

Higher National Unit Specification

General information for centres

Unit title: Design for Print: Graphics

Unit code: F0P9 34

Unit purpose: This Unit is designed to provide candidates with a broad knowledge of the theoretical concepts, principles and applications of graphic design in the printing industry. Emphasis is placed on the phases and practicalities of the design process and their use in the production of design solutions for print. This Unit may be undertaken as part of a course of study in Printing or by candidates in relevant employment.

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

- 1 Analyse the design process.
- 2 Produce design solutions.
- 3 Present design solutions.

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 to this Unit is at the discretion of the centre. It would be beneficial if candidates had practical computer skills and an understanding of the design process. This could be demonstrated by the achievement of IT, Desktop Publishing or Graphic Design Units at SCQF level 6, an equivalent qualification or work experience.

Core Skills: There are opportunities to develop the Core Skill of Information Technology 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 may be assessed holistically by a portfolio of evidence which includes: proformas, digital proofs and digital files. Where this is not possible, Outcomes may be assessed individually. The focus of this Unit is on the production and presentation of a design solution from a given brief and the processes leading to the achievement of this. Much of the evidence should arise naturally out of the task/s set for the candidate.

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

Analyse the design process

Knowledge and/or skills

- ◆ Design brief analysis
- ◆ Design strategy
- ◆ Scheduling design

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can analyse the design process. The evidence should take the form of a design strategy which shows the candidates ability to analyse the design process, and using their knowledge of the design process, produce a detailed schedule suitable for the design brief solution. Candidates should:

- ◆ identify design requirements
- ◆ identify the phases of the design process
- ◆ plan a suitable schedule for a design brief's solution

The assessment should be carried out under supervised open-book conditions.

Assessment guidelines

Part of the evidence for this Unit will relate to the candidate's involvement in production of a design schedule relevant to the analysis of a design brief. The presentation and form of the design schedule may be in any form subject to the prior agreement of the Tutor.

The design schedule for this Outcome may be combined with Outcomes 2 and 3 as part of a single holistic assessment instrument for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: Graphics

Outcome 2

Produce design solutions

Knowledge and/or skills

- ◆ Design styles
- ◆ Type forms in design
- ◆ Colour in design
- ◆ Rough visuals
- ◆ Design solution evaluation

Evidence Requirements

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

- ◆ produce four design solutions consisting of rough visuals, each of which explore the use of style, colour and typography
- ◆ accurately evaluate four design solutions consisting of rough visuals, each of which explore the use of style, colour and typography

The candidate will be expected to demonstrate knowledge of a range of design styles, typography and colour, and an ability to correctly evaluate their suitability for the solution of a design brief.

The assessment should be carried out under unsupervised open-book conditions. Candidates should draw on experience, textbooks, presentations and handouts to create, evaluate and modify the required images.

Assessment guidelines

The assessment for this Outcome may be combined with Outcomes 1 and 3 as part of a single holistic assessment instrument for the Unit. Where this is not possible the Outcome may be assessed in isolation.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: Graphics

Outcome 3

Present design solutions

Knowledge and/or skills

- ◆ Design presentation techniques
- ◆ Design and pre-press software
- ◆ Specification for design application

Evidence Requirements

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

- ◆ present a design solution, to a given brief, in which the design is used in a minimum of four printed products
- ◆ use design and pre-press software to produce final artwork
- ◆ produce a usage specification for the design solution incorporating design rationale, font, colour and layout specifications

The assessment should be carried out under unsupervised open-book conditions. Candidates should draw on experience, textbooks, presentations and handouts to create and present the required evidence.

Assessment guidelines

Part of the evidence for this Unit will relate to the candidate's involvement in the presentation of a solution to a given design brief and the production of a usage specification. The presentation and usage specification may be in any form subject to the prior agreement of the Tutor.

The assessment for this Outcome may be combined with Outcomes 1 and 2 as part of a single holistic assessment instrument for the Unit. Where this is not possible the Outcome may be assessed in isolation.

Administrative Information

Unit code: F0P9 34
Unit title: Design for Print: Graphics
Superclass category: JC
Original date of publication: October 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: Design for Print: Graphics

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 was developed as part of the HNC/D Printing where it is an optional Unit. It is designed to introduce candidates to graphic design process and its application in the print industry. Emphasis is placed on the phases and practicalities of the design process and their use in the production of design solutions for print. Useful background information can be found in a variety of textbooks and software manuals which are widely available. There may be helpful tutorials from the internet, although these should be carefully recommended to candidates to ensure their accuracy and that vital elements have not been omitted.

Candidates may find it difficult to gauge the complexity of their designs and should rely on the assessor's judgement [in the capacity of "client"] in deciding what to include in their finished work, so that this is achievable within the time allowed.

It is suggested that candidates use mood boards, thumbnail sketches, scamps, software, etc, in a documented, thought out constructive fashion that relates to the design brief. The ability to use software, etc, should not be confused with the realisation of a design brief which is at the heart of this Unit. Similarly project planning and scheduling should be thought out and documented in relation to the design brief.

The theory of composition, typography and colour should be taught to a level where candidates can use the information to fully realise a design brief.

Guidance on the delivery and assessment of this Unit

Although candidates should become familiar with a range of software packages during the delivery of the Unit, emphasis should not be placed on software specific skills but rather on the specific graphical knowledge and skills required within the Unit. This will ensure that revisions of software do not impact on the underlying knowledge and skills acquired through the achievement of the Unit.

Candidates who have not studied Graphics before should be taught to a level whereby they can independently create design solutions using a thorough knowledge of composition, colour theory and typography. Candidates who have studied Graphic Design at introductory levels should be enabled to develop and stretch their knowledge and skills.

The Unit is expressed in three separate Outcomes but may be assessed holistically. Assessment will normally be by single assessment based on a project that will be undertaken as and when appropriate. However, in some circumstances it may be appropriate to use shorter stand-alone assessments for each Outcome. Assessments of this nature could also be used for reassessment purposes.

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: Graphics

Opportunities for developing Core Skills

This Unit offers opportunities to further develop and extend the Core Skill Using Information Technology at SCQF Level 5. Development of all elements is seen as a requirement of the Unit. In particular the Unit will provide the candidate with the opportunity to develop their experience of a range of design and pre-press software and the integration of files in a design context.

Open learning

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. A combination of new and traditional authentication tools may have to be devised for assessment and reassessment purposes, e.g. colour managed on screen presentations. For further information and advice, please see SQA guide, *Assessment and Quality Assurance of Open and Distance Learning* (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: Design for Print: Graphics

This Unit is designed to introduce you to graphic design for the print industry. It has three main areas, each of which is the subject of a separate Outcome. Initially you will analyse a design brief and produce a design strategy, you will then interpret the brief and explore possible solutions in terms of style, composition, typography and colour. Finally you will identify an appropriate design solution and prepare it to presentation standards and accompany it with a design specification.

No matter which area of the industry you wish to become involved in, this Unit will provide you with an understanding of the graphic design process and its importance and relationship to the management and production processes.

This Unit is designed to enable you to develop and evaluate graphic designs for print in terms of composition, colour and typography as well as to plan a strategy for the process. It is a practically based Unit but some necessary theory has to be absorbed. The key to creating effective graphics for a print project such as a leaflet is not in the random 'try it and see' approach but in a set of thought processes that brings to fruition the ideas you feel work best for a client. In working to a given brief you will use the knowledge and skills you have acquired in a practical way to produce design solutions.

Assessment will be either by means of a single project covering all of the Outcomes or by individual assessment for each of the three Outcomes.

In undertaking this Unit you will develop Core Skills in IT.