



# Advanced Higher Graphic Communication

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## Draft National Course Specification

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Please refer to the note of changes at the end of this Course Specification for details of changes from previous version (where applicable).

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# Contents

<b>Course outline</b>	<b>1</b>
Recommended entry	1
Progression	1
Equality and inclusion	2
<b>Rationale</b>	<b>3</b>
Relationship between the Course and Curriculum for Excellence values, purposes and principles	3
Purposes and aims of the Course	4
Information about typical learners who might do the Course	5
<b>Course structure and conditions of award</b>	<b>6</b>
Course structure	6
Conditions of award	7
<b>Skills, knowledge and understanding</b>	<b>8</b>
<b>Assessment</b>	<b>9</b>
Unit assessment	9
Course assessment	10
<b>Development of skills for learning, skills for life and skills for work</b>	<b>11</b>
<b>Administrative information</b>	<b>12</b>

## Course outline

**Course title:** Advanced Higher Graphic Communication

**SCQF:** level 7 (32 SCQF credit points)

**Course code:** to be advised

### Mandatory Units

**Graphic Communication for Business, Industry and the Built Environment (Advanced Higher)** 12 SCQF credit points

### Optional Units

**Desktop Publishing and Graphic Presentation Techniques (Advanced Higher)** 12 SCQF credit points

**Moving Graphic Media Presentation Techniques (Advanced Higher)** 12 SCQF credit points

**Course assessment** 8 SCQF credit points

This Course includes eight SCQF credit points to allow preparation for Course assessment. The Course assessment covers the added value of the Course. Further information on the Course assessment is provided in the Assessment section.

### Recommended entry

Entry to this Course is at the discretion of the centre. However, learners would normally be expected to have attained the skills, knowledge and understanding required by the following or equivalent qualifications and/or experience:

- ◆ Higher Graphic Communication

### Progression

This Course or its Units may provide progression to:

- ◆ a range of graphic-related Higher National Diplomas (HNDs)
- ◆ degrees in graphic design and related disciplines
- ◆ careers in graphic design fields

Further details are provided in the *Course Support Notes*.

## **Equality and inclusion**

This Course Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. For further information, please refer to the *Course Support Notes* and the *Course Assessment Specification*.

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## **Rationale**

All new and revised National Courses reflect Curriculum for Excellence values, purposes and principles. They offer flexibility, provide more time for learning, more focus on skills and applying learning, and scope for personalisation and choice.

In this Course, and its component Units, there will be an emphasis on skills development and the application of those skills. Assessment approaches will be proportionate, fit for purpose and will promote best practice, enabling learners to achieve the highest standards they can.

This Course provides learners with opportunities to continue to acquire and develop the attributes and capabilities of the four capacities, as well as skills for learning, skills for life and skills for work.

All Courses provide opportunities for learners to develop breadth, challenge and application, but the focus and balance of the assessment will be appropriate for the subject area.

## **Relationship between the Course and Curriculum for Excellence values, purposes and principles**

The application of graphic techniques in communicating ideas, concepts, information and technical detail has been revolutionised with the advances in computer graphics and supporting technologies. In embracing these advances it is appropriate that a Graphic Communication Course at this level operates in a realistic, contemporary context with an approach to learning which is highly personalised and flexible. As graphics are applied in a range of contexts in the real world, it is important that the Course promotes the development of knowledge and skills in a contextualised and realistic way. Graphic Communication study at this level will bring together aspects of technology and engineering, design, artistic endeavour, creativity, language and communication, and will therefore reflect these everyday activities as they interact in our world.

The challenges and activities for learning in the Course encourage learners to become successful, responsible and creative in their use of graphic skills and technologies, and to continue in their acquisition of the capabilities and attributes of the four capacities, including: creativity, flexibility and adaptability; enthusiasm and a willingness to learn; perseverance, independence and resilience; responsibility and reliability; and confidence and enterprise. Through these challenges and activities, learners should find learning an enjoyable and engaging experience.

In progressing learning, this Course seeks to allow the learner to explore graphic communication in specific work contexts, with a clear focus on the application of their skills and knowledge in producing effective, relevant and creative solutions and in supporting the activities of those contexts.

This Course provides progression from Higher Graphic Communication.

## **Purposes and aims of the Course**

Skills in communicating using graphic media, and in interpreting, understanding and critically evaluating graphic media created by others, are essential for people of all ages living and working in a modern society. The way in which visual information is communicated has a direct influence and effect on our decisions, actions and emotions as we go about our everyday business. We rely heavily on the accuracy of information conveyed by graphic communications, from complex engineering and technical information, simple display and informational graphics, to animations and moving graphic media. We are bombarded by imagery in a visual, technological and virtual world with different, often dynamic graphic information that captures and competes for our attention.

Society and the world of work require individuals engaged in graphic activities to support business and industry and to contribute meaningfully in an information-rich world. Given the pervasiveness of communication through modern technology, it is logical that individuals are increasingly confident, fluent, flexible, creative, ethical and effective in its use. Studies and activities in graphic communication will serve individuals well in their understanding of the ways in which such activities impact on our environment and society.

With significant opportunities for personalisation and choice, the Course encourages creative and independent minds and provides skills and enthusiasm for lifelong learning. It draws on the skills, knowledge and understanding from other experiences, as well as those from graphic communication, to prepare learners through a rich and integrated learning experience.

The Course develops through a number of graphic themes and approaches, and the learner may tailor their studies and choices to suit their intended pathways. Additionally, within the Units there is scope for flexibility and it is therefore likely that learners will experience their studies in different but equally valuable ways.

The Course provides opportunities to study a diverse range of graphic applications, from business, industrial and the built environment, to computer-aided work, publishing and moving graphic media.

The aims of the Course are to enable learners to develop:

- ◆ skills in applying graphic communication principles and techniques in the contexts of business, industry and/or the built environment
- ◆ skills in the use of software applications in producing creative, meaningful and effective graphic items and solutions to contextualised problems and challenges
- ◆ skills in creatively applying graphic presentation work and animation techniques to support the business, industrial and/or built environment sectors
- ◆ the ability to demonstrate independence in learning and thinking
- ◆ skills for enquiry, research and evaluation in the contexts of graphic communication
- ◆ a critical understanding of the impact of advanced graphic communication technologies and activities on our environment and society

## **Information about typical learners who might do the Course**

The Course is designed for all learners who can respond to a level of challenge including, but not limited to, those considering further study or a career in graphic design, computer-aided design and draughting, publishing and graphic promotional activities or electronic and moving graphic media-related disciplines. It provides sufficient breadth, flexibility and choice to meet the needs of and intended pathways for all learners with enquiring and disciplined minds.

The Course will support learners who have a deep interest in using graphic communication as a vehicle for exploring issues, contexts and applications in the world of business, industry and the built environment. It is likely to support those who wish to continue in this field by following a further programme of study or enquiry, or by going into the world of work. It will allow inquisitive learners to explore the applications for graphic communication as it contributes to society.

Learners will develop a deeper understanding of the broad roles, contributions and responsibilities of those working in a graphic discipline to analyse, problem solve, present, innovate and create visual solutions to specific technological, informational or complex graphic needs and requirements.

Course activities provide opportunities to enhance generic and transferable skills in planning and organising, working independently and in teams, critical thinking and decision making, research, communication, and self- and peer-evaluation, in a graphic context.

On completing the Course, learners will have developed greater skills in analysis and problem solving, graphic design and application, and the use of advanced software applications and techniques in producing graphic solutions. In addition, they will be prepared for the next stages in their learning or ambitions and might progress to:

- ◆ further studies in graphic-related disciplines
- ◆ careers in the engineering, architecture, advertising, digital media, publications, graphic design, creative arts, interior design, marketing and promotion, landscape architecture and design sectors

## **Course structure and conditions of award**

### **Course structure**

The Course enables learners to develop and extend a range of graphic and generic communication skills, skills in enquiry, analysis and problem solving, graphic design skills, skills in the use of graphic equipment, materials and software, and skills in evaluating. As well as developing new knowledge, it is about creatively applying that knowledge in context.

The Course also enables learners to develop and extend knowledge and understanding of key graphic communication concepts and processes, the ability to apply these to a variety of problems, and an awareness of the impact of graphic communication on society and the environment.

Skills are developed in the contexts of graphic communication as it applies to business, industry, and the built environment and informational and media applications.

Units are statements of standards for assessment and not programmes of learning and teaching. They can be delivered in a variety of ways.

The Course consists of two Units, in which there are options, and Course assessment. The Course assessment will consist of a question paper and a project.

### **Mandatory Unit**

#### **Graphic Communication for Business, Industry and the Built Environment (Advanced Higher)**

This Unit will provide opportunities for learners to develop and creatively apply the graphic communication knowledge, skills and understanding which directly support designing and communication activities in the business, industrial and built environment sectors. It will enable learners to experience graphic communication in detail and in relation to these disciplines, exploring the purposes and applications. Through personalisation and choice, learners may choose to specialise in one, two or all of these disciplines, as suits their needs or intended pathways. Within this Unit it is expected that learners will be using a range of knowledge and skills through manual and/or electronic-based communication activities. Learners will have significant opportunities to explore the use of 3D modelling, graphic visualisation and animation in relation to their chosen study area(s).

### **Optional Units**

#### **Desktop Publishing and Graphic Presentation Techniques (Advanced Higher)**

This Unit will provide opportunities for learners to develop skills and explore techniques in creating a range of effective informational graphics and desktop publishing activities and their application in the fields of publishing and graphic promotion. This Unit will largely apply to learners with an interest in paper-based or static presentation work, magazines, newspapers, technical or informational manuals, static promotional work, website page layout and graphic design, advertising and point of sale. Graphic design work will be iterative, with an expectation of review, evaluation, amendment and presentation, and with a deep understanding of the needs of the intended audience.

### **Moving Graphic Media Presentation Techniques (Advanced Higher)**

This Unit will provide opportunities for learners to develop skills and explore techniques in creating a range of moving graphic media presentations. This Unit will largely apply to learners with an interest in digital graphic media as it supports dynamic promotional work or web-based activities such as games, sales, technical animation, expressive arts, communications, electronic-based learning and advertising. Graphic design work will be iterative, with an expectation of review, evaluation, amendment and presentation, and with a deep understanding of the needs of the intended audience.

### **Conditions of award**

To gain the award of the Course, the learner must pass all of the Units as well as the Course assessment. The required Units are shown in the Course outline section. Course assessment will provide the basis for grading attainment in the Course award.

## Skills, knowledge and understanding

Further information on the assessment of skills, knowledge and understanding for the Course is given in the *Course Assessment Specification*. A broad overview of the mandatory subject skills, knowledge and understanding that will be assessed in the Course is given in this section.

This covers:

- ◆ developing and presenting effective graphic communications which support and inform business, industrial and/or built environment sectors
- ◆ investigating, evaluating and skilfully applying common and contemporary technologies and techniques in the production of graphic communications which support business, industrial and/or built environment sectors
- ◆ the development of knowledge and understanding of the role of graphic communication activities in developing a nation's contributions in a global economy
- ◆ analysing often complex features of graphic communications which support and inform business, industrial and/or built environment sectors
- ◆ ethical, social and environmental considerations in the development and production of graphic communications which support business, industrial and/or built environment sectors
- ◆ knowledge and understanding of the key concepts that support the planning, design and production of creative static and/or moving graphic media presentations
- ◆ a critical understanding of the impact of graphic communication activities on our environment and society
- ◆ ability to plan, manage and undertake a significant graphic communication project

Skills, knowledge and understanding to be included in the Course will be appropriate to the SCQF level of the Course. The SCQF level descriptors give further information on characteristics and expected performance at each SCQF level ([www.sqa.org.uk/scqf](http://www.sqa.org.uk/scqf)).

## Assessment

Information about assessment for the Course is included in the *Course Assessment Specification*, which provides full details including advice on how a learner's overall attainment for the Course will be determined.

### Unit assessment

All Units are internally assessed against the requirements shown in the *Unit Specification*.

They can be assessed on a Unit-by-Unit basis or by combined assessment.

They will be assessed on a pass/fail basis within centres. SQA will provide rigorous external quality assurance, including external verification, to ensure assessment judgments are consistent and meet national standards.

The assessment of the Units in this Course will be as follows.

#### **Graphic Communication for Business, Industry and the Built Environment (Advanced Higher)**

For this Unit, learners will be required to provide evidence of:

- ◆ knowledge and understanding of the techniques, technologies and applications of graphic communication as they support the contexts of business, industry or the built environment
- ◆ creative application of graphic communication skills in the contexts of design for business, industry and/or the built environment
- ◆ application of analytical and critical evaluation skills in the creation of graphic communications for relevance and effectiveness in supporting business, industry and built environment sectors

#### **Desktop Publishing and Graphic Presentation Techniques (Advanced Higher)**

For this Unit, learners will be required to provide evidence of:

- ◆ knowledge and understanding of the techniques, technologies and applications of desktop publishing and graphic presentation as they support the publication, information and promotional activities in the world of work
- ◆ creative application of design skills in the production of graphic communications as they support publication, information and promotional activities in a specific context
- ◆ application of analytical and critical evaluation skills in the creation of graphic communications for effectiveness, relevance and influence in publications and promotional activities for a desired audience

#### **Moving Graphic Media Presentation Techniques (Advanced Higher)**

For this Unit, learners will be required to provide evidence of:

- ◆ knowledge and understanding of the techniques, technologies and applications of moving graphic media as they support publication, information and promotional activities in a specific context

- ◆ creative application of design skills in the production of moving graphic media as they support publication, information and promotional activities in the world of work
- ◆ application of analytical and critical evaluation skills in the creation of moving graphic media for effectiveness, relevance, and influence in publication, information and promotional activities for a desired audience

Exemplification of possible assessment approaches for these Units is provided in the *National Assessment Resource*.

## **Course assessment**

Courses from National 4 to Advanced Higher include assessment of [added value](#)<sup>1</sup>. At National 5, Higher and Advanced Higher, the added value will be assessed in the Course assessment. The added value for the Course must address the key purposes and aims of the Course, as defined in the Course rationale. It will do this by addressing one or more of breadth, challenge or application.

In this Course, added value will focus on breadth, challenge and application.

The learner will draw on and apply the skills, knowledge and understanding they have developed during the Course. These will be assessed through a combination of a [project](#)<sup>2</sup> and a [question paper](#)<sup>3</sup>.

The Graphic Communication project adds value by requiring challenge and application. Learners will apply knowledge and skills from the Units to implement and evaluate a solution to a challenging graphic communication problem.

The question paper introduces breadth to the assessment. It requires depth of understanding and application of knowledge from the Units.

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<sup>1</sup> Definitions can be found here: [www.sqa.org.uk/sqa/45528.html](http://www.sqa.org.uk/sqa/45528.html)

<sup>2</sup> See link above for definitions.

<sup>3</sup> See link above for definitions.

## **Development of skills for learning, skills for life and skills for work**

It is expected that learners will develop broad, generic skills through this Course. The skills that learners will be expected to improve on and develop through the Course are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Course where there are appropriate opportunities.

### **2 Numeracy**

2.3 Information handling

### **4 Employability, enterprise and citizenship**

4.1 Employability

4.2 Information and communication technology (ICT)

### **5 Thinking skills**

5.4 Analysing and evaluating

5.5 Creating

Amplification of these skills is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills will be appropriate to the level of the Course. Further information on building in skills for learning, skills for life and skills for work for the Course is given in the *Course Support Notes*.

## Administrative information

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**Superclass:** to be advised

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## History of changes to National Course Specification

Course details	Version	Description of change	Authorised by	Date

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Note: You are advised to check SQA's website ([www.sqa.org.uk](http://www.sqa.org.uk)) to ensure you are using the most up-to-date version of the Course Specification.