



National Unit specification: general information

Unit title: Art and Design: Graphic Design — Corporate Identity 2
(SCQF level 6)

Unit code: F9VT 12

Superclass: JC

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Summary

In this Unit candidates will be introduced to the skills which will allow them to investigate and develop experience creating graphic designs for corporate identity.

Candidates will research a given design brief before investigating techniques and materials to produce and present a final artwork to a client specification.

This Unit is suitable for candidates who:

- ◆ wish to develop further knowledge and skills in the use of corporate identity
- ◆ are undertaking a general programme of Art and Design Units

Outcomes

- 1 Research a given design brief.
- 2 Develop ideas and concepts for client presentation visuals in response to the design brief.
- 3 Produce client presentation visuals in response to the design brief.
- 4 Produce a written and/or oral report in response to the design 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)

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Credit points and level

2 National Unit credits at SCQF level 6: (12 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.*

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

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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 design brief.

Performance Criteria

- (a) Identify the main requirements of the design brief.
- (b) Select relevant source material in response to the design brief.
- (c) Produce initial development ideas in 2D and/or 3D in response to the design brief.

Outcome 2

Develop ideas and concepts for client presentation visuals in response to the design brief.

Performance Criteria

- (a) Select an initial development idea.
- (b) Select and use appropriate materials, equipment and techniques.
- (c) Develop ideas for promotional advertising that show the creative and imaginative use of collated source material and research.
- (d) Use visual elements to develop a range ideas and concepts in 2D and or 3D form in response to the design brief.

Outcome 3

Produce client presentation visuals in response to the design brief.

Performance Criteria

- (a) Select final development ideas for production and client presentation.
- (b) Select and demonstrate the refined and creative use of appropriate equipment, materials and techniques.
- (c) Show consistency and visual continuity in the balancing and combination of visual design elements.
- (d) Develop an accurate and technically detailed production specification for the finished corporate identity designs.

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Outcome 4

Produce a written and/or oral report in response to the design brief.

Performance Criteria

- (a) Identify the critical client and design requirements.
- (b) Describe the effectiveness and limitations of the research, development and production stages.
- (c) Critically analyse the effectiveness of the design process and final product with reference to the requirements of the design brief.

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 initial visual and annotated research material that demonstrates understanding of the main requirements of the design brief
- ◆ annotated initial development work in 2D and/or 3D which demonstrate the investigation of selected media, materials and techniques in graphic design and which uses research material to inform the creative development process
- ◆ design ideas for corporate identity that imaginatively use combinations of selected visual elements and which demonstrate continuity in style and approach in responding creatively to the requirements of the design brief. These will be based on the earlier development idea and will demonstrate the applied and refined use of suitable selected media, materials and techniques.
- ◆ a detailed and technically accurate production specification which includes reference to essential production requirements (paper types, typeface etc)
- ◆ a critically evaluative report that describes and identifies the strengths and limitations of the effectiveness of the design development process and the finished client product.

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 can be presented in a sketchbook, workbook or display board format and all assessment evidence must be retained along with a copy of the design brief and the final corporate identity design.

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 80 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.

This Unit is designed to offer candidates the opportunity to develop their use of media, materials and techniques for graphic design corporate identity.

The purpose of this Unit is for candidates to develop experience in using media materials and graphic design techniques, developing initial skills for working to a brief for a specific client showing an understanding of the 2D creative development process. This Unit should be delivered and taught within a creative art and design environment. To underpin this, the Outcomes follow the creative process of analysing a given brief for the production of graphic design for a specified client completing investigative research and development work before producing and presenting a final graphic visual accompanied by a written report. The design brief should be carefully constructed to allow for individual creative expression in the use and application of graphic design techniques which meet identified client criteria and requirements.

Guidance on learning and teaching approaches for this Unit

This Unit provides development in the use of graphic design skills — eg interpretation of a given brief, selection of appropriate graphic design materials and techniques and responding to a client's specifications. The following information gives further clarification regarding the context in which the Outcomes and Performance Criteria are to be achieved.

Teachers/lecturers can initially explain the various working methods used in graphic design corporate identity and show examples of a wide range of corporate identity programmes, with emphasis on the importance of achieving projected images for industry, commerce or political bodies. It is recommended that the principles of graphic design are introduced early on to provide a stimulating visual launch to this Unit. When constructing candidate briefs teachers/lecturers should ensure that there are no artificial barriers to learning and assessment and candidates' special needs should be taken into account when planning learning experiences and preparing assessments.

Candidates should have the opportunity to explore a wide range of available media, materials and graphic design methods. Candidates should also have the opportunity to explain the development of their work in preparation for summative assessment. Candidates can work individually for the duration of this Unit or in groups and the Unit should be activity based with ongoing support from teachers/lecturers. If possible the use of technology is to be encouraged to enhance learning and to demonstrate recent developments in graphic design.

National Unit specification: support notes (cont)

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Candidate activities should be centred on a design brief and teachers/lecturers can supply items such as letterheads, invoices, complimentary slips, business cards, badges, packaging, 3D displays, promotional devices etc

Outcome 1

Candidates will produce a series of initial visuals which show an accurate interpretation of the brief and a wide variety of ideas and approaches. This process should be carried out individually although group discussion and the initial group collation of preliminary visual research and source material can be used as a starting point for the later more individual creative research and development work.

Outcome 2

Candidates can select appropriate materials and equipment and through guidance, use them correctly. This development process could be supported through individual and or small group tutorial sessions where candidates are supported to self-reflect on the effectiveness of the creative process. Candidates can produce sketches and perspective visuals for the aspects of the brief which show sound perspective drawing techniques, the selection of appropriate scale, attention to detail and acceptable standards and use of colour, tone etc where appropriate.

Outcome 3

Candidates can produce client presentation visuals which show original and perceptive analysis of the brief, skill in the handling of appropriate media, the company's image projected in a creative and imaginative manner, sound composition of the graphic elements, eg through the use of typography and through effective execution of the brief. Candidates can also produce a product specification which clearly expresses accurate and detailed information. This can be supported through teacher/lecturer supported activities and discussion which promotes the sustained and progressive development and refinement of ideas and visual concepts through critical reflection.

Outcome 4

Candidates will produce a concise report relating to the impact and effectiveness of the creative process and the final design(s) corporate identity. Reflective prompts and peer assisted review and/or assessment can be used to help inform this process.

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 corporate graphic design techniques methodology and materials.

Candidates may have opportunities to develop aspects of the Core Skill of Problem Solving during the investigation and production of the graphic design brief and client specifications.

National Unit specification: support notes (cont)

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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 four Outcomes.

The design 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. A checklist for working practices can be used for the ongoing developmental and final practical activities.

Through open questions and group discussion graphic design techniques can be considered exploring the use of materials and media related to specific graphic design methods. Candidates should be encouraged to keep a photographic record of all their work for reference and for assessment, showing compliance to the brief and the effective use of creative design for the client.

Teachers/lecturers must be satisfied that the evidence submitted is the work of individual candidates. Although group work may be used as a learning and teaching approach, any work that contributes to a candidate's 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)*.

National Unit specification: support notes (cont)

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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

History of changes to Unit

Version	Description of change	Date

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