

## **SQA Advanced Unit specification**

### **General information for centres**

**Unit title:** Illustration Techniques Project

**Unit code:** HT4W 48

**Unit purpose:** The purpose of this Unit is to enable candidates to extend their understanding of illustration and to develop the skills required to create and present a series of illustrations. The Unit is aimed at those wishing to extend their skills in the area of illustration.

On completion of the Unit the candidate should be able to:

- 1 Research a brief for a series of illustrations.
- 2 Develop and evaluate concepts for a series of illustrations.
- 3 Produce illustrations.
- 4 Present illustrations and justify the illustrative approach.

**Credit points and level:** 1 SQA credit at SCQF level 8 (8 SCQF credit points at SCQF level 8\*).

*\*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 National 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre. It would be beneficial if candidates had prior experience of illustration. This may be demonstrated by the achievement of suitable SQA Advanced Units at SCQF level 7, such as 'Illustration Techniques', or similar qualifications or experience.

**Core Skills:** There are opportunities to develop the Core Skills of Problem Solving, Information Technology, and Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

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**Assessment:** It is recommended that all Outcomes be assessed at one assessment event. However, each Outcome may be assessed separately if this is considered to be more suitable.

Outcome 1 will be assessed by the production of a collection of research material and initial ideas with accompanying reflective commentary.

Outcome 2 will be assessed by the production of concepts for a series of illustrations.

Outcome 3 will be assessed by the production of final illustrations.

Outcome 4 will be assessed by the presentation and evaluation of final illustrations.

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### **SQA Advanced Unit specification: statement of standards**

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

#### **Outcome 1**

Research a brief for a series of illustrations

##### **Knowledge and/or Skills**

- ◆ Critical analysis of brief
- ◆ Research methods
- ◆ Analysis and collation of sources
- ◆ Initial concept developments

##### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a brief for a series of at least three illustrations:

- ◆ Use a range of research methods to inform initial ideas
- ◆ Analyse and collate source material that is relevant to the brief
- ◆ Produce initial roughs/drawings that show creative interpretation of the brief
- ◆ Critically analyse initial concepts with reference to the brief

Evidence should be presented in the form of a folio/sketchbook of research material and initial ideas, accompanied by analytical commentary.

##### **Assessment Guidelines**

Candidates could work to a brief supplied by the tutor or, with guidance from the tutor, write their own briefs.

Research evidence could be gathered from sources such as internet, library and image banks and include concepts developed from primary sources.

Explanations, analysis and descriptions may be gathered from annotations of developmental work or from oral discussion with candidates. A checklist should be used to record the content of oral discussions. Further assessment of evaluation could be carried out through oral questioning.

Assessment for this Outcome could be carried out on completion of the Outcome or as part of a holistic assessment carried out when the Unit is completed.

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### Outcome 2

Develop and evaluate concepts for a series of illustrations

#### Knowledge and/or Skills

- ◆ Developmental concepts
- ◆ Use of materials /media
- ◆ Production of artwork for reproduction
- ◆ Critical evaluation

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Produce developmental concepts/drawings that show creative interpretation of the brief(s)
- ◆ Select and use materials/media that are suitable for the subject matter of the brief
- ◆ Analyse developmental concepts in respect of their suitability for reproduction in print and/or screen based or broadcast media
- ◆ Critically evaluate developmental concepts with reference to the brief

Evidence should be presented as initial ideas and developmental concepts for a series of illustrations, in any selected format. Critical evaluation should be presented as oral/written commentary.

#### Assessment Guidelines

Assessment would normally be holistic and carried out on completion of all Outcomes of the Unit.

Developments could be presented in a sketchbook or digital folio, for example.

Assessment evidence of critical evaluations may be gathered from annotations of developmental work or from oral discussion with candidates. A checklist could be used to record the content of oral discussions.

### Outcome 3

Produce illustrations

#### Knowledge and/or Skills

- ◆ Selection of appropriate solutions
- ◆ Selection and application of media
- ◆ Consistency of approach/style
- ◆ Illustration techniques
- ◆ Safe working practices

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Select concepts suitable for development into a set of final illustrations

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- ◆ Select and use materials and equipment to produce final illustrations
- ◆ Demonstrate a consistency of approach /style in the final series of illustrations
- ◆ Produce illustrations that fulfil the requirements of a brief
- ◆ Use safe and considerate working practices at all times

Evidence for assessment of this Outcome would be presented in the form of a series of finished illustrations that meet all the requirements of the brief, including the constraints of producing illustrations for reproduction. Each illustration should clearly form part of a series.

### **Assessment Guidelines**

Assessment would normally be holistic and carried out on completion of all Outcomes of the Unit.

## **Outcome 4**

Present illustrations and justify the illustrative approach

### **Knowledge and/or Skills**

- ◆ Requirements of design brief
- ◆ Suitability of content for target audience
- ◆ Suitability of style and technique target audience
- ◆ Critical evaluation
- ◆ Presentation

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Present final illustrations
- ◆ Show a clear understanding of the requirements of the brief
- ◆ Justify the choice of illustrative style
- ◆ Justify the content of the final illustrations
- ◆ Critically evaluate final creative decisions

Evidence should be presented in the form of a presentation of final illustrations in any suitable format, accompanied by written/oral commentary that demonstrates critical evaluation of final work.

### **Assessment Guidelines**

Presentation of completed illustrations could be conducted as a group activity or take place on a one-to-one basis with the tutor acting as client. Commentary should be recorded and demonstrate the candidates' ability to evaluate, critically reflect on and justify their creative decisions. A checklist could be used to record responses. Written evaluation as a response to a series of questions could also be used.

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### Administrative Information

**Unit code:** HT4W 48

**Unit title:** Illustration Techniques Project

**Superclass category:** JB

**Original date of publication:** August 2017

**Version:** 01

#### History of changes:

Version	Description of change	Date

**Source:** SQA

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## SQA Advanced Unit Specification

### SQA Advanced Unit specification: support notes

#### Unit title: Illustration Techniques Project

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 designed to extend candidates' understanding of the requirements of illustration and to further develop the skills required to create and present a series of illustrations.

The Unit is aimed at candidates wishing to extend their skills in the area of illustration. It could be delivered as an integral part of any art or design course as it can be adapted to meet the needs of a broad spectrum of art and design disciplines. There is scope within the Unit for tutors to direct learning in a way that is most appropriate to the specialist area of a particular course. Candidates could, for example, be asked to produce a series of fashion illustrations, illustrations of a proposed exhibition layout, illustrations of designs for jewellery pieces or for a children's book, or for use in screen based or broadcast media.

On completion of this Unit it is expected that all candidates will be able to demonstrate a clear understanding of the purposes of illustration in a specific context where a series of illustrations is required. Candidates should be able to work through the creative process demonstrating stylistic consistency. Candidates should be able to present their illustrations and evaluate and justify their design decisions.

In **Outcome 1** candidates will analyse a brief for a series of at least three illustrations. The brief will give details of the limitations as well as of the scope of the illustration task to be undertaken. It should allow scope for individual exploration of media and styles and be for a clearly defined set of illustrations. Candidates will research concepts and find reference sources that will address the needs of the brief. At the same time candidates will be exploring first ideas in the form of rough sketches. Annotations should show candidates' critical analysis of their own ideas.

For **Outcomes 2 and 3** candidates will source ideas and develop a range of concepts. They will reflect on these and select concepts for development. Candidates will then produce a series of related final illustrations.

For **Outcome 4** candidates will present their illustrations and justify their creative decisions, usually as part of a group discussion or with the tutor acting as client in a personal interview.

#### Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the SQA Advanced Diploma Art and Design Group Award. Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

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The brief should be for a series of illustrations that are thematically and stylistically linked. For example, a series of book illustrations, illustrations for a series of labels, press ad illustrations to be used as part to a client presentation, illustrations for an animation sequence or digital presentation. Illustrations could be of a particular type or style such as medical, botanical or diagrammatic illustration.

The brief should define the limitations as well as the scope of the illustration tasks to be undertaken. It should include timescales for all key stages. The brief should be written to ensure that candidates could gain experience of developing a series of illustrations that form a coherent set and clearly illustrate a topic or theme.

Candidates should be encouraged to research using a wide range of methods, including visiting exhibitions and collections of illustrated material if at all possible. Research material should be carefully analysed for suitability and relevance. Annotations and exploratory sketches will support this process.

Candidates should develop their initial ideas into roughs or sketches and then work towards the finished solutions stipulated within the brief. The tutor should discuss with candidates their emerging ideas and encourage critical reflection.

Once the candidate has developed a range of rough solutions, discussion should take place with the tutor, acting as client, about which ideas to take forward to the production of finished illustrations.

Candidates should select and use materials and equipment appropriate to the production of their finished illustrations and for the context in which the illustrations are to be published or reproduced. Illustrations should be of a quality and finish that would be required for publication.

Finally, candidates should present their finished illustrations and be able to justify their creative decisions clearly to the tutor. Group discussion should be encouraged as a means of developing candidates' confidence in their own evaluative skills and judgments.

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

A number of Core Skills could be developed or further enhanced as candidates undertake this Unit. The range of opportunities will be dependent on the selection of methods of presenting evidence, which should reflect personal interests and link with planned articulation and progression routes.

Candidates have to research and evaluate a range of current information on concepts, media and techniques. Access to websites which provide information on professional practice could strengthen skills in communication and technology. Although skills in written communication are not formally assessed, candidates should be expected to record information accurately using professional terminology and accepted conventions. In planning concept development to meet the practical requirements of a brief, such variables as available resources and appropriate media will need to be identified and the significance of each analysed before design approaches are selected. Discussion and detailed analysis of working practice and approaches used by artists and designers would help to develop skills in oral communication and problem solving.



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The evaluative processes involved in the development of experimental samples and the ongoing analysis of the working practices and design inspiration will be fundamental in successful presentations. Candidates may produce and present print and/or screen-based or broadcast media materials to a standard acceptable a client, and could learn effective manipulation of images using professional software. Opportunities exist in the Evaluation to demonstrate a sophisticated level of oral communication skills in positive and professional responses to comments and questions. The use of Presentation software could enhance communication with others.

### **Open learning**

This Unit could be delivered by distance learning, through distance or open learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Delivering centres will be responsible for ensuring authenticity of candidates' work.

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. For further information and advice please refer to the SQA guide, *Assessment and Quality Assurance of Open and Distance Learning* ([www.sqa.org.uk](http://www.sqa.org.uk)).

### **Equality and inclusion**

This unit 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.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

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### General information for candidates

#### **Unit title:** Illustration Techniques Project

This Unit will enable you to extend your understanding of illustration and to develop the skills required to create and present a series of illustrations.

**Outcome 1:** you will research ideas for a series of illustrations, gather source material, develop a range of preliminary concepts for illustrations and analyse the suitability of ideas and concepts.

**Outcome 2:** you will explore the potential of various media/materials for producing a series of illustrations and consider the suitability of your rough ideas for their proposed use. You will then select developments that are suitable for reproduction in print and/or screen based or broadcast media.

**Outcome 3:** having selected suitable materials and equipment, you will produce final illustrations that fulfil the requirements of the brief.

**Outcome 4:** you will present your illustrations, justify your choice of illustrative style and the content of the final illustrations and critically evaluate your final creative decisions.

Depending on the approaches that you choose in developing and presenting the illustrations, you may also have opportunities to reinforce and develop your Problem Solving, Communication and Information Technology skills.