SQA Advanced Unit specification

General information for centres

Unit title: Illustration Techniques

Unit code: HT63 47

Unit purpose: This Unit is designed to enable candidates to recognise the purposes and uses of illustration as a method of communication and explanation, and to develop and produce illustrations for different applications, using a range of techniques.

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

1   Analyse the purpose and use of published illustrations.
2   Research and develop concepts for illustrations to a given brief.
3   Produce illustrations.

Credit points and level: 1 SQA credit at SCQF level 7 (8 SCQF credit points at SCQF level 7*).

*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. This may be demonstrated by the achievement of Art and Design at Higher level, the achievement of NQ Units in art or design subjects or similar qualifications or experience.

Core Skills: There are opportunities to develop the Core Skill of Problem Solving 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. This is an optional Unit in the framework of the SQA Advanced Certificate and SQA Advanced Diploma Art and Design Group Award and may also be suitable for inclusion as part of the framework of other awards or as a stand-alone Unit.

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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 to the candidates' learning programme.

To ensure the reliability and authenticity of evidence, candidates may be required to produce examples of assessment evidence whilst working under tutor supervision.

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

Analyse the purpose and use of published illustrations

Knowledge and/or Skills

- ♦ Research methods
- ♦ Purposes of illustration
- ♦ Style, content and context of illustrations
- ♦ Use of media
- ♦ Use of techniques

Evidence Requirements

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

- ♦ research and collect examples of published illustration
- ♦ explain the function or purpose of the illustration examples
- ♦ describe the media and techniques used to produce illustration examples
- ♦ describe the suitability of illustration examples to the context in which they are published

Evidence collected should be submitted in the form of a folio or sketchbook. Explanations and descriptions may be either oral or written.

Assessment Guidelines

It is recommended that a minimum of eight examples of illustration are analysed. 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.

Outcome 2

Research and develop concepts for illustrations to a given brief

Knowledge and/or Skills

♦ Interpretation of brief
♦ Research methods
♦ Initial concepts
♦ Developmental concepts
♦ Media exploration
♦ Use of colour
♦ Analysis
♦ Context
♦ Safe working practices

Evidence Requirements

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

♦ interpret the brief and use research methods to inform initial ideas
♦ produce initial and developmental roughs/drawings that show creative interpretation of the brief
♦ explore the potential of media
♦ analyse developmental concepts in respect of their suitability for context
♦ critically analyse developmental concepts with reference to the brief
♦ demonstrate safe, tidy and considerate working practices

Evidence for assessment of this Outcome would be presented in the form of a sketchbook or folio containing research evidence and rough and developmental drawings.

Evidence of critical analysis should 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.

Assessment Guidelines

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

Candidates would be expected to work to a brief supplied by the tutor. Candidates could also generate a brief with guidance from the tutor.

Demonstration of safe working practices could be recorded against a checklist.

Outcome 3

Produce illustrations

Knowledge and/or Skills

♦ Selection of solutions
♦ Selection and application of media
♦ Final illustration format
♦ Methods of reproduction

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 final illustrations
♦ select and use materials and equipment to produce final illustrations
♦ produce illustrations that fulfil the requirements of a brief
♦ produce illustrations that meet the constraints of any specified reproduction process

Evidence should be presented as finished illustrations in any format that meets the requirements of the brief. 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.

Assessment Guidelines

Formats suitable for final presentation include digital, online, printed, painted, drawn, collage, construction and would show candidates' awareness of finish.

SQA Advanced Unit Specification

Administrative Information

Unit code: HT63 47

Unit title: Illustration Techniques

Superclass category: JB

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History of changes:

Version	Description of change	Date

Source: SQA

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our Centre Feedback Form.

SQA Advanced Unit specification: support notes

Unit title: Illustration Techniques

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 develop the skills and knowledge required to produce illustrations for reproduction in printed, digital or other media. 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.

On completion of this Unit it is expected that all candidates will be able to demonstrate a clear understanding of the purposes of illustration both as a means of communication and decoration. Candidates should be able to work through the creative process from the carrying out of research, through the production of initial and developed concepts to the production of competent illustrative solutions that meet the requirements of a brief. Finally, candidates should be able to present their final solutions and justify their creative decisions.

The aim of Outcome 1 is to allow candidates to develop knowledge of published illustration that will inform their own practice as potential illustrators. Candidates will research published illustration and collect and analyse examples and should be encouraged to use a range of research methods. Tutors should support the research process by providing examples of illustration work from published illustrators and where possible by visits to exhibitions, libraries and studios.

In Outcomes 2 and 3 candidates work through the design process to develop ideas and produce rough concepts, then select and use suitable concepts to produce finished illustrations in response to a brief/s. Candidates should be guided in their exploration of ideas and concepts and supported in the selection of concepts for final development. There should be evidence of candidates' critical reflection in the selection of concepts for final development.

The tutor would normally supply the brief but candidates could also write their own brief. The brief should give details of the limitations as well as of the scope of the illustration tasks to be undertaken. The same brief would be used to produce the finished illustrations for Outcome 3.

Candidates should be introduced to the need for safe and considerate work practices and the tutor should highlight specific pertinent issues.

For Outcome 3 it would be expected that candidates would produce at least two final illustrations in response to the set brief. These would be selected from a range of rough solutions produced for Outcome 2. The brief set should also allow candidates to explore different media and styles.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the SQA Advanced Certificate and SQA Advanced Diploma Art and Design Group Awards. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes. Opportunities may be taken to link or integrate with other aspects of the course and a thematic or integrated approach adopted for both delivery and assessment.

A talk or lecture showing examples of different types and styles of published illustration could be used to introduce the Unit. Candidates should be encouraged to research using a wide range of methods, including visiting exhibitions and collections of illustrated material if at all possible.

Examples of illustration collected by the candidates should cover different types, styles and uses of illustration. The folio of examples should also contain illustrations produced using a range of different media. Analysis of the collected examples could be in the form of annotations, or could be gathered orally from candidates in discussion with the tutor. If oral evidence is used, this should be recorded as a checklist of responses. The tutor could give candidates specific questions to which they can respond, either orally or as annotations.

For the production of illustrations, class tutors would normally provide a brief for candidates to work to, but candidates could also supply their own briefs, guided by the tutor. Illustrations could be produced for any suitable application, for example, periodicals, books, labels, packaging, advertising applications of all types or for computer/digital or broadcast media.

Candidates should be encouraged to 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.

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 present their finished illustrations in a way that shows awareness of finish and be able to justify their creative decisions clearly if required.

At all times candidates should use safe, tidy and considerate work practices and this should be recorded against a checklist.

O*pportunities for developing Core Skills*

All elements of the Core Skill of Problem Solving could be naturally developed and enhanced as candidates work through the design process, develop ideas and produce rough concepts, then use suitable concepts to produce competent finished illustrations. In order to develop ideas, they have to research and analyse published examples as a source of ideas. Critical evaluation of the scope and limitations of the brief will include planning within available resources and timescales. From start to completion of the design and production process candidates should be encouraged to review and refine creative solutions as they experiment with development of concepts. They will be introduced to the need for safe and considerate work practices as they produce finished illustrations. Identifying and justifying the use of techniques, media and materials to others in group discussions could provide opportunities to enhance problem solving skills in a working environment. This would support critical reflective practice and support on going evaluation of product and process.

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 document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website (**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.

General information for candidates

Unit title: Illustration Techniques

This Unit will allow you develop the skills and knowledge required to produce illustrations for reproduction in printed, digital or other media. You will develop and apply your creative skills in the production of illustrations for one or more of these areas. Throughout the design process you will also develop and apply your skills of critical analysis and reflection.

There are three Outcomes in this Unit.

For Outcome 1 you will research and collect examples of published illustration then explain the uses of illustrations, describe the techniques and media used to produce illustrations and analyses their fitness for purpose.

For Outcome 2 you will work to an illustration brief, researching ideas for illustrations and developing a range of concepts and exploring various media and techniques.

Finally, in Outcome 3 you will analyse the suitability of your rough illustrations and select the most suitable ideas for producing as final illustrations. You will then produce and present your final illustrations.

You will use safe, tidy and considerate approaches to studio work practices at all times.

The Unit may also provide you with opportunities to develop a number of Core Skills that could include Problem Solving (Planning and Organising, Critical Thinking), oral/written Communication, IT skills and Working with Others.