

Higher National Unit Specification

General information for centres

Unit title: Illustration

Unit code: DV64 34

Unit purpose: This Unit is designed to provide the candidate with an understanding of commercial illustration requirements and to develop existing drawing, design and media skills to suit commercial applications. The Unit is aimed at those wishing to investigate and develop skills in the area of illustration.

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

- 1 Illustrate the characteristics of a thematic concept through use of imagery and creative approach.
- 2 Illustrate the characteristics and narrative of text through use of imagery and creative approach.
- 3 Create illustrations for commercial formats and applications.
- 4 Justify the illustrative approach.

Credit points and level: 2 HN Credit at SCQF level 7: (16 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 Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. It would be beneficial if the candidate had previously undertaken the HN Unit: Visual Communication: An Introduction.

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. Further detail is provided in the Support Notes.

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.

Assessment: The Unit will be assessed by a minimum of three instruments of assessment:

Outcome 1 requires candidates to undertake one studio-based project and produce practical solutions including: preliminary sketches and developments clearly showing the illustrative approach for a given theme.

General information for centres (cont)

Outcome 2 requires candidates to undertake a minimum of two studio-based projects and produce practical solutions including: preliminary sketches and developments clearly showing the illustrative interpretation of given texts.

Outcomes 1 and 2 could be assessed separately or could be integrated and assessed together.

Outcome 3 requires candidates to create the final illustrations for the designated assignments, which are undertaken to meet the requirements of Outcomes 1 and 2.

Outcome 4 requires candidates to justify a minimum of one designated assignment, which meets the requirements of Outcome 3, by oral presentation. Ideally this assessment would be conducted as a group activity.

Higher National 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

Illustrate the characteristics of a thematic concept through use of imagery and creative approach

Knowledge and/or skills

- ◆ Research strategies
- ◆ Drawing
- ◆ Selection of appropriate art materials and equipment
- ◆ Colour
- ◆ Rendering
- ◆ Creative visual interpretation of thematic subject matter: form, style, mood and symbolism

Evidence Requirements

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

- ◆ identify significant features within a designated theme
- ◆ research and analyse the subject area
- ◆ generate preliminary visuals and sketchbook ideas

Assessment guidelines

A single assignment could be devised for this Outcome and a series of illustrations produced for a single, agreed project theme. Ideally, the assignment should include a choice of themes, listed under one subject area, from which the candidate can select.

Outcome 2

Illustrate the characteristics and narrative of text through use of imagery and creative approach

Knowledge and/or skills

- ◆ Analysis of text
- ◆ Research strategies
- ◆ Drawing
- ◆ Selection of appropriate media and equipment

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration

- ◆ Colour
- ◆ Black and white line
- ◆ Rendering
- ◆ Creative visual interpretation of text: content, style and meaning

Evidence Requirements

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

- ◆ identify the significant features of the agreed text
- ◆ visually interpret relevant ideas within sketchbooks
- ◆ create preliminary illustrations that are imaginative and appropriate to the text

This should be evidenced on no less than four A3 sketchbook pages relevant to the requirements of the brief/s. Evidence should be generated within structured studio sessions and within the Unit's notional self-study hours.

Two studio-based projects are required which illustrate a full narrative text or text extract. At least one full page colour illustration and one black and white illustration should be produced for each project.

Assessment guidelines

This Outcome will involve working with more than one text. The illustrations should include significant features, figurative content and describe clear relationships to other characters or elements within a scenario. One full-page colour illustration and one black and white spot illustration would be suitable evidence as a minimum requirement.

Outcome 3

Create illustrations for commercial formats and applications

Knowledge and/or skills

- ◆ Selection and use of appropriate media
- ◆ Rendering: control of materials and development of creative technique
- ◆ Illustrative style that is appropriate
- ◆ Accurate measure and scale

Evidence Requirements

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

- ◆ create finished illustrations for a minimum of two designated assignments
- ◆ produce finished illustrations for specified formats

Higher National Unit specification: statement of standards (cont)

Unit title: Illustration

Assessment guidelines

The assessment of this Outcome can be combined with Outcomes 1 and 2 as single assessments for the Unit. This should be conducted holistically following the completion of each Outcome.

Candidates should be directed to produce illustrations for full colour reproduction in print or screen based media. A minimum of one illustration should be produced as black and white line. Spot colour and black and white tonal works may also be considered in addition to the minimum requirement.

The production of illustrations for this Outcome would constitute the final practical elements for assignments detailed in Outcomes 1 and 2.

Outcome 4

Justify the illustrative approach

Knowledge and/or skills

- ◆ Explain relevance of content in relation to the detailed objectives of the brief
- ◆ Evaluate the suitability of illustrative style and technique

Evidence Requirements

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

- ◆ give an oral presentation for at least one designated assignment

Assessment guidelines

Ideally assessment would be conducted as a group activity and observed under controlled conditions. Candidates should be encouraged to operate in a professional role by presenting their finished illustrations as they would to a client, with the tutor acting in the role of the client. Participation should be recorded in the form of a checklist.

Administrative Information

Unit code:	DV64 34
Unit title:	Illustration
Superclass category:	JB
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Higher National Unit specification: support notes

Unit title: Illustration

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 is a practical Unit that is intended to enable candidates to develop creative ability and illustrative technique through the interpretation of simulated commercial illustration assignments.

Candidates should be provided with written project assignments that enable them to establish clear aims and objectives in relation to client needs and target audience.

It is important that candidates are encouraged to develop individual approaches to illustration and that there should be no conflict between detailed, accurate rendering and the development of expressive drawing or expressive technique. It is recommended that candidates be given assignments that are not specific in terms of technique for this Unit. Instruments of assessment should draw from commercial fields such as publishing, advertising, broadcasting, or any area where illustration is commissioned, to create interesting and suitable challenges for candidates.

Candidates should be directed to use image references in order to facilitate personal creativity and should be directed away from replication of unlicensed photographs or artistic works.

Candidates should be encouraged to produce initial ideas and developments within a realistic time frame that will allow them to undertake illustrations for given deadlines. They should also be advised that the retrieval of reference material, whilst important, must be balanced against the requirement to produce imaginative imagery based on abstract, symbolic or stylised representation of subject matter, and that this does not necessarily involve recourse to reference material in the first instance.

In Outcome 1 recommended subjects could include:

- ◆ a set of four commemorative postage stamps: children's games, the weather, inventors etc
- or**
- ◆ three fronts and three backs for a set of themed playing cards with figurative illustrations for the face cards and decorative illustrations for the reverse sides: eg buccaneers, roman mythology, 1950s, detectives etc

Where a choice is given, candidates should be directed to choose an individual theme from the listed topics within the brief. However, a subject format may be given and candidates asked to present their own theme.

In Outcome 2, a single full-plate colour illustration for a short story plus a black and white line illustration as an unboxed spot illustration would be suitable to demonstrate the required analysis of text matter. Candidates should be directed to read a text (minimum 1,000 words) carefully and identify the main features and sketch initial ideas. It is recommended that short observational notes should be made within sketchbooks to accompany drawings.

Higher National Unit specification: support notes (cont)

Unit title: Illustration

It is recommended that a 32 page children's picture book would provide a suitable challenge, as an additional project, and that the following could be produced: Sketched layouts for four consecutive spreads to show visual continuity, leading to the production of artwork for one double page spread, would meet the minimum requirement (a book plan or rough dummy of the book might also be included if desired). Another recommendation would be to illustrate an editorial as a short one or two day exercise to provide a time challenge.

In Outcome 3, candidates are required to produce finished illustrations that are derived from development work in Outcomes 1 and 2 in a format that is suitable for commercial use. It will be necessary to draw formats accurately and to scale. Careful use of scaling methods by candidates during visualisation should be stressed.

In Outcome 4, where candidates are required to justify the illustrative approach, it is recommended that small discussion groups of around six should be organised and that each individual candidate should present their final illustrations, as they would to a professional client. The tutor would act as the commissioning client although other candidates should be encouraged to contribute to the discussion. Candidates, however, may also present work in a one-to-one situation with a tutor or in larger group discussion. Strengths and weaknesses should be identified and candidates should be encouraged to suggest alternative approaches, as a positive reaction to criticism. Participation should involve each candidate in a minimum of ten minutes' discussion recorded by means of a checklist.

Guidance on the delivery and assessment of this Unit

This Unit is likely to be delivered as part of a Group Award, which is primarily designed to provide candidates with knowledge and ability within a Visual Communications illustration specialism. It may, however, be included as an option within design courses in general and is suitable for candidates who have creative media handling and drawing skills, and who demonstrate an understanding of the creative process. Candidates may have limited experience of experimenting with different media and it is anticipated that candidates would have the opportunity to develop media handling skills prior to, or concurrent with, the delivery of this Unit.

Tutor preparation of computer file templates, photocopies or acetate overlays of the finished design formats or layouts would enable the candidates, who may have very limited typographic or design ability, to display their work in context. This is a preferred, but not essential, requirement.

In Outcomes 1 and 2 students should be encouraged to use their critical faculties, in selecting sketchbook ideas with the potential for further development, and in developing these ideas to create finished illustrations for Outcome 3.

All assessment should be conducted in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

Higher National Unit specification: support notes (cont)

Unit title: Illustration

Opportunities for developing Core Skills

Candidates will analyse requirements and seek solutions involving a range of practical issues as they apply theoretical knowledge and understanding to a complex design task involving commercial formats and applications. Analysis of the thematic concept which is to be communicated will require examination and consideration of a range of issues and a definition of specific objectives. Identifying and considering all aspects of a concept and narrative and analysing the relative significance of each before selecting and justifying an appropriate medium and creative approach will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level.

Formative opportunities to develop skills in the interpretation and presentation of illustrations will encourage skills development. Analysing and evaluating the potential impact of work produced will be a significant aspect of underpinning knowledge and understanding, and candidates could be made aware of appropriate evaluative methods by which to measure achievement and justify illustrative approaches for Outcome 4. Candidates may also benefit from individual discussions with the assessor to reinforce the analytical evaluation of all aspects of the practical process.

Open learning

This Unit could be delivered by open learning. However it would require planning by the centre to ensure 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. New authentication tools may have to be devised for assessment and re-assessment purposes.

For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* (A1030).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

Unit title: Illustration

This Unit is designed to enable you to develop your drawing, design and media skills to suit commercial illustration applications. Practical assignments will be devised by your tutor/s, relating to commercial fields such as publishing, advertising, broadcasting or any area where illustration is commissioned. You will be encouraged to interpret given briefs and express your creative thinking by producing sketchbook ideas, drawings and colour developments through to the production of finished illustrations. Regular contact should be maintained with your tutor as you make progress through each assignment. You will be able to gain advice and direction regarding the suitability of your ideas and the practical, artistic considerations relating to the production of illustrations.

This is a 2 HN credit Unit. This means that you will be required to produce a substantial volume of work, allowing you to explore the Outcomes in depth.

In Outcome 1 you will be asked to research a theme, which has been agreed upon with your tutor. This will involve you in initial research, which will allow you to gain an understanding of the subject area and help you to identify significant features for creative investigation. You should explore the creative possibilities by generating sketchbook ideas and preliminary visuals. Investigate the theme by exploring elements of form, pattern, colour, detail and texture. Aim to be creative and individual; using sourced image references to stimulate your ideas through artistic interpretation. Avoid direct replication of licensed photographs or artistic works, as this would infringe on copyright within a commercial situation.

In Outcome 2 you will be directed to read extracts from publications with a view to identifying and illustrating significant features within the text. Interpretation of content will be necessary: ie the relationships between characters, the importance of symbolic feature, and awareness of time, place and events. Having analysed the text you should then proceed to generate sketchbook ideas and preliminary visuals, with a view to creating illustrations, which enhance the text. Aim to draw the reader into the story or article that you are illustrating. You should consider how, in your illustrative approach, you might best help the reader identify with the nature of the text and the style of writing. Depending on the nature of the text this might require strong expressive or dynamic impact, the creation of appropriate mood, sensitive or detailed rendering, imaginative composition, or a balance of several of these factors.

In Outcome 3 you are required to produce finished illustrations that are suitable for commercial use based on your preliminary work outlined in Outcomes 1 and 2. The presentation requirements will be contained within your project brief and will be undertaken as a continuation of each illustration assignment. It will be necessary to draw layouts accurately and to scale, therefore, careful planning in the early stages for both Outcomes 1 and 2 is essential, so that the composition of visual elements within each illustration correctly relates to the final design format/s that have been stipulated within your project brief.

In Outcome 4, you are required to justify the illustrative approach. Your tutor will organise this discussion and in doing so will assume the role of the commissioning client. You should explain the suitability of your work in relation to client needs and the target audience. Strengths and weaknesses in relation to content, style, mood and context should be identified and you will be encouraged to suggest alternative approaches, as a positive response to criticism.