



National Unit specification: general information

Unit title: Art and Design: Graphics — Label and Packaging Design
(SCQF level 6)

Unit code: F9VX 12

Superclass: JC

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 graphic design techniques and media handling skills for label and packaging design. Candidates will learn about the different types of and production techniques used in label and packaging design before developing 3D mock ups and presenting labels and a design for packaging together with a simple cutting guide.

This Unit is suitable for candidates who:

- ◆ wish to develop specialist knowledge and skill in the use of techniques and media for label and packaging design
- ◆ are undertaking a general programme of Art and Design Units

Outcomes

- 1 Research a given brief for label and packaging design.
- 2 Develop a range of ideas and solutions in response to the brief.
- 3 Produce client presentation visuals.

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have a working knowledge of basic graphic design and 3D construction skills.

General information (cont)

Unit title: Art and Design: Graphics — Label and Packaging Design
(SCQF level 6)

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

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this Unit specification.

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

National Unit specification: statement of standards

Unit title: Art and Design: Graphics — Label and Packaging Design
(SCQF level 6)

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 for label and packaging design.

Performance Criteria

- (a) Identify the main requirements of the brief.
- (b) Identify research areas with development potential.
- (c) Identify and select relevant design resources.
- (e) Collate and present gathered research material.

Outcome 2

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

Performance Criteria

- (a) Select a variety of research material with identified development potential.
- (b) Select suitable media materials and techniques.
- (c) Develop a range of ideas and solutions in 2D and 3D form showing effective use of design elements.
- (d) Use selected media, materials and design elements effectively.

Outcome 3

Produce client presentation visuals.

Performance Criteria

- (a) Select a development idea for further refinement.
- (b) Produce a form cutting guide for the manufacture of the packaging design.
- (c) Select and use media, materials, tools and techniques effectively.
- (d) Present and mount the finished work.

National Unit specification: statement of standards (cont)

Unit title: Art and Design: Graphics — Label and Packaging Design
(SCQF level 6)

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 visual and annotated research material that demonstrates understanding of the main requirements of the brief.
- ◆ a design for a set of labels and a design for packaging.
- ◆ a range of annotated development studies which demonstrate the creative use of selected media, materials and graphic design techniques and the effective use of design elements.
- ◆ development studies showing a variety of approaches to layout, scale, and a variety of mock up ideas and treatments for labels and a design for packaging which maintain visual continuity with the gathered research material.
- ◆ client presentation visuals of the finished set of labels and a design for packaging in 2D that show effective and refined media handling. The visuals will include a simple cutting guide which is accurate and clearly specifies the sequence of cutting and folding required to construct the finished package. The visuals will be simply mounted in accordance with the requirements in the brief.

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 any preferred format eg a sketchbook, workbook or display board format. All assessment evidence must be retained along with a copy of the brief.

National Unit specification: support notes

Unit title: Art and Design: Graphics — Label and Packaging Design (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 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 drawing media materials and techniques for label and packaging design. The purpose of this Unit is for candidates to develop experience in using media materials and graphic design techniques, developing their skills for label and packaging design along with an understanding of the 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, completing investigative research and development work before producing and presenting of a final set of labels and a design for packaging with a related form cutting guide. The brief should be carefully constructed to allow for individual creative expression in the use and application of media and techniques and the labels and the packaging design need not necessarily be for the same product.

Guidance on learning and teaching approaches for this Unit

This Unit introduces candidates to a variety of graphic design techniques, media and materials in the development and creation of label and packaging designs for a specified end purpose. The following information gives further clarification regarding the context in which the Outcomes and Performance Criteria are to be achieved.

Outcome 1

Teachers/lecturers should explain a variety of working methods to candidates and show examples of a wide variety of label and packaging design styles to candidates before starting the Unit. The brief should be imaginative and well constructed to guide candidates through the creative process of researching and developing ideas, and the production of finished labels and a packaging design for a specified purpose. It should be designed to allow for individual creativity, and any constraints should be clearly related to professional practice. 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. The brief can involve the creation and development of a visual image based on a theme or specific product either specified by teachers/lecturers or negotiated with candidates. Teachers/lecturers should ensure that each candidate understands the main requirements of the brief during this process. This understanding can be fostered through group or one to one discussions with candidates in addition to the ongoing monitoring and reviewing of the collated research materials.

National Unit specification: support notes (cont)

Unit title: Art and Design: Graphics — Label and Packaging Design (SCQF level 6)

Outcome 2

The investigation of techniques and materials should be experiential and approached to allow candidates to experience and investigate the use of a wide variety of media, materials and techniques in both 2D and 3D form for label and packaging design. The focus in this Outcome should be on developing direct experience of the creative use of media and materials, and for this reason not all experiments will be necessarily successful. 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 the candidates growing critical visual awareness. Teachers/lecturers should give candidates the opportunity to practice and develop ideas for 3D packaging incorporating their awareness of design elements and text.

Font style, layout, scale, legibility, the use of colour and the intended target market should all be considered in the design process. Integration of the use of letterforms and imagery should be evident with candidates developing creative visual ideas which meet specified requirements of the given brief. The care and maintenance of tools and equipment and safe working practices should be reinforced by teachers/lecturers during all practical studio work.

Outcome 3

The final set of labels and packaging design will be reproduced and refined from a developmental idea that satisfies the requirements of the brief. The work should show increased confidence in the handling of media, materials and techniques from the earlier development work and it would be helpful if candidates had a chance to review and discuss the effectiveness of their earlier work before choosing a final idea for the labels and packaging. This can be done in a one to one or class group setting. Candidates should be encouraged to critically review the effectiveness of their chosen labels and packaging design with reference to the brief. A form cutting guide should be produced by candidates. Safe and accurate use of media and tools should be observed throughout completion of all practical work in the studio setting by teachers/lecturers. Teachers/lecturers may find it helpful to demonstrate deconstruction and construction techniques earlier in the Unit allowing candidates to develop experience of sequencing and accurate cutting and folding before the final cutting guide is produced.

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 the use of annotated commentary when developing ideas for the labels and packaging design.

Candidates may have opportunities to develop aspects of the Core Skill of *Problem Solving* during the Unit with their involvement in planning and organising their development work and in reviewing and selecting a final idea for the labels and packaging design.

Candidates may have opportunities to develop aspects of the Core Skill of *Numeracy* through the accurate planning and marking up of the cutting guide.

National Unit specification: support notes (cont)

Unit title: Art and Design: Graphics — Label and Packaging Design (SCQF level 6)

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.

Through the use of open questions and group discussion a range of approaches and techniques could be considered. Candidates should also be encouraged to explore and investigate a wide variety of labels and designs for packaging looking critically at the designer's choice and use of materials, media and 3D form for visual effect.

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 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

History of changes to Unit

| Version | Description of change | Date |
|---------|-----------------------|------|
| | | |
| | | |
| | | |
| | | |
| | | |

© Scottish Qualifications Authority 2010

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.