

SQA Advanced Unit specification

General information for centres

Unit title: Art and Design: Digital Media Project

Unit code: HT64 48

Unit purpose: The intention of this Unit is to provide candidates with the opportunity to develop further creativity and competence in the use of digital media. The Unit also aims to simulate the processes of a working artist/designer.

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

- 1 Research and experiment with ideas using appropriate software and related media.
- 2 Develop concepts for digital art/design work.
- 3 Produce, evaluate and present final concept using digital media.

Credit points and level: 2 SQA credits at SCQF level 8 (16 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 is recommended that candidates should possess IT-related skills at SCQF level 6. It may be beneficial if the candidate has completed an SQA Advanced Unit in digital media, or can demonstrate the equivalent level of knowledge and skills.

Core Skills: There are opportunities to develop the Core Skills of Information Technology, Problem Solving 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: Outcome 1 is assessed by the research and production of a range of experimental ideas and concepts. Outcome 2 is assessed by the development of two concepts and production of rough visuals. Outcome 3 is assessed by the production and presentation of a final concept using digital media.

Outcomes may be assessed individually, although it is recommended that all Outcomes be holistically assessed.

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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 and experiment with ideas using appropriate software and related media

Knowledge and/or Skills

- ◆ Research skills
- ◆ Interpret a given brief
- ◆ Selection and use of software and related media
- ◆ Use source material to inspire ideas
- ◆ Creation and experimentation of ideas
- ◆ Communication of ideas

Evidence Requirements

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

- ◆ respond to the requirements of a given brief
- ◆ create sketches/thumbnails which clearly communicate the ideas
- ◆ explore the creative potential of software and media
- ◆ show the development of ideas that make use of different source material

Evidence should be in the form of electronic or hardcopy showing experimentation of a range of ideas/concepts.

Assessment Guidelines

The given brief should clearly state the market audience (target audience, age, gender, socio-economic group); purpose of work to be produced; desired outcomes; potential formats for final product.

To help identify what the 'client' is looking for in the given brief and provide visual evidence of source material, candidates could produce mood board/s.

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Outcome 2

Develop concepts for digital art/design work

Knowledge and/or Skills

- ◆ Select ideas/concepts
- ◆ Visual elements
- ◆ Development of concepts
- ◆ Media and techniques
- ◆ Meet requirements of brief
- ◆ Storage and data retrieval
- ◆ Creation of rough visuals

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and /or Skills by showing that they can, in response to a brief:

- ◆ develop two concepts using a variety of media
- ◆ experiments with visual elements
- ◆ produce electronic or hardcopy evidence of experiments for a range of ideas
- ◆ produce original and creative ideas for the given brief
- ◆ retain and store visuals in an appropriate format
- ◆ present two concepts in rough visual form
- ◆ explain the concepts and their relationship to the requirements of the brief in written or oral form

Evidence of media and design development could form part of a sketchbook or display sheets. Alternatively, the candidate may choose to produce and compile this evidence electronically within a suitable program.

Evidence of concepts should be presented as rough visuals, with candidates providing short written or oral explanations for their choice of concepts and their appropriateness to the brief.

Assessment Guidelines

Evidence of experimentation with visual elements may involve the manipulation of composition, colour, tone, shape and form, texture, contrast, typefaces, visual effects or sound.

Rough visuals and experiments can be compiled in hard copy and or digital format.

Presentation of two concepts and accompanying explanations may be in the form of a group discussion; or by email with visuals attached; or via display with explanation in written or oral form. This is an opportunity for the candidate to consider which concept is the most suitable to progress with in Outcome 3.

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Outcome 3

Produce, evaluate and present final concept using digital media

Knowledge and/or Skills

- ◆ Software capabilities
- ◆ Meet requirements of brief
- ◆ Digital formatting for final concept
- ◆ Production of final concept
- ◆ Display and presentation methods
- ◆ Professional presentation
- ◆ Evaluation

Evidence Requirements

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

- ◆ present final concept in digital format or hard copy
- ◆ professional presentation of a concept
- ◆ evaluate the strengths and weaknesses of the digital art/design work produced

Evidence should be presented in any suitable format, which shows creative handling and use of digital media accompanied by evaluative commentary. Artwork should be of a standard suitable for professional client presentation of a concept.

Assessment Guidelines

Art/design work for this Outcome may be produced in a variety of formats appropriate to the brief. Emphasis should be placed on creative handling and successful exploration of ideas through digital media techniques.

To ensure there are no barriers to assessment, evidence of the visual presentation of artwork could be shown as part of an exhibition, screen based files or online.

The candidate can provide an evaluation of their work in any suitable format, written, digital or oral.

Following the explanation of concepts in Outcome 2, the candidate can choose to modify design elements of the rough visuals for presentation of the final concept.

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Administrative Information

Unit code: HT64 48

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SQA Advanced Unit specification: support notes

Unit title: Art and Design: Digital Media 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 intended to offer candidates the opportunity to carry a digital project through the main development stages of a digital media project. To do this they are required to practise the skills of creative thinking, experimentation and production.

In Outcome 1 candidates will be given a brief — this may be written by the tutor, industrial client or come from a competition brief if the criteria of the competition are appropriate to the Unit. The tutor's role is to encourage candidates to be creative and experimental when considering the possible solutions. It also aims to broaden the candidates' experience of the potential uses for digital media. It is important that candidates and tutors allow time to be taken to learn and use appropriate media and to encourage independent thought in terms of experimentation. Tutors should try to minimise any potential barriers to the development of creative thinking and application of ideas, although it is expected that within a group of candidates their prior knowledge and skills of digital media will vary. In this Outcome the candidate should aim to create a variety of potential concepts/ideas.

Outcome 2 requires that the candidates select two of their strongest ideas/concepts for development as rough visuals. The emphasis is on the development of selected ideas by experimenting with media and visual elements so that they may meet the requirements of the brief and achieve a degree of creativity and originality. The media and visual element experiments can be inspired by a wide range of sources both contemporary and historical, eg art, architecture, crafts, theatre and entertainment, environmental, science and nature. They may use a variety of reference material including collected ephemera, books, periodicals, magazines, newspapers, and the internet. The candidate must provide a short explanation either orally or in written form of their concepts, which helps the viewer understand the thinking behind each concept.

In Outcome 3, following the explanation stage of the two concepts in Outcome 2 the candidate may choose to make modifications to the art/design work; providing they have sufficient time it is appropriate and acceptable to make minor alterations at this stage.

The presentation of visuals requires the candidate to justify the problems solved and design decisions made with the aim of gaining constructive feedback. The visuals will show a final concept with the application of principles such as composition, colour, contrast, flow or rhythm, content and arrangement of type and imagery.

The presentation of visuals for a concept may be to their peers, staff members or representatives from industry. This will give the candidate a more objective perspective of their work. Feedback should be balanced and constructive advising the candidate on the strength and weaknesses of their ideas.

Final format for art/design work can be in print; projected; video; web; animation sequence; screen visual; or any other suitable format.

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The display of final concept artwork can be in the form of a traditional or electronic portfolio; exhibition space; virtual exhibition; projection; displayed on monitor or other appropriate format. The candidate should be able to link their theoretical knowledge of digital media together with their practical experiences of experimentation and problem solving, which will allow them to use the skills of analysis and evaluation of their own work.

The overall size and input of the final concept must equate to the time period given to the Unit and the type of media to be used. As some digital media are more complex to learn and time taken to apply the desired effect may vary, the quantity and scale of the end product should reflect this. No specific quantity or size has been given due to the variety of potential media and formats open to the candidate. The quantity and equality of work to be produced is at the discretion of the Centre delivering the Unit.

An example of quantity and equality across subject areas would be:

- ◆ *Fine art — conceptual arts*: an installation film sequence
- ◆ *Fine art — mixed media*: a series of small artworks made from a combination of scanned non-electronic images; one large item using combination of scanned material and digital photographs which may be projected onto a wall or onto a 3D surface
- ◆ *Textile design*: a series of textile print ready designs
- ◆ *Interior design*: a 3D animated plan for a series of specified areas
- ◆ *Computer illustration*: a series of illustrations using vector based graphics, or a mixed media approach
- ◆ *Web design*: a series of pages for a website
- ◆ *Animation*: a short animation sequence
- ◆ *Video*: a short film sequence
- ◆ *Graphic design*: editorial designs; corporate identity series; advertising campaign; packaging; experimental typography
- ◆ *Photography*: A series of photographs either digital or non-digital, which have been electronically imported and manipulated. For example, they may be individual images or use photomontage techniques

Guidance on the delivery and assessment of this Unit

In Outcome 1 it is advisable in the introduction to the Unit that subject-related digital media are demonstrated. Candidates can try these out through mini experiments to decide what format their work should take, thus helping them to visualise potential solutions and plan their scope of experimentation. Following the production of thumbnail/sketches, discussions with tutors and peers may help to support and question the potential of ideas/concepts produced and thus aid the selection of the two concepts, which must be taken forward for production as rough visuals.

The mood board/s could include examples of: similar concepts; design or artwork of any kind which their market audience would be attracted to; visual effects which are appropriate to the brief, market audience and offer potential inspiration for the candidate themselves to experiment with.

For Outcome 2, the candidates must choose two concepts from the various alternatives created in Outcome 1. If the candidate has selected complex art/design concepts or use of digital media, it is the discretion of the centre as to how much of the rough visual is fully complete. This should equate to the time and effort put into other types of art/design work within the Unit; ie a multi layered and intensely detailed illustration or a comprehensive animation sequence. The level of finish of rough visuals should provide sufficient representation to the viewer of the potential media, composition and overall effect planned for the final concept visual. This may mean that the whole visual is not fully rendered.

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It is realised that the resources of staff and equipment may limit the possibilities open to each candidate, therefore the Unit aims to promote a flexible approach to teaching, learning and assessment.

For Outcome 3 one of the design concepts developed in Outcome 2 will be selected to be taken to final concept presentation stage. The presentation of final concept visuals may be either in written, verbal or multi media format. Visual evidence of the final concept could be in the form of display sheets with evaluation alongside printouts of final visuals. Alternatively, the candidate may choose to produce this evidence electronically within the program used to create the art/design work or as an illustrated report submitted electronically.

The candidates' evidence of analysis and critical evaluation should be presented either orally, as a short written critique or as annotations to the presentation of the solution. Candidates should be able to make use of appropriate terminology and to use vocabulary that clearly defines their ideas and concepts.

The aim is that this would encourage creative development and put the learning of digital media in context. It will also provide both candidate and assessor with a visual reference and evidence that the candidate has fully understood the processes they have undertaken. The display and presentation of work should be professionally presented and may form part of an end of year exhibition, course promotion or presentation event. Otherwise, the presentation could take place in a studio situation, or to a client. Candidates must demonstrate their ability to clearly communicate and justify their ideas and design intentions.

Where possible, the opportunity should be taken to provide the candidate with immediate feedback at the time of the presentation.

While also accessible as a stand-alone Unit to infill candidates, candidates undertaking a broader number of Units in the Group Award may consider integrated assessment with Units such as *Art and Design Project*; *Art and Design: Graded Unit 1*; *Developmental Drawing*; *Graphic Design Techniques Advanced*.

Opportunities for developing Core Skills

Candidates will develop sophisticated skills in the use of Information Technology as they explore experimentation with digital media as an artistic tool. They should access and evaluate online information on and examples of the work of current artists and designers to underpin concept development. As they experiment with creative techniques involving a range of digital media. They should be aware of the importance of saving and performing back ups of drafts, and of the need to develop efficient systems of recording and storing design work.

Problem Solving skills will be significantly developed as candidates link their theoretical knowledge of digital media to the practical experiences of experimentation. Identifying and planning for a range of constraints and opportunities should mean that candidates consider fully issues such as time management and effective use of resources. Discussion with peers during the formative stages of work should examine examples of contemporary digital media to encourage skills in both critical thinking and oral communication. Selection of media, techniques and formats as the brief is implemented will involve ongoing evaluation and modification.

Responsible use of equipment and procedures to ensure safety would be a routine aspect of good working practice. Presentations of draft visuals when candidates justify the problems solved and design decisions made with the aim of gaining constructive feedback would demonstrate the use of

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effective verbal and non-verbal techniques, including the ability to present ideas and materials, and provide confident responses to comment or questions from others. Annotation and written commentaries should be coherent, accurate and use professional reflective evaluation of the process and final product will ensure that candidates have increased awareness of their own capabilities and how they can be applied in future projects.

Open learning

The practical nature of parts of this Unit would make it difficult to deliver on an open/distance learning basis. However, it may be possible for candidates to access source information and complete written work electronically. It could be necessary for candidates to be given a secure user account where they could send their responses.

For further information and advice please refer to the SQA guide, *Assessment and Quality Assurance of Open and Distance Learning* (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.

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General information for candidates

Unit title: Art and Design: Digital Media Project

This Unit will give you the opportunity to develop further creativity and competence in the use of digital media and to work through the creative process.

There are three Outcomes in this Unit:

In Outcome 1 you will research and experiment with ideas using appropriate software and related media, responding to the requirements of a given brief. You will be required to create sketches/thumbnails that show the development of a range of ideas/concepts. You will also explore the creative potential of software and digital media to develop your concepts/ideas.

In Outcome 2 you will select two ideas/concepts from the range created in Outcome 1 and produce rough visuals of the concepts in electronic or hardcopy format. A variety of media should be used in the process of development. Alongside your rough visuals you must provide an explanation of the two concepts and how they relate to the given brief. Your explanation can be in oral form to your peers and or tutor, alternatively this can be in written format.

Finally, in Outcome 3 you will produce, evaluate and present one of your concepts developed in Outcome 2 using digital media and present your final concept/s in digital format or hard copy. Following the explanation stage of the two concepts in Outcome 2 you may choose to make modifications to the art/design work; providing you have sufficient time it is appropriate and acceptable to make minor alterations at this stage. You must present and evaluate your work, by critically analysing and justifying your creative decisions in relation to the requirements of the brief.