

Higher National Graded Unit Specification

General Information for Centres

This Graded Unit has been validated as part of the Visual communications HND award. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit Title: Visual Communication: Graded Unit 2

Graded Unit Code: F0H9 35

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

Credit points and level: 2 HN Credits at SCQF level 8: (16 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.*

Purpose: This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND Visual Communications:

- ◆ Candidates will be encouraged to evaluate, research, develop and contextualise their concepts and designs in response to their subject choice.
- ◆ An innovative and creative approach within their concepts.
- ◆ Conduct independent project work involving the integration and application of a variety of skills within a determined time scale.
- ◆ Advanced skills in a range of vocational specialisms within the context of Visual communications.
- ◆ Prepare candidates for employment in a visual Communication related post and places at HE establishments.
- ◆ Advanced specialist technical skills and knowledge.
- ◆ Develop an open-minded, critical and evaluative approach to study.

Recommended Prior Knowledge and Skills: It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this Graded Unit:

General Information for Centres (cont)

- ◆ Digital Imaging Project
- ◆ Creative Project for Artists and Designers
- ◆ Design Production
- ◆ Working in the Creative Industries

Core Skills: There is no automatic certification of Core Skills or a Core Skill component as part of this Graded Unit. However, there may be opportunities to develop the Core Skill of Problem Solving.

Assessment: This Graded Unit will be assessed by the use of Practical Assignment. The developed Practical Assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Administrative Information

Graded Unit Code: F0H9 35

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Version	Description of change	Date

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Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Graded Unit Title: Visual Communication: Graded Unit 2

Conditions of Assessment

The candidate should be given a date for completion of the Practical Assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any reassessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the *reassessment*.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ identify the target market
- ◆ identify the context for the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

The project must involve a practical assignment culminating in finished products, and candidates must demonstrate the application of the skills and knowledge that fall within the context of visual communication. This assessment instrument is not concerned exclusively with practical activity — candidates are provided with a brief that allows them to prepare, plan and demonstrate creative skills.

The candidate will be asked to research, prepare, evaluate and present relevant information.

The assessment is based on a combination of the result of the activity (the product) and the carrying out of the activity (the process).

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Graded Unit Title: Visual Communication: Graded Unit 2

Candidates will be asked to:

- ◆ interpret a brief for a project
- ◆ gather information in response to the brief
- ◆ select and prepare materials
- ◆ time and manage the project
- ◆ develop an action plan
- ◆ produce a range of products to an industry standard
- ◆ give a simulated client presentation
- ◆ evaluate their presentation and product

The project must involve a practical assignment culminating in the production of a range of related products synthesising three distinctive aspects within the subject specialism and participate in a simulated client presentation. Candidates must demonstrate the application of skills / knowledge gained from the Units within the award.

The class Tutors should not direct the project, but candidates will be given appropriate support while preparing the project. The mentoring system would help the candidate to select a suitable brief and ensure that he/she was carrying out appropriate preparation of the task.

The Assessment task

The practical assignment and the way it is planned should reflect opportunities for the candidate to conduct individual research and development within a choice of briefs. The candidates are provided with a choice of a minimum of four briefs that reflect the diversity and range of the awarding centre. The brief should outline a project containing a range of related products and a client presentation. All contributing content of the project must reflect the knowledge and skills acquired throughout the HND Visual communications course.

Candidates must select a brief. Develop a plan to produce a range of three related products synthesising three distinctive aspects within the subject specialism and participate in a simulated client presentation. The total time for presentation should be approximately 15 minutes. The brief should allow a degree of choice in the way a project is taken forward so that it may reflect a candidate's interests and personal strengths. The projects should also fit centres available resources. A mentoring system as described in the *conditions of assessment* above would help the candidate to select an appropriate brief, and ensure the candidate was carrying out appropriate preparation for the task.

The most appropriate approach to the project is one that requires candidates to integrate skills to produce a creative solution to a given brief. The candidate should be asked to research, develop, consider creative diverse solutions by manipulating visual elements and produce a finished product to a professional standard.

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Graded Unit Title: Visual Communication: Graded Unit 2

Each candidate must provide his or her individual responses to each of the first two stages of the assignment, and assessors must be satisfied that the work has been completed by the individual candidate. This should be presented in the form of a structured annotated sketch book or log book.

As part of the developmental stage the candidate should give a simulated client presentation. The presentation should be to a panel consisting of a minimum of two people, to allow interaction with the panel where appropriate. The presentation should last approximately 15 minutes. Suggestions for appropriate questions are contained in the assessment exemplar.

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates (cont)

Graded Unit Title: Visual Communication: Graded Unit 2

Summary of Practical Assignment Evidence Requirements contained in an annotated sketch book or log book

Evidence of Planning	Evidence of Developing	Evidence of Evaluating
<p>An Action Plan which includes:</p>	<p>Product — a presentation and interview requiring the following:</p>	<p>Evaluation Report which should:</p>
<ul style="list-style-type: none"> * the candidate's interpretation of the brief * identification of the target market * any information gathered to clarify the brief * aims of the practical assignment with goals and targets * identification of materials and resources required and how they will be accessed * identification of the stages involved and the timescales for completion of each stage * context for the project 	<ul style="list-style-type: none"> * a written record of the processes underpinning the activity undertaken whilst creating the products * identification of materials and resources required and how they will be accessed * personal development 	<ul style="list-style-type: none"> * briefly outline the assignment * review and update the action plan in light of experience * summarise any unforeseen events and how they were handled * identify any knowledge and skills which have been gained and/or developed * assess the strengths and weaknesses of the output of the Practical Assignment * determine to what extent the assignment met the original brief

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates (cont)

Graded Unit Title: Visual Communication: Graded Unit 2

Weighting and Mark Allocation

The marks allocated for the Graded Unit are derived from three areas:

- 15% Planning
- 75% Developing portfolio preparation and delivery/interview
- 10% Evaluating

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or A — highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> ◆ has an abundance of evidence for the three essential phases of the project, is produced to a high standard and is quite clearly inter-related ◆ demonstrates a justified interpretation of the project brief which shows insight and a high level of creativity. ◆ is highly focused and relevant to the tasks associated with the project ◆ has clear and well-structured professional concepts developed from plan to execution ◆ uses language which is of a high standard and appropriate in terms of level, accuracy, and technical content in written work ◆ demonstrates a high level of visual creativity and knowledge of the requirements of the specialism ◆ effectively consolidates and integrates required knowledge and skills 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ has sufficient evidence of the three essential phases of the project ◆ demonstrates an acceptable interpretation of the project brief ◆ is focused and relevant to the tasks associated with the project brief ◆ displays satisfactorily structured professional concepts ◆ uses language which is adequate in terms of accuracy and technical content in written work ◆ consolidates and integrates knowledge and skills but this may lack some continuity and consistency ◆ produces a product to an acceptable standard

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates (cont)

Graded Unit Title: Visual Communication: Graded Unit 2

The project will be marked out of 200. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

A = 70% — 100%

B = 60% — 69%

C = 50% — 59%

Note: the candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Project Stage	Minimum Evidence Requirements
Stage 1 — Planning	<p>Develop a plan to produce a project containing a range of related products synthesising three distinctive aspects within the subject specialism and participate in a simulated client presentation. The plan must include:</p> <ul style="list-style-type: none">◆ candidate's interpretation of a brief◆ the identification of the target Market.◆ the context for the project◆ a project overview and time schedule which should include both final and intermediate completion dates◆ identification of the resources (including time) required to carry out the project and how they will be accessed <p><i>The Planning Stage is worth 15% of the marks. The candidate must achieve all of the minimum evidence specified above in order to pass the Planning Stage .If a candidate does not achieve and submits a reassessment the maximum mark achievable is 16.</i></p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates (cont)

Graded Unit Title: Visual Communication: Graded Unit 2

Project Stage	Minimum Evidence Requirements
<p>Stage 2 — Developing</p>	<p>A project containing a range of related products and a client presentation will form the main part of the evidence. All contributing content of the project must reflect the knowledge and skills acquired throughout the HND Visual communications course.</p> <p>Candidates must select a brief from a minimum of four briefs. Develop a plan to produce a range of three related products synthesising three distinctive aspects within the subject specialism and participate in a simulated client presentation. The total time for presentation should be approximately 15 minutes.</p> <p>The project content should reflect:</p> <ul style="list-style-type: none"> ◆ an innovative and creative approach within their concepts ◆ advanced skills in a vocational specialisms within the context of Visual communications ◆ advanced specialist technical skills and knowledge <p>The client presentation should reflect:</p> <ul style="list-style-type: none"> ◆ focus, concentration and confidence in the presentation ◆ a professionally presented project <p>A written record of the processes underpinning the presentation should be contained in a structured logbook which must consist of the following:</p> <ul style="list-style-type: none"> ◆ the Action Plan ◆ analysis/description of the project preparation process including creative and imaginative interpretation or response to ideas or issues from mentoring ◆ Personal development ◆ ideas relevant to the presentation situation <p><i>The Developing Stage is worth 75% of the marks. The candidate must achieve all of the minimum evidence specified above in order to pass the Developing Stage. If a candidate does not achieve Stage 2 they must resit the Graded Unit selecting an alternative solution from the planning stage and take it forward to completion. The candidate should have a maximum of three weeks from the original submission date.</i></p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.</i></p>

Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates (cont)

Graded Unit Title: Visual Communication: Graded Unit 2

Project Stage	Minimum Evidence Requirements
Stage 3 — Evaluating	<p>Provide an evaluation report of approx 500 words relating to the effectiveness of all parts of the investigation or implementation. The evaluation must include:</p> <ol style="list-style-type: none">1 An assessment of the extent to which each of the original objectives of the project have been met.2 A commentary on aspects of the planning and developing stages.3 An assessment of the strengths and weaknesses of the activities of each of the first two stages of the project.4 Recommendations for future projects. <p><i>The Evaluation is worth 10% of the marks. The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating Stage.</i></p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</i></p>

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 special alternative assessment arrangements. 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.