support notes (cont)

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Outcome 3

Using the appropriate graphic and web development software the candidate must produce the webpage layouts and navigation for their chosen design solution. The candidate must demonstrate their ability to use the correct file management for their finished website. Evidence for this Outcome will be through the production of a finished prototype.

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)*.

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).