



## **National Unit specification: general information**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

**Unit code:** F9VR 11

**Superclass:** KH

**Publication date:** September 2010

**Source:** Scottish Qualifications Authority

**Version:** 01

### **Summary**

In this Unit candidates will develop the skills and techniques which will allow them to investigate and develop their knowledge of the commercial print process. Candidates will produce research and investigative work before developing ideas and presenting artwork for a specified design brief.

This Unit is suitable for candidates who:

- ◆ wish to develop a basic knowledge of the skills involved in design for print
- ◆ are undertaking a general programme of Art and Design Units

### **Outcomes**

- 1 Research a given brief in design for print.
- 2 Develop initial ideas for design for print.
- 3 Produce and present artwork for a specified brief.

### **Recommended entry**

While entry is at the discretion of the centre, candidates would benefit from having previous experience of an Art and Design Course or Units.

## **General information (cont)**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

### **Credit points and level**

1 National Unit credit at SCQF level 5: (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.*

### **Core Skills**

There is no automatic certification of Core Skills in this Unit. Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

## **National Unit specification: statement of standards**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

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 brief in design for print.

#### **Performance Criteria**

- (a) Identify the main requirements of the brief.
- (b) Identify relevant visual research material with development potential.
- (c) Identify suitable commercial print techniques and methods.
- (d) Collate gathered research material.

### **Outcome 2**

Develop initial ideas for design for print to a given brief.

#### **Performance Criteria**

- (a) Select a variety of research material with identified development potential.
- (b) Develop a range of initial ideas.
- (c) Use selected media, materials and techniques effectively.

### **Outcome 3**

Produce and present artwork for a specified brief.

#### **Performance Criteria**

- (a) Select an initial idea for development.
- (b) Identify and use selected media, materials and techniques effectively.
- (c) Produce and present client visuals.
- (d) Produce and present colour separated finished artwork.

## **National Unit specification: statement of standards (cont)**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

### **Evidence Requirements for this Unit**

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

Written and/or oral evidence and product evidence will be produced to demonstrate that candidates have achieved all of the Outcomes and Performance Criteria.

Candidates will produce a folio that includes:

- ◆ collated annotated research material that demonstrates an understanding of the design for print processes used in design artwork
- ◆ collated visual research material relating to the brief(s)
- ◆ progressive development studies demonstrating the investigation of selected media, materials and techniques used during the development of the design ideas
- ◆ the final design work presented in the form of client presentation visuals with an accurate colour separation produced in accordance with the brief. Final design work will show the effective use of visual elements

The evidence for this Unit must be produced under open-book conditions throughout delivery of the Unit, with progress monitored by teachers/lecturers on an ongoing basis.

The folio of work may be presented in a sketchbook, workbook or display board format and all assessment evidence must be retained along with a copy of the brief(s).

## **National Unit specification: support notes**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

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 at SCQF level 6. It can also be taken as a free standing Unit.

The purpose of the Unit is to introduce candidates to the process of designing and preparing 2D work for print. It is expected that candidates know the stages involved in designing for print, from initial brief through to printed design. It is preferable that they understand the basics of offset lithography, the four colour halftone process, printing with spot colours and tints, the conversion of continuous tone images into halftones for printing, and the production of colour separated artwork by traditional and by electronic/digital techniques.

### **Guidance on learning and teaching approaches for this Unit**

This Unit introduces candidates to the methods and processes used by designers in the development of their art work for commercial print (eg leaflets, flyers, packaging, posters, and letterheads)

The following information gives further clarification regarding the context in which the Outcomes and Performance Criteria are to be achieved.

#### **Outcome 1**

The brief should be imaginative and well constructed to guide candidates through the creative design process leading to final artworks suitable for commercial printing. Through teacher/lecturer led discussion candidates' should be introduced to a range of commercial printing processes used in 2D designs concentrating on offset lithography as it is the most common method. Other techniques include gravure, screen printing, flexography, and direct-digital printing. Teachers/lecturers should supply examples of commercially printed items such as labels, leaflets, magazines, posters, flyers and carrier bags for candidates to examine.

Examples of digital as well as traditional techniques should be considered. Useful sources of reference may include printing plates, film positives, colour proofs, Pantone reference books, and paper samples. A group visit to a Printer's may be helpful.

The brief should allow candidates to demonstrate their understanding of the printing processes and also gather suitable research for the development of their own design work in relation to the brief.

## National Unit specification: support notes (cont)

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

### Outcome 2

The investigation of techniques and materials should be approached to allow candidates to experience and investigate the use of a variety of media, materials and techniques for commercial printing eg 2 spot, 3 spot etc This process is instrumental to developing candidates' critical and aesthetic awareness and for this reason all investigative development work should include brief annotation which indicates candidates' growing critical awareness of their work. This should include initial ideas, thumbnail sketches, research and reference, colour roughs developing and exploring ideas.

### Outcome 3

The final presented client visuals as specified in the brief should be capable of being produced by candidates with limited experience. Each client visual should be supported by colour separations using traditional and or electronic/digital artwork.

Traditional artwork may comprise:

- ◆ baseboard of white card with artwork showing trim marks, register marks and design elements to be printed in a specific colour
- ◆ an individual overlay of acetate or tracing paper for each separate colour element of the design including accurate register marks
- ◆ colour mark up on top overlay of tracing/layout paper — this could specify industry standard printing colours eg. Pantone if reference is available
- ◆ artwork rendered in black or in photo-opaque film.

If lettering is included it could be computer generated and pasted into the artwork, or photocopied from lettering sheets, or neatly hand drawn. Any photographic imagery can be represented by a good black and white photocopy.

Electronic/digital artwork may comprise:

- ◆ design formatted on computer using suitable software such as illustrator, PageMaker, QuarkXPress or Freehand
- ◆ colour separations printed as hard copy in black and white
- ◆ colour specified on each printed sheet using industry standard colour reference eg. Pantone
- ◆ trim marks, register marks and any bleeds indicated
- ◆ scanned imagery
- ◆ saved file.

The presentation of completed artwork may involve mounting work on boards, in a portfolio or in display format.

## **National Unit specification: support notes (cont)**

**Unit title:** Art and Design: 2D Design — Design for Print  
(SCQF level 5)

### **Opportunities for developing Core Skills**

Candidates may have opportunities to develop aspects of the Core Skill of Communication through teacher/lecturer led group discussions and through commentary when researching printing processes, techniques and materials.

Candidates may have opportunities to develop aspects of the Core Skill of Problem Solving through investigation of the brief, the development process and ongoing reflective evaluation of the developing practical work with reference to the requirements of the brief.

### **Guidance on approaches to assessment for this Unit**

A suitable instrument of assessment for this Unit would be a practical exercise. The Outcomes may be assessed on an individual basis or a combined staged assessment can be used to cover all three Outcomes.

The brief should clearly indicate the scope of the activity, give guidelines to candidates on working to realistic timescales for completion of the key activities and should be constructed to provide candidates with some flexibility of choice and personalisation of the topic.

Teachers/lecturers should be satisfied that the evidence submitted is the work of the individual candidates. Although group work may be used as a learning and teaching approach, any work that contributes to a candidate assessment evidence must be carried out on an individual basis to ensure authenticity.

### **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 Communication 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)*.

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

## History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority [year]

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

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