Higher National Unit Specification

General information for centres

Unit title: Sign Design and Colour Application

Unit code: F03V 34

Unit purpose: This Unit is designed to develop the candidate's ability to specify colour schemes and design layouts for signage. It will help the candidate appreciate, understand and develop a process of sign design and colour application from design specification stage through to the production of a finished client presentation.

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

1   Collate a range of signage examples for client presentation.
2   Create colour schemes and design layouts appropriate to a supplied specification.
3   Analyse and offer solutions to colour and design defects.

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: Access is at the discretion of the centre; however, it is advisable that candidates should have an appreciation of a signmaking environment either through a craft level signmaking course or through relevant work experience.

Core Skills: There are opportunities to develop the Core Skill of IT at SCQF level 5 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 Unit could be assessed by one finished project and compilation of a signage portfolio.

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

Collate a range of signage examples for client presentation

Knowledge and skills

♦ Methods of research
♦ Presentation methods
♦ IT skills
♦ Digital photography skills
♦ Analysis and critical thinking
♦ Time management

Evidence Requirements

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

♦ select twelve sign design examples in paper copy or digital or electronic format
♦ label each example to reflect a theme and have a descriptive element and technical notes which include information on construction, composition and colour
♦ research, select, and collate samples
♦ present work in a manner which would be acceptable to a client
♦ demonstrate effective time management skills

Critical analysis and reflection should be assessed through consideration of the descriptive content.

Assessment guidelines

Candidates could be asked to produce a portfolio reflecting a particular theme or period. They could collect examples of signage which could be improved, and using their critical analysis skills could suggest improvements.

Higher National Unit specification: statement of standards (cont)

Unit title: Sign Design and Colour Application

Outcome 2

Create colour schemes and design layouts appropriate to a supplied specification

Knowledge and skills

- ♦ Client requirements and design specifications
- ♦ Signage materials for design
- ♦ Production methods
- ♦ Colour theory
- ♦ Colour scheming
- ♦ Sign layout composition
- ♦ Planning and organising

Evidence Requirements

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

- ♦ produce reference material relevant to the specification that should include a minimum of eight thumbnail sketches showing different design layout possibilities
- ♦ develop one thumbnail sketch to include detailed information on construction and production materials and methods
- ♦ produce and present a visual of an accurate scaled project with colour schemes for a specified theme in the supplied specification

Assessment guidelines

The assessment of this Outcome could be through a practical project. For example, this could involve the design and colour scheming of a commercial property and its frontage, including fascia, windows and display areas, to match the supplied specification. Candidates could plan and produce relevant thumbnail sketches, roughs and mood boards or similar concept to display their suggested solutions.

Outcome 3

Analyse and offer solutions to colour and design defects

Knowledge and skills

- ♦ Identification of design and colour defects and issues
- ♦ design and colour improvement: technical vocabulary
- ♦ Critical, analysis and reflection
- ♦ Time Management
- ♦ Presentation skills
- ♦ Communication

Higher National Unit specification: statement of standards (cont)

Unit title: Sign Design and Colour Application

Evidence Requirements

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

♦ identify design and colour problems within examples of existing signage and provide possible solutions
♦ list defects on existing signage
♦ propose two potential improvement solutions to the design
♦ provide three alternative colour schemes for the same examples
♦ deliver critical analysis and reflection on their own design solutions
♦ demonstrate effective time management in the completion of tasks
♦ present finished work

Critical analysis and reflection should be assessed through observation, question and answer.

Assessment guidelines

The assessment of this Outcome could be through giving candidates visual evidence of existing signage and an accompanying specification. The candidates could develop their solutions by providing thumbnails, graphics roughs and colour schemes and choosing from them a potential solution which would be fully developed and presented as an oral or written report accompanied by visuals.

Administrative Information

Unit code: F03V 34

Unit title: Sign Design and Colour Application

Superclass category: JB

Original date of publication: August 2006

Version: 02 (April 2007)

History of Changes:

Version	Description of change	Date
02	Outcome 3: Evidence Requirements — Present finished work moved from free standing sentence to bullet points.	27/04/07

Source: SQA

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Sign Design and Colour Application

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 provide candidates with an introduction to the application of sign design and colour.

Throughout the Unit the candidate will develop skills of critical analysis and personal reflection upon their own work and that of existing work evident in the surrounding locality, photographic exemplars or in sign trade periodicals. It is important that the critical analysis, by the candidate, is done in a constructive way, rather than through simple negativity or a destructive manner. In conjunction with this approach it is anticipated that where errors, poor design or poor colour aspects are identified the candidate is able to support their viewpoint with potential improvements. The writing of technical notes will require the need for a range of vocabulary that reflects some technical knowledge in the way that it is expressed.

Delivery of Outcomes 1 and 2 will develop the candidates experience in specifying suggested layouts and colour schemes whilst making them aware of the theoretical knowledge and design process skills upon on which this work should be based.

Throughout the Unit, candidate understanding should be developed so that they select appropriate colour schemes on the basis of acquired theoretical knowledge rather than on personal preference.

Colour Schemes could include:

♦   Monochrome
♦   Analogous
♦   Complementary
♦   Split complementary
♦   Achromatic

Colour terms could be commonly discussed as part of the class activity in order to extend their technical vocabulary eg Hue, Value, Chroma, Contrast, Tone, Saturation, Juxtaposition etc. An understanding of foreground, middleground and background themes would also be advantageous.

The design aspect will also require attention to understanding of terminology that gives a descriptive picture of layout in particular. Inclusion of the following topics would be beneficial:

♦   Format
♦   Optical Centre
♦   Thought Groups
♦   Text Prioritisation
♦   Negative Space
♦   Positive Space

Unit title: Sign Design and Colour Application

♦ Line Value
♦ Symmetry
♦ Rhythm
♦ Sensed Balance
♦ Eye Appeal
♦ Unity

Outcome 3, could take the form of paper copy or electronic digital images. The method of presentation of this portfolio could be chosen by the candidate with guidance from the tutor. The compilation of examples could be themed on a specific period or co-ordinate various periods such as traditional or contemporary, and based on information in the supplied specification.

Guidance on the delivery and assessment of this Unit

This Unit is a mandatory unit within the Higher National Certificate in Sign Design and Graphics Group Award. There may be opportunities to link with other aspects of the course for both delivery and assessment. Aspects of the design and colour scheming process will have an application in other units. The Unit is primarily designed to provide candidates with the technical, creative and analytical knowledge and skills related to the specific occupational area.

Lectures and tutor presentation of signage exemplars will assist the candidates in preparation for assessment. Group discussions, practise assignments and the creation of physical samples will also assist candidates in their approach, to putting together a presentation suitable for the assessment.

Following the candidate's research, selection and collation of the portfolio examples they will need to decide on a method of presentation. If digital format is preferred a PowerPoint or Slideshow format would be appropriate as it provides a simple means of labelling or adding a commentary. A paper copy format could take the form of a scrapbook or photo album with the labelling added as captions alongside photographic examples.

There will be an element of time management for the candidate to consider as this portfolio is only one aspect of the assessed work.

Opportunities for developing Core Skills

Throughout the Unit candidates will have opportunities to develop their Problem Solving skills.

In Outcome 1, they could use IT to develop their sketches using either specific sign design software or generic software such as Photoshop or CAD software. Word processing skills could be used to enhance the presentation of the project for Outcome 1.

In Outcome 2 candidates will be expected to develop and present an oral or written presentation which would include visuals. This would entail the candidate using presentation software and/or word processing software. Visuals should be incorporated into the presentation.

In Outcome 3 the candidates will need to present visuals which could use digital imagery accompanied by word processed notes.

Higher National Unit specification: support notes (cont)

Unit title: Sign Design and Colour Application

Open learning

Special arrangements would have to be made to ensure that the delivery of the content was contextualised to suit the learner through open, distance or virtual learning format. This unit may then 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: Assessments could, for example, be authenticated by a professional person who can confirm that the work was done solely by the candidate, the candidate could be questioned on their evidence or they could be asked to write up findings under supervised conditions.

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).

General information for candidates

Unit title: Sign Design and Colour Application

This Unit is all about developing your skills in designing signs. You will learn about colour and colour combinations and you will learn how to present your ideas.

If you were working in the sign industry you would be asked to design signs for clients and you would be expected to provide the client with a range of possible signs which would meet their needs. Your suggestions would usually include different colour combinations, different layouts and different lettering styles. These are the skills you will learn in this Unit.

You will be asked to gather some examples of signs and you will use digital photography skills to record these signs. In this Unit you are starting to collect a portfolio of a signage and you can use this portfolio as a source of ideas throughout this Unit and your course. When you start looking at signs in detail, you will find that some signs are better than others. You will learn to critically analyse signs and recommend changes to enhance and improve existing signs.