

## Higher National Unit Specification

### General information for centres

**Unit title:** Graphic Production for Print: Advanced

**Unit code:** DX5L 36

**Unit purpose:** This Unit is designed to extend candidates' knowledge and skills in preparing digital artwork for commercial printing and in selecting and specifying appropriate substrates. It also develops the candidates' capabilities in utilising special print finishing techniques as well as their ability to recognise faults often found in printed material.

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

- 1 Identify substrates, finishing techniques and special processes used in commercial printing.
- 2 Select and correctly specify appropriate substrates and print finishing processes for a given brief/s.
- 3 Demonstrate accurate preparation of digital artwork files for a pre-press process.
- 4 Produce a simulation of a completed design project and present it to a client.
- 5 Describe post-press faults common to finished printed material.

**Credit points and level:** 2 HN Credits at SCQF level 9: (16 SCQF credit points at SCQF level 9\*).

*\*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 previous knowledge of commercial printing processes, design for multimedia and the production of relevant digital artwork.

Since candidates will be required to follow the design process in the practical aspects of this unit, it would also be helpful if they had relevant graphic design and related IT skills. This may be evidenced by the possession of the following HN Units: DV63 34 Graphic Production for Commercial Printing or DX30 35 Design Production.

**Core Skills:** There are opportunities to develop the Core Skill of Information Technology at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

## **General information for centres (cont)**

**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 will be assessed by means of:

- ◆ an oral or written response to short questions
- ◆ practical, assignment-based assessments

## **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**

Identify substrates, finishing techniques and special processes used in commercial printing

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

- ◆ Papers, boards, plastics, fabrics
- ◆ Standard finishing techniques
- ◆ Special treatments

#### **Evidence Requirements**

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

- ◆ identify substrates suitable for a commercial printing process (minimum of five)
- ◆ identify standard and special finishing techniques (minimum of five of each)

#### **Assessment guidelines**

Candidates should describe a minimum of five substrates suitable for commercial printing, they should also identify a minimum of five standard and five special finishing techniques, examples of which should be supplied by the assessor. Here, candidates will be required to specify, orally or in written form, the method used for each. The assessment for this Outcome can be combined with Outcome 5.

Assessment could take the form of written or oral responses to a short response question paper.

### **Outcome 2**

Select and correctly specify appropriate substrates and print finishing processes for a given brief/s

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

- ◆ Constraints of brief
- ◆ Printing processes
- ◆ Substrates
- ◆ Folding plans

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

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- ◆ Binding techniques
- ◆ Special treatments
- ◆ Technical details

### Evidence Requirements

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

- ◆ consider the limitations in terms of colour, size and any other factors defined
- ◆ produce a design concept
- ◆ identify and select an appropriate printing process for production
- ◆ identify, select and correctly specify appropriate substrates
- ◆ identify, select and specify the use of special treatments
- ◆ prepare and supply accurate specifications for finishing techniques

Candidates should specify one or more substrates and at least two special treatments and/or standard finishing techniques as part of their design.

### Assessment guidelines

Assessment of this Outcome is by undertaking a supervised, practical project to a given brief/s and should be integrated with Outcomes 3 and 4. All aspects of production must conform to industry standards and practice.

## Outcome 3

Demonstrate accurate preparation of digital artwork files for a pre-pass process

### Knowledge and/or skills

- ◆ Software and hardware for pre-press production
- ◆ Colour modes
- ◆ Scanning specifications
- ◆ Bleeds, crops and guides
- ◆ Managing file storage
- ◆ Composite proofs
- ◆ Correction techniques

### Evidence Requirements

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

- ◆ select and utilise appropriate hardware and software to produce and manage accurate digital artwork files suitable for pre-press production
- ◆ select and specify appropriate colour modes
- ◆ select and utilise appropriate scanning specifications for continuous tone material

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

### **Unit title:** Graphic Production for Print: Advanced

- ◆ creating bleeds, crops and guides appropriate to print finishing requirements
- ◆ Produce a series of proofs for quality control purposes, identifying and rectifying any errors

#### **Assessment guidelines**

Assessment of this Outcome is by undertaking a supervised, practical project to a given brief/s and should be integrated with Outcomes 2 and 4. All aspects of production must conform to industry standards and practice.

### **Outcome 4**

Produce a simulation of a completed design project and present it to a client

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

- ◆ Output devices
- ◆ Techniques to simulate a completed design
- ◆ Manual skills
- ◆ Output errors
- ◆ Presentation techniques

#### **Evidence Requirements**

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

- ◆ select and utilise suitable output devices
- ◆ utilise appropriate techniques to produce client visuals that accurately simulates the finished printed project and present it to a professional standard
- ◆ display competence in appropriate manual skills
- ◆ identify and rectify output errors
- ◆ employ appropriate presentation techniques

#### **Assessment guidelines**

Assessment of this Outcome is by a supervised practical project and should be integrated with Outcomes 2 and 3. All aspects of production must conform to industry standards. Presentation techniques should be of a professional standard and involve candidates in justifying the rationale behind their design concepts to a client/class tutor.

### **Outcome 5**

Describe post-press faults common to finished printed material

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

**Unit title:** Graphic Production for Print: Advanced

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

- ◆ Misregistration
- ◆ Dot gain
- ◆ Setoff
- ◆ Hickies
- ◆ Moiré
- ◆ Picking
- ◆ Cracking
- ◆ Show-through
- ◆ Skewing
- ◆ Spreading
- ◆ Catch-up
- ◆ Colour variation

### **Evidence Requirements**

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

- ◆ identify and provide accurate, technical explanations for a minimum of eight common faults sometimes found in printed material

### **Assessment guidelines**

Candidates will be required to complete a short response question paper that requires them to accurately identify a minimum of eight faults that can occur in printed material. The assessment of this Outcome may be combined with Outcome 1.

## Administrative Information

**Unit code:** DX5L 36

**Unit title:** Graphic Production for Print: Advanced

**Superclass category:** JB

**Original date of publication:** August 2006

**Version:** 01

### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Graphic Production for Print: Advanced

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 extend the candidates' knowledge, understanding and skills in the design and production of printed material. It also offers them the opportunity to broaden their experience, through tutor-led investigation, of the range of print finishing techniques, special treatments and substrates that can be used to enhance design work. It also develops their awareness of common technical faults that can be found in printed material and their capabilities in identifying them.

The Unit also offers an ideal opportunity for candidates to employ innovative techniques in the production of visual presentations, as well as developing their communication skills in presenting their concepts to clients.

In Outcome 1, candidates look at the variety of print finishing techniques — both standard and non-standard — that can be employed when designing for print. It also gives an opportunity for the tutor to introduce them to the wide range of substrates available on which material can be printed and to their suitability for specific requirements. Candidates should also learn how to choose and specify substrates for printing. As well as considering technical constraints, candidates could also be introduced to the economic factors related to production.

The teaching of this Outcome depends heavily on the tutor collecting and displaying a wide range of exemplar resource material.

Outcomes 2, 3 and 4 require the candidates to apply their knowledge of what they have learned in Outcome 1 to a practical design assignment. They should be supplied with a design brief/s that offers them the scope to investigate possibilities that will enable them to devise an innovative, unique design solution and exploit a range of finishing techniques and special treatments. The creation of accurate digital artwork should also be a prime, assessable, factor in the design and production process. The production of a client visual that simulates the finished product relies on the candidates' skills — innovative, technological and manual — to provide a convincing presentation.

Outcome 5 develops the candidates' skills in assessing finished print work for quality of production, introducing them to the faults that can occur in commercial printing. It is recommended that tutors source examples of defective printing but where this proves difficult there are suitable publications available that describe the most common problems.



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

**Unit title:** Graphic Production for Print: Advanced

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

This Unit is likely to form part of a group award that is primarily designed to provide candidates with technical or professional knowledge and skills related to graphic design and visual communication. It is considered that this unit would be delivered in the second year of the award and candidates who undertake it would have skills and prior knowledge of the technical process followed in order to produce digital artwork for print processes. It is also recommended that candidates have prior knowledge of commercial print processes and, where possible, relevant industrial visits are used to support the delivery of this unit.

It is suggested that assessment of the Unit be by two instruments, one project based and one exam based. With regard to the latter, there is an opportunity for the assessment of Outcomes 1 and 5 to be integrated using one single instrument.

Outcomes 2, 3 and 4 will take the form of a practical assignment for which the assessor will set a professional design brief. Candidates will be required to produce designs and corresponding digital artwork suitable for industrial pre-press production. Candidates are required to use the knowledge gained in Outcome 1 to devise a design concept that employs the use of both conventional, and at least two special print finishing techniques and/or special treatments. Emphasis must be placed on accuracy in every aspect of the project and a range of quality control techniques such as colour separation proof prints, should be employed by the candidates to ensure this.

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

Candidates should have many opportunities to develop sophisticated skills in the use of technology as they work towards a practical design to a specific brief.

Candidates need to produce and present materials to a standard which would be acceptable in industry as they acquire the technical skills to effectively undertake creative projects and prepare digital artwork files for industry standard pre-press production work. Formative opportunities to create materials and designs using models with appropriate use of a range of techniques and processes may be a useful way to maximise skills and the effectiveness and impact of materials created. Class group discussion and analysis of exemplar materials, with practical demonstrations of processes, preferably in an industry setting, could underpin unit delivery. The contribution of technology to accuracy, which is essential in every aspect of the project, could be emphasised. The utilisation of relevant software packages to realise a design solution and where research is carried out using the Internet, could also assist in the development of the candidates' skills in the use of technology.

Although Communication skills are not formally assessed, the candidates are required to develop their oral skills to a level whereby they are coherent in expressing, to a professional standard, a rationale for their design concepts. Emphasis on accurate typesetting also necessitates that the candidates become proficient in the use of spelling, punctuation and grammar.

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

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### **Open learning**

This Unit is not appropriate for Open Learning purposes as specialist equipment is required to generate the evidence necessary for the Outcomes. 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 Production for Print: Advanced

This Unit will provide you with knowledge of the main techniques used in print finishing as well as special treatments that can be used to enhance the appearance of printed artwork. It will also provide you with knowledge of the wide range of papers, boards and other substrates available to graphic designers that can be used to achieve effective design solutions. By undertaking this Unit you will have the opportunity to enhance your practical skills in the preparation of digital artwork and the production and presentation of client visuals.

Two of the Outcomes are assess substrates, print finishing, processes, special treatments and common faults that can be found in finished, printed material.

The other three Outcomes require you to undertake a practical project from a professional design brief/s supplied by your tutor. You will be required to produce a design concept, develop it to the stage of finished digital artwork and then produce and present it as a client visual.