

Higher National Unit Specification

General information for centres

Unit title: Art and Design: Cultural Identity

Unit code: DX03 34

Unit purpose: This Unit is designed to enable candidates to examine the relationship between culture and the creation of images/artefacts. Candidates will develop an awareness of the diverse range of cultures, the factors that shape them and how they can be promoted through design.

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

- 1 Research and explore a given cultural topic.
- 2 Analyse the principal factors of a given cultural topic in relation to the design brief.
- 3 Apply key cultural elements within the context a given brief.

Credit points and level: 1 HN 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 Access 1 to Doctorates.*

Recommended prior knowledge and skills: It would be beneficial if candidates had good research and communication skills. These may be demonstrated by possession of Higher Art and/or Product Design, a design based NQ or equivalent.

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.

Assessment: This Unit could be assessed by a single instrument of assessment. It would also be possible to break the assessment down into three separate assessments that assess each Outcome separately. Evidence Requirements for a holistic approach to the assessment of this Unit would require:

Visual presentation and annotations within a sketchbook or equivalent with written evidence of no fewer than 1,000 words. The evidence would document the initial research activity, analysis of key factors and illustrate the related design solution of a given topic.

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

Research and explore a given cultural topic

Knowledge and/or skills

- ◆ Cultural topic
- ◆ Cultural identity
- ◆ Research
- ◆ Presentation

Evidence Requirements

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

- ◆ research a given cultural topic
- ◆ identify key factors
- ◆ compile and communicate the research

Evidence must take the form of annotated visuals, compiled in a sketchbook, or equivalent, supported by written evidence of no less than 500 words.

Evidence Requirement for a holistic approach to the assessment of this Unit would require:

Annotated visuals presented within a sketchbook, or equivalent with written evidence of no fewer than 1,000 words. The evidence would document the initial research activity, analysis of key factors and illustrate the related design solution of a given topic.

Assessment guidelines

Evidence may be presented in a variety of formats, eg a report with accompanying images and/or an oral presentation supported by visual boards and/or by digital means. Research should be undertaken using a variety of sources.

The assessment for this Outcome may be combined with Outcomes 2 and 3 as part of a single assessment for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Cultural Identity

Outcome 2

Analyse the principal factors of a given cultural topic in relation to the design brief

Knowledge and/or skills

- ◆ Key cultural factors
- ◆ Design elements

Evidence Requirements

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

- ◆ interpret a design brief
- ◆ identify and interpret the key cultural elements of the brief
- ◆ evaluate the key elements

Evidence must take the form of visuals supported by written evidence of no less than 500 words, or an oral presentation of no less than 5 minutes.

Assessment guidelines

Material for this Outcome may be extracted from evidence collected for Outcome 1. Candidates could give the presentation to the class group using annotated images, drawings and photographs assembled as paste-up image boards or as projected digital images.

The assessment for this Outcome can be combined with Outcomes 1 and 3 as part of a single assessment for the Unit.

Outcome 3

Apply key cultural elements within the context a given brief

Knowledge and/or skills

- ◆ Application of research material
- ◆ Design development
- ◆ Evaluate solution

Evidence Requirements

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

- ◆ produce and evaluate a solution to a given brief

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Cultural Identity

Evidence must be presented in a form appropriate to general subject area. This will take the form of an oral or stand-alone presentation using image boards (minimum of 2 x A3 boards) and/or three dimensional evidence supported by a sketchbook or equivalent. Presentation must include reference to research and development material generated for Outcomes 1 and 2.

Assessment guidelines

Candidates should show evidence of evaluative judgement in assessing proposed solutions against key design elements and cultural factors, identified in Outcomes 1 and 2.

The assessment for this Outcome may be combined with Outcomes 1 and 2 as part of a single assessment for the Unit.

Administrative Information

Unit code: DX03 34

Unit title: Art and Design: Cultural Identity

Superclass category: JA

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History of Changes:

Version	Description of change	Date

Source: SQA

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Higher National Unit specification: support notes

Unit title: Art and Design: Cultural Identity

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 introduce candidates to the concept of identity which has evolved through cultural forces. It encourages candidates to explore the diversity of the given subject area and the factors and forces which shape it. It also shows how this diversity can be expressed and promoted through art and design.

The scope of the given topic within the Outcomes may be interpreted for a broad cultural milieu or a more focused topic. It may be used to provide the understanding of a particular cultural or social group.

Cultural identity may be interpreted in the broadest way from national, racial, sociological, religious, contemporary or historic identity. It may be helpful to review a cultural area which is familiar to the candidate group.

Candidates could be encouraged to look at factors which influence the way they see themselves eg factors which make up their own identity: social life, clothing, music, sub-cultural politics and the personalities and culture that influence their own personal aspirations. These could include role models from sport or the media.

Outcome 1

Candidates are required to research and examine a given cultural topic. This topic can be taken from a broad cultural range which can include, for example, religious, national, popular, street or corporate culture. Research material should be taken from a diverse range of sources to enable candidates to identify the factors and forces which shape this particular topic.

Outcome 2

Candidates are required to establish a design criteria by interpreting key cultural elements identified from Outcome 1 that are relevant to the requirement a given design brief.

Outcome 3

Candidates are required to produce and evaluate a solution to a given brief.

This should demonstrate a systematic methodology in the production and evaluation of the design solution.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Cultural Identity

Guidance on the delivery and assessment of this Unit

Outcomes can be delivered and assessed as stages in a single project covering the entire Unit. Delivery and assessment of each Outcome can take the form of presentations, seminars, group/individual critique and peer review.

The candidate output from this Unit may be integrated with other Units and assessed holistically. A matrix for integrative assessment should be produced.

Opportunities for developing Core Skills

As they identify, produce and evaluate solutions to a given brief candidates have opportunities to enhance Problem Solving skills. They have to examine, interpret and apply key cultural elements relevant to the requirements of the design brief. By reviewing a range of theoretical and practical problems and issues they should establish design criteria and work towards specific objectives and solutions. Taking account of all relevant issues, including available resources, and analysing the relative significance of each before identifying and justifying an appropriate design approach should provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the potential impact of proposed strategies will be a critical aspect of underpinning knowledge and understanding, and candidates should identify appropriate evaluative methods to measure achievement. Evaluation of all aspects of proposed design solutions and their potential and actual impact would be on-going, with assessor guidance as appropriate.

Candidates should be supported in the development of an effective research strategy for accessing and evaluating current complex information on a given cultural topic from a diverse range of sources, including web sites. The need to have efficient systems for evaluating, selecting and recording research materials for ease of reference should be emphasised.

Although skills in written and oral communication are not formally assessed candidates should be expected to express essential ideas and information accurately, effectively and to professional standards. Candidates should be advised to ensure that they collate and organise materials effectively for presentation and checklists for self assessment may be helpful. Oral presentations should demonstrate effective verbal and non-verbal communication techniques, and could include confident responses to detailed questions.

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning (SQA, February 2001— publication code A1030)*

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Cultural Identity

Candidates with disabilities and/or additional support needs

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: Art and Design: Cultural Identity

This Unit is designed to enable you to develop an awareness of the diverse range of cultural factors which influence art and design

You will be required to research a given topic, for example, a religion, a nationality or a contemporary social group. This research will enable you to identify the key factors that influence the identity of this particular group. You will then present this research in an organised manner.

Related to this research you will be given a brief which will require you to identify and evaluate key cultural factors that are relevant to the requirements of the brief. Your research will give you a starting point for developing your own ideas for solving the design problem you have been set.

You will then develop ideas by sketching and/or making maquettes. As your ideas take shape you must consider whether they solve the problem set for you and also consider whether they are appropriate and sensitive to the context of the cultural topic.

You will produce and evaluate a final piece of work and may be asked to make an oral presentation.