

Higher National Unit Specification

General information for centres

Unit title: Contemporary Art Practice: Conceptual Production

Unit code: F1CF 35

Unit purpose: This Unit is designed to enable candidates to work through the processes involved in production of conceptual artworks in a manner that follows that of a professional practitioner in the area of contemporary arts.

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

- 1 Plan the production of artwork.
- 2 Produce a conceptual artwork.
- 3 Present and evaluate the artwork.

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.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. It would be beneficial if the candidate had prior knowledge of the creative process and practical skills in sculpture within contemporary arts practice. This may be evidenced by completion of HN Unit Contemporary Art Practice: Conceptual Processes or the possession of similar.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Communication 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. It is recommended that this Unit be delivered in conjunction with Contemporary Art Practice : Conceptual Development.

Assessment: Holistic assessment is recommended for this Unit. Candidates should work to a given/chosen brief which requires them to plan, produce, present and evaluate conceptual artwork(s).

Alternatively, each Outcome may be assessed separately.

Higher National Unit specification: statement of standards

Unit title: Contemporary Art Practice: Conceptual Production

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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 the production of artwork

Knowledge and/or skills

- ◆ Visual ideas/concepts
- ◆ Interpretation of a brief
- ◆ Selection of media, techniques and materials
- ◆ Methods of production
- ◆ Critical reflection
- ◆ Planning

Evidence Requirements

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

- ◆ produce/refine solutions to the brief
- ◆ produce concepts showing creative use of media and techniques
- ◆ investigate and select methods of production
- ◆ critically reflect upon creative decisions
- ◆ amend and refine concepts in preparation for production
- ◆ plan the production of artwork

Evidence should be presented as a written/oral presentation of selected concept(s) supported by research and visual development evidence.

Assessment guidelines

Work may be produced for this Outcome in a variety of formats appropriate to the brief. Emphasis should be placed on experimentation and exploration of ideas and familiarisation with knowledge of a variety of media and technology. Production processes should be investigated and considered. Annotation should be used to explain ideas more fully. Where the candidate has insufficient annotation, oral questioning should be used to support concepts. Annotation should cover: production, media used, style, the concept and suitability of chosen production method.

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art Practice: Conceptual Production

Outcome 2

Produce a conceptual artwork

Knowledge and/or skills

- ◆ Processes and production
- ◆ Visual and conceptual coherence
- ◆ Development of ideas
- ◆ Use/selection of media and materials
- ◆ Use/selection of tools and equipment
- ◆ Interpretation
- ◆ Studio practice
- ◆ Time management

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to the brief:

- ◆ select and use materials, media and techniques that are suitable for the production of the artwork(s)
- ◆ produce artwork(s) that demonstrate visual and conceptual coherence
- ◆ produce artwork(s) which meets the requirements of the brief

Evidence should be presented in the form of creative artwork(s) in any medium, supported by documentation of developmental material in the form of visual material annotation/commentary which outlines any changes and modifications made throughout the production process.

Assessment guidelines

The artwork could take any form for example: an installation, digital artwork, lens-based media, performance, paper based work, painting, construction, artist's book or sculpture.

Consideration should be given to the scale and complexity of the artwork. If, for example, the work is on a very small scale, and/or simplistic in technique, candidates could be asked to produce alternative concepts or a greater number of exploratory pieces.

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art Practice: Conceptual Production

Outcome 3

Present and evaluate the artwork

Knowledge and/or skills

- ◆ Presentation
- ◆ Analysis and evaluation
- ◆ Critical reflection
- ◆ Justification of ideas

Evidence Requirements

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

- ◆ choose an appropriate format to present artwork
- ◆ give reasons for the choice of materials and media
- ◆ critically reflect on the visual and conceptual coherence of the artwork(s)
- ◆ justify creative decisions
- ◆ suggest ways of extending, developing or improving the artwork(s)

Evidence should be in the form of a visual presentation to the tutor, peers or other audience, with oral/written commentary.

Assessment guidelines

Candidates should be able to discuss the strengths and weaknesses of the project in general and clearly evaluate the compatibility of their concept and chosen production method.

Candidates should demonstrate that they fully understand the production process and justify their choice of concept and media for development of artwork.

An observation checklist should be used to ensure all aspects contained within the knowledge an/or skills section have been addressed.

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

Administrative Information

Unit code:	F1CF 35
Unit title:	Contemporary Art Practice: Conceptual Production
Superclass category:	JB
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Contemporary Art Practice: Conceptual Production

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 80 hours.

Guidance on the content and context for this Unit

This Unit can be delivered as a stand-alone Unit. However, it would be beneficial if it was delivered in conjunction with *Contemporary Art Practice: Conceptual Development*.

Outcome 1 should enable candidates to become conversant with different production processes involved with ideas-based artwork. Candidates should show that they can pursue lines of enquiry which will develop their provisional concepts into developed artwork. They should be encouraged to select a variety of media and technology to investigate and explore.

Candidates should be encouraged to develop their decision-making skills and become more reflective within their working methodology. Candidates should also strive to develop ideas and experiments outside their previous experience.

Candidates will be expected to investigate and determine suitable methods of producing their artwork(s) and to produce a plan outlining the scheme of production, along with a timescale giving key dates for the execution of the artwork.

It is possible that this Outcome could take up to 50% of the time allocated to the Unit, although this will vary considerably for different candidates, depending on the nature and complexity of their proposed artwork.

Outcome 2 enables candidates to produce a piece of artwork from the concept(s) developed in Outcome 1.

Consideration should be given to the scale and complexity of artwork. If, for example, the work is on a very small scale, and/or simplistic in technique, candidates could be asked to produce alternative concepts or a greater number of exploratory pieces.

Artwork presented should be supported by working drawings, sketches, notes or any other evidence of the continuing evolution of ideas and concepts that will take place throughout the final phase of production of an artwork.

Outcome 3 will encourage candidates to present their work in a suitable environment. Candidates should evaluate the artwork, identifying strengths and weaknesses, in particular the compatibility of the concept with the production method.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art Practice: Conceptual Production

Candidates should be able to reflect on the artwork(s) in terms of:

- ◆ meeting the brief
- ◆ effectiveness of the processes
- ◆ planning and implementation
- ◆ execution

Candidates should be able to use suitable terminology and clearly justify their creative decisions as well as reflect on possible amendments that could improve the developed concept.

Candidates should be encouraged to embrace unfamiliar ideas and issues such as exploring a sense of the physical, social, political and personal in the work that they have produced.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HND Contemporary Art Practice. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes. Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

Support and encouragement should be offered to stretch the candidates' imagination, to become independent and visual thinkers. Candidates should also be encouraged to research and question social and political norms and to challenge established ideals in the pursuit of creative concepts that are challenging and individual.

Candidates should be encouraged to be independent decision-makers, be self-motivated, and go beyond the preconceived notion of what constitutes a piece of artwork.

Emphasis should also be placed on the value of conceptual and visual coherence and this should be in evidence throughout the whole Unit. Candidates must justify their choices, lines of enquiry and suitability of media, orally or in written format. It would be beneficial to encourage candidates to verbalise their thoughts and ideas in group discussions/critiques.

It is recommended that the Unit be assessed holistically. The assessment should be summative. Candidates may have skills in some but not all areas, therefore assessment should reflect the whole process but may have a heavier weighting on Outcomes 1 and 2.

Opportunities for developing Core Skills

All elements of the Core Skill of Problem Solving should be naturally developed and enhanced as candidates undertake the practical work in a creative process from its inception through production to presentation. They will analyse, select and justify suitable resources, methods and approaches. Researching and assessing the importance of all factors in the planning stage will include sourcing of materials, accessing essential equipment and selecting creative techniques. Applying skills to produce an effective product, working within constraints of time and budget and observing health and safety factors will develop skills in critical and creative thinking. Review, reflection and evaluation of achievement will be an aspect of the presentation of work and will reinforce analytical approaches to working practice.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art Practice: Conceptual Production

Although oral and writing skills are not formally assessed candidates would be expected to express themselves effectively, using appropriate media and accurate terminology. Centre designed checklists for self assessment may be helpful to enhance communication skills development. Oral work should demonstrate the use of effective verbal and non-verbal techniques, including the ability to present materials professionally and provide confident, in depth responses to detailed questions from others.

Open learning

The practical nature of parts of this Unit would make it difficult to deliver via open learning. Although parts of this Unit could be delivered by distance learning, it would require a considerable degree of planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

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. 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: Contemporary Art Practice: Conceptual Production

This Unit will provide you with an understanding of the processes involved in production of conceptual artwork.

You will research and refine issues and ideas related to concepts that you have formulated for conceptual artwork(s) and produce a piece of artwork, which you will then present and evaluate.

For **Outcome 1** you will:

- ◆ Plan your response to a given/chosen brief.
- ◆ Select methods and media for use and work out how you are going to go about producing the artwork(s).

For **Outcome 2** you will:

- ◆ Develop your initial solution into a final concept, keeping notes and developmental material, to assist you in the development of your artwork.

For **Outcome 3** you will:

- ◆ Present and evaluate your artwork.
- ◆ Suitably install your work, discuss the strengths and weaknesses of your project and evaluate the compatibility of the concept with the production method you have chosen.