

## Higher National Unit Specification

### General information for centres

**Unit title:** Graphic Design: Three Dimensional Project

**Unit code:** DX3A 35

**Unit purpose:** This Unit is designed to develop the candidate's ability to initiate and interpret a brief for a three-dimensional graphic design project and to develop, produce and critically evaluate creative and complex three-dimensional graphic design solutions. Throughout the Unit the candidate is expected to develop and demonstrate autonomy. This Unit is suitable for candidates with previous experience of three-dimensional graphic design who wish to further develop their skills.

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

- 1 Prepare a three-dimensional graphic design brief.
- 2 Research, develop and produce creative and complex design concepts for a three-dimensional graphic design brief.
- 3 Produce, present and evaluate finished creative and complex design solutions for a three-dimensional graphic design brief.

**Credit points and level:** 1 HN 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 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 experience in design-based problem solving and design-based IT skills. This may be evidenced by possession of relevant HN Units such as DV97 34 Graphic Design: Three Dimensional, and/or prior work experience.

**Core Skills:** There are opportunities to develop the Core Skills of Communication and Information Technology 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:** For Outcome 1, candidates must produce a brief and schedule of work. Outcome 1 must be achieved before progressing to Outcomes 2 and 3.

It is recommended that the assessment of Outcomes 2 and 3 is in the form of a three-dimensional graphic design project working from the brief defined in Outcome 1.

## **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**

Prepare a three-dimensional graphic

#### **Knowledge and/or skills**

- ◆ Key requirements
- ◆ Time management
- ◆ Presentation

#### **Evidence Requirements**

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

- ◆ identify client/s
- ◆ identify the target audience
- ◆ identify competitors and analyse the market
- ◆ identify two and three-dimensional design elements
- ◆ establish the context
- ◆ identify appropriate commercial production processes and methods
- ◆ schedule research, development and final production
- ◆ produce a professionally presented brief

#### **Assessment guidelines**

Assessment of this Outcome will take the form of the submission of a brief for a three-dimensional graphic design project which has been negotiated with the tutor. The design brief should consist of a minimum of three items.

All stages of production from research, initial concepts, development, three-dimensional mock-ups and final visuals should be included in a schedule of work.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Graphic Design: Three Dimensional Project

### **Outcome 2**

Research. Develop and produce creative and complex design concepts for a three-dimensional graphic design brief

#### **Knowledge and/or skills**

- ◆ Sources of research
- ◆ Implementation of research
- ◆ Development of three-dimensional design concepts
- ◆ Construction materials/methods
- ◆ Production materials/methods
- ◆ Final design concepts
- ◆ Critical analysis and reflection

#### **Evidence Requirements**

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

- ◆ source and utilise relevant research
- ◆ produce substantial and varied initial solutions
- ◆ select the most appropriate solutions for development
- ◆ develop creative and complex three-dimensional designs
- ◆ select and effectively apply appropriate production materials and methods
- ◆ deliver critical analysis and reflection on their design solutions
- ◆ demonstrate effective time management in the completion of tasks

The assessment of this Outcome should be through practical assignments working from the design brief prepared in Outcome 1 of this Unit.

#### **Assessment guidelines**

Candidates should produce and present research materials, thumbnails, roughs and three-dimensional mock-ups using appropriate production methods. Critical analysis and reflection could be assessed through observation, question and answer or written/annotated response.

### **Outcome 3**

Produce, present and evaluate finished creative and complex design solutions for a three-dimensional graphic design brief

#### **Knowledge and/or skills**

- ◆ Production and construction
- ◆ Evaluation
- ◆ Presentation

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Graphic Design: Three Dimensional Project

### **Evidence Requirements**

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

- ◆ produce and construct professionally finished three-dimensional design solutions
- ◆ evaluate three-dimensional graphic design solutions in relation to their creativity, complexity, construction, aesthetics and context and purpose of the brief
- ◆ professionally present finished three-dimensional graphic design solutions

Evaluation and professional presentation could be assessed through an oral presentation of 5 minutes; alternatively this could be done through a written report (minimum 500 words) that includes visual references to the final solutions, or other appropriate format.

### **Assessment guidelines**

The assessment of this Outcome should be through practical assignments working from a design brief/s negotiated in Outcome 1 and design concepts produced in Outcome 2 of this Unit.

Candidates should produce finished three-dimensional design solutions using appropriate construction and production materials and methods for each design element in the brief.

## Administrative Information

**Unit code:** DX3A 35

**Unit title:** Graphic Design: Three Dimensional Project

**Superclass category:** JC

**Original date of publication:** August 2006

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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:** Graphic Design: Three Dimensional 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**

The Unit is intended to develop candidates visual and evaluation skills in three-dimensional graphic design.

Candidates will prepare and complete a creative and complex three-dimensional graphic design brief within their chosen area/s under tutor guidance. The brief/s could be 'live', 'competition' or 'fictitious'.

**Outcome 1** is the preparation of a three-dimensional graphic design brief/s. Tutors should ensure that briefs offer appropriate complexity and scope for creativity. For example, candidates could produce designs for a product range. This could include designs for three bottles and their labels; a set of three different sized boxes and/or bags; three items of signage and/or point of sale and/or exhibition graphics; or a combination of these.

**Outcomes 2–3** require candidates to research, produce and develop design concepts, three-dimensional mock-ups and produce finished three-dimensional graphic design solutions. Three-dimensional design concepts should be analysed and evaluated throughout the development process. Final three-dimensional design solutions should be evaluated and professionally presented through an illustrated oral presentation, an illustrated written report or other appropriate format.

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

Whilst this Unit is an optional unit in the HND Visual Communication group award, opportunities may be taken to link with other aspects of the course and a thematic approach adopted for both delivery and assessment. The Unit is primarily designed to provide candidates with substantial technical, creative and evaluative knowledge and skills related to a specific occupational area.

Assessment of Outcome 1 would be undertaken at the outset of delivery of the unit. Assessment is by the preparation of a three-dimensional graphic design brief and schedule of work.

Assessment of Outcomes 2–3 will be by one instrument of assessment in the form of a three-dimensional graphic design project produced by the candidate.

Throughout the creative process candidates should regularly undertake personal objective critical analysis and reflection. This could take the form of monitored peer group critiques or by the annotation of developmental work. On completion of the creative process candidates should either provide a reflective critique/presentation, or present an illustrated, written reflective critique of their final three-dimensional design solutions.

Practical work could be supplemented by guest speakers/practitioners and visits to exhibition/display design studios and packaging designers/manufacturers.

## **Higher National Unit specification: support notes (cont)**

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

Candidates will be required as they undertake the Unit to analyse design concepts in depth and seek various types of solutions in a range of theoretical and practical situations. Checklists to support analytical evaluation of complex information accessed could be provided and might include criteria to ensure a check on the suitability for purpose and the needs of the proposed users. In planning designs to meet the practical requirements of clients, such variables as available resources and appropriate media will need to be identified and the significance of each analysed before a design approaches are selected. Developing the initial design ideas should further provide opportunities for enhancing problem solving skills to an advanced level. Evaluation which examines all stages of proposed solutions and their potential and actual impact will be on-going.

Candidates will need to produce and present materials to a standard which would be acceptable in industry and appropriate for a professional audience. This should include the use of technology to support research and oral presentation. Candidates should have opportunities to develop a sophisticated level of oral communication skills in questioning, giving information and responding to others in the most appropriate way.

The need to develop efficient systems of recording, coding and storing outline information for ease of reference should be emphasised. Candidates could develop skills in computerised record keeping and be made aware of the importance of saving materials and performing back ups.

Although skills in written communication are not formally assessed, candidates should be expected to express essential ideas, information accurately and coherently, to use a formal structure and format. Use of software to check language, spelling, punctuation and syntax for accuracy is good practice.

### **Open learning**

This Unit would be suited to open, distance and online learning if it was conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work. 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](http://www.sqa.org.uk)**.

### **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](http://www.sqa.org.uk)**.

## **General information for candidates**

### **Unit title:** Graphic Design: Three Dimensional Project

This Unit is designed to develop your creative, technical and evaluation skills in three-dimensional graphic design such as packaging, point of sale, exhibition/display design. It is intended to allow you to prepare and follow a brief, develop and apply your creative skills in the production of three-dimensional designs. Throughout the design process you will develop and apply your skills of critical analysis and reflection.

For Outcome 1 you will produce a brief and work schedule negotiated with your tutor.

For Outcomes 2 – 3 you will work from a design brief devised in Outcome 1. Using a range of research techniques you will collect appropriate visual reference material, visual source material and information on construction/production materials/methods.

You will work through the design process for all the design requirements in your brief. Your client visuals must be professionally presented. Throughout the design and development process you are required to critically appraise and reflect upon your work. You will evaluate and present your final three-dimensional design solutions.