

Higher National Unit Specification

General information for centres

Unit title: Client Initiated Design Project

Unit code: DX3G 35

Unit purpose: This Unit is designed to provide candidates with an opportunity to plan, undertake and present a creative response to a design brief initiated by a client.

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

- 1 Plan a client initiated design project.
- 2 Undertake a client initiated design project.
- 3 Present a creative response to the client.

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.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving, Numeracy, Information Technology, Communication and Working with Others 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: The assessment for this Unit will be product based in the form of:

- ◆ Written evidence for Outcome 1 that requires the Candidate to produce a project schedule and a logbook/sheet recording all meetings/consultations with a client and decisions made.
- ◆ Project based design solution for Outcomes 2 that requires the Candidate to produce research and developments for the client initiated design project.
- ◆ Project based design solution and written/verbal evidence for Outcome 3 that requires the Candidate to present final design solutions to a client and evaluate their performance through a 250 word report.

General information for centres (cont)

An exemplar instrument of assessment and marking guidelines has been produced to show the national standard of achievement at HN SCQF level 8.

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

Plan a client initiated design project

Knowledge and/or skills

- ◆ Client consultation
- ◆ Identification of client objectives
- ◆ Project schedule

Evidence Requirements

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

- ◆ plan a project in consultation with a client
- ◆ identify the aims and content of a project set by a client
- ◆ communicate effectively with a client
- ◆ set achievable goals /project schedule

Candidates must produce accurate written evidence of meetings/consultations with a client in the form of a logbook/sheet that records decisions made and amended and a project schedule. There should be a minimum of one meeting/consultation with the client.

Assessment guidelines

The client should be selected in consultation with the class tutor.

Outcome 2

Undertake a client initiated design project

Knowledge and/or skills

- ◆ Interpretation of brief
- ◆ Research methods
- ◆ Creative concepts, thumbnails, roughs, visuals
- ◆ Client presentation

Higher National Unit specification: statement of standards (cont)

Unit title: Client Initiated Design Project

- ◆ Problem-solving
- ◆ Time management

Evidence Requirements

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

- ◆ interpret the requirements of a client initiated brief
- ◆ produce relevant research for a client initiated design project
- ◆ produce and present first stage visuals to a client
- ◆ manage their time effectively

Candidates should produce a minimum of 2 x A3 moodboards/worksheets or equivalent for research and 4 x A3 worksheets or equivalent of thumbnails and developments before presenting first stage visuals. Effective time management should be evidenced by keeping to the project schedule presented for Outcome 1. There should be a minimum of one meeting/consultation with the client.

Assessment guidelines

Moodboards/worksheets/sketchbooks should demonstrate relevant and valid research. Thumbnails and developments should show investigation of a variety of solutions. The visuals should demonstrate a clear understanding of the brief and its requirements and should be produced using the most relevant production methods depending on the content of the brief. The visuals should be to a professional standard for presentation to a client.

Outcome 3

Present a creative response to the client

Knowledge and/or skills

- ◆ The design process
- ◆ Client presentation
- ◆ Time management
- ◆ Project evaluation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can with reference to the client initiated design project:

- ◆ develop final visuals
- ◆ prepare final visuals
- ◆ present final visuals
- ◆ evaluate the quality of the solution to the brief

Higher National Unit specification: statement of standards (cont)

Unit title: Client Initiated Design Project

The assessment for this outcome should take the form of a presentation of the final visuals for the client initiated design project.

The evaluation should be written or oral, and be a minimum of 250 words or equivalent.

Assessment guidelines

Candidates should produce final design solutions to the specification of the client by using hardware and software appropriate to the content of the brief. The evaluation should be produced following the final presentation and should evaluate their personal performance throughout the project, including interpretation of the brief/client requirements, design process, standard of final presentation, achievement of client requirements, communication with client and time management.

Administrative Information

Unit code: DX3G 35

Unit title: Client Initiated Design Project

Superclass category: JC

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Client Initiated Design 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 designed to introduce the candidate to working with a client, interpreting their requirements through analysing the brief and meeting/consulting with the client, producing and presenting a design solution to the client's requirements, adhering to a time schedule and evaluating their execution of the project. Candidates should be encouraged to adopt realistic workplace practices and to use industry standard hardware and software programmes as appropriate to the content of the brief.

The client could be selected by the candidate or by the class tutor, and the project could be:

- ◆ A brief presented by a Designer/ Design Company

This could include a real project already completed by the design company, a current project or a brief created particularly for the candidate. It could come from one or many companies.

- ◆ An external client that offers a project as a competition

This could include a real brief offered to a whole class group/s as a competition.

- ◆ The tutor

This could include previous competition briefs or real projects.

It is recommended that the tutor act as client only if an external client cannot be found. As the main aim of the Unit is for the candidate to work with and communicate with a real client, national competitions would not be suitable for this Unit.

Guidance on the delivery and assessment of this Unit

The most appropriate approach to delivery would see the candidate producing a design project for a Designer/Design Company where the communication and feedback would be appropriate to current design practices, or an external client who has a requirement for a live project to be used in industry. The candidate must be able to meet with or consult with their client, and this should be done face to face, through video/web conferencing or the telephone. If the tutor is acting as client, provision must be made to allow the candidate to consult with the tutor in the same way as they would an external client.

The assessment for Outcome 1 should consist of a logbook/sheet containing an accurate record of initial meetings/consultations with client and identifying the aims of the project. The tutor could produce a pro-forma logbook to assist the candidate with the recording of relevant information.

Higher National Unit specification: support notes (cont)

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The assessment for Outcome 2 should consist of a minimum of 2 x A3 moodboards/worksheets or equivalent for research and 4 x A3 worksheets or equivalent of thumbnails and developments. These must demonstrate an understanding of the client's requirements. The first stage visuals should be professionally presented and produced using appropriate hardware and software. Candidates' ability to manage their time effectively should be assessed by how well they have kept to the project schedule prepared in Outcome 1.

The assessment for Outcome 3 should consist of final product evidence, and a personal evaluation of the candidate's own performance and the quality of the solution to the brief. Candidates should demonstrate that they responded to feedback from the client after presenting first stage visuals within the evaluation report, and that they adhered to the project schedule. The evaluation should be a minimum of 250 words, and the tutor could provide a pro-forma to assist the candidate with the recording of relevant information. The final product evidence should be professionally presented and produced using relevant hardware and software.

Practical work could be supplemented by industrial visits to design studios, commercial printers, and guest speakers/practitioners.

Opportunities for developing Core Skills

Candidates will be expected as they undertake the Unit to analyse and seek solutions to a range of theoretical and practical problems or issues relevant to a client initiated design project. Formative work in which they identify and consider all components of the given project, including available resources, and analyse the significance of each in order to identify an appropriate strategic approach will provide opportunities to develop problem solving skills to an advanced level. 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 work towards a standard which would be acceptable in industry. Resources available should include appropriate software packages to support the effective and accurate presentation of information. Formative opportunities to create designs, compositions or models from different types of data with appropriate models of presentation styles may be particularly useful. Candidates need to be aware of how to select and import relevant data in order to most effectively present information in numerical and graphical form to meet a given specification. Support in the interpretation and application of graphical concepts and in conducting any required sustained complex calculations should be available to if needed. Although skills in written communication are not formally assessed candidates should express essential ideas and information accurately and concisely, using accurate spelling and language structures.

If group working is an aspect of the client initiated design project, there are opportunities to foster co-operative working skills, as candidates:

- ◆ analyse the task and identify the elements comprising the task
- ◆ negotiate the nature and scope of goals, roles and responsibilities taking account of all resources including strengths and weaknesses of individuals
- ◆ negotiate rules for effective management of the group
- ◆ use working methods consistent with available resources
- ◆ demonstrate and explain to others

Higher National Unit specification: support notes (cont)

Unit title: Client Initiated Design Project

- ◆ fulfil their own roles and responsibilities
- ◆ review and evaluate own contribution with justification, supporting conclusions with evidence

Open learning

This Unit would be suited to open and distance 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.

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: Client Initiated Design Project

This Unit is designed to provide you with an opportunity to plan, undertake and present a creative response to a design brief initiated by a client. You will work with a client, interpret their requirements through analysing the brief and meeting or consulting with them. You will produce and present a design solution, adhere to a time schedule and evaluate your execution of the project. You will be encouraged to adopt realistic workplace practices and to use industry standard hardware and software programmes as appropriate to the content of the brief.

The client may be external, internal or be your class tutor. During the project you will meet with or consult with your client face to face, through video/web conferencing or the telephone.

For Outcome 1 you will produce a logbook/sheet containing an accurate record of initial meetings/consultations with your client which identify the aims of the project, and produce a project schedule.

For Outcome 2 you will produce developmental work that will demonstrate an understanding of the client's requirements. These first stage visuals must be professionally presented and produced. You will manage your time effectively and will be assessed on your ability to keep to the project schedule prepared for Outcome 1.

For Outcome 3 you will produce final design solutions and a personal evaluation of your own performance. You must demonstrate that you responded to feedback from the client after presenting first stage visuals within the evaluation report, and that you adhered to the project schedule. You will produce the final design solution and present it to a professional standard. The evaluation will consider your own personal performance throughout the project, including interpretation of the brief/client requirements, design process, standard of final presentation, achievement of client requirements, communication with client and time management.