

## Higher National Unit specification

### General information for centres

**Unit title:** Computer Art and Design: Professional Studies

**Unit code:** F1EY 35

**Unit purpose:** This Unit is designed to enable candidates to identify career opportunities, the professional support available for artists/designers working in areas of computer art and design and to develop self-promotion skills. Candidates will also develop knowledge and skills relating to time management and project management. The skills learned will provide the tools for the candidate to develop their own career strategy.

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

- 1 Analyse the role of artists/designers in computer arts.
- 2 Develop time management and project management skills.
- 3 Produce a range of self-promotion materials.

**Credit points and level:** 1 HN credit at SCQF level 8: (8 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. Candidates should have an understanding of design process having completed HN Units in Contemporary Art Practice or have similar qualifications or experience.

**Core Skills:** There are opportunities to develop the Core Skill components of Communication, Problem Solving and Information Technology in this Unit at SCQF level 6 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:** Outcome 1 is assessed by short answer responses or compilation of a collection of information.

Outcome 2 is assessed by a report in any suitable format (oral/written/digital).

Outcome 3 is assessed by the production and presentation of self-promotional materials.

Outcomes may be assessed separately or holistically at one assessment event.

## **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 role of artists/designers in computer arts

#### **Knowledge and/or Skills**

- ◆ Working methods
- ◆ Organisations and professional bodies
- ◆ Professional Ethics
- ◆ Legal and financial issues
- ◆ Health and safety
- ◆ Environmental issues

#### **Evidence Requirements**

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

- ◆ describe a range of working methods and roles for professional artists/designers in the area of computer arts
- ◆ identify the range of support available to professional artists/designers and in the area of computer arts
- ◆ analyse the professional ethics required for the industry
- ◆ analyse the legal and financial issues that are relevant to practicing artists/designers
- ◆ analyse the health and safety and environmental issues relevant to practicing artist/designers

Evidence should be generated by oral/written short answer responses to given questions or by the compilation of an information folder or workbook.

#### **Assessment Guidelines**

Assessment should be undertaken under open-book conditions.

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

**Unit title:** Computer Art and Design: Professional Studies

### **Outcome 2**

Develop time management and project management skills

#### **Knowledge and/or Skills**

- ◆ Working to a brief
- ◆ Time management
- ◆ Project management

#### **Evidence Requirements**

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

- ◆ describe the constraints of working to a brief for a computer arts or design project
- ◆ organise a creative project to be completed within a specified time frame
- ◆ devise and apply a timeline or schedule for a creative project
- ◆ analyse the tasks, roles and responsibilities involved in completing the project

Evidence should be presented as a diary/report/case study in any suitable format.

#### **Assessment Guidelines**

There may be opportunities to work individually and in a group to achieve this Outcome.

This Outcome could be integrated with practical Outcomes of other Units within the Computer Arts and Design Group Award, one example is Art and Design: Advanced Project. This would give candidates the opportunity to relate this Outcome to a practical, rather than a theoretical, project.

It is recommended that the creative project and timeline or schedule is devised and assessed in conjunction with Outcome 3.

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

**Unit title:** Computer Art and Design: Professional Studies

### **Outcome 3**

Produce a range of self-promotion materials

#### **Knowledge and/or Skills**

- ◆ Self promotion techniques
- ◆ Preparing Curriculum Vitae
- ◆ Portfolio preparation
- ◆ Portfolio presentation

#### **Evidence Requirements**

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

- ◆ produce a range of self-promotional materials that includes a CV
- ◆ prepare and present a portfolio
- ◆ show the ability to effectively communicate ideas and opinions about their own portfolio of work

Evidence should be presented to the tutor, peers or other audience. This is a formal presentation of not less than seven minutes in duration.

#### **Assessment Guidelines**

The candidate could produce a comprehensive range of self-promotional materials, for example; supporting letter, artist's statement, business identity and stationary, website, portfolio of work, either paper-based and/or digital.

## Administrative Information

**Unit code:** F1EY 35

**Unit title:** Computer Art and Design: Professional Studies

**Superclass category:** JA

**Original date of publication:** April 2007

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### History of changes:

Version	Description of change	Date

**Source:** SQA

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## Higher National Unit specification: support notes

### Unit title: Computer Art and Design: Professional Studies

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 purpose of this Unit is to encourage candidates to develop an understanding of the range of opportunities for the professional artist/designer in the rapidly changing area of computer art, to develop an effective working practice in relation to time and project management and to produce effective self-promotional material.

Artists/designers increasingly have to pitch ideas to funding bodies, tender for contracts or formally present their work in various contexts. It is therefore important to offer the candidate the opportunity to develop business, communication and presentation skills.

Computer Arts is a constantly changing area. Artists/designers adapt to this change by often working in flexible ways, such as combining being self-employed with working as an employee, or running their own company.

In **Outcome 1** candidates could use the Internet and other resources to research opportunities for artists/designers working in computer arts and investigate various ways of earning a living.

Candidates would research the different roles and responsibilities involved in these ways of working and evaluate the advantages and disadvantages of each method. They should also evaluate the wide range of support and information available to professional artists/designers such as grants, awards and competitions, training opportunities, business start-up advice and the role of professional bodies such as unions and guilds. Candidates should also demonstrate their understanding by analysing the ethics, legal and financial issues relevant to professionals working in computer arts such as copyright and intellectual property, contracts and tax.

There may be opportunities to work individually and in a group throughout the first two Outcomes of this Unit. Each member of the group could research and present their findings in a presentation of a minimum of two minutes each. Alternatively the group could produce an information pack.

One of the keys to being creative, productive and successful as an artist/designer is effective time and project management.

In **Outcome 2** candidates should demonstrate skills in time management and project management through planning the creative process. They should investigate the range of tasks involved in delivering a completed project and develop a schedule or timeline, as well as preparing checklists in relation to the completion of a creative project brief. Candidates should also be able to analyse the tasks, roles and responsibilities involved in completing the project.

In **Outcome 3** candidates will produce a range of self-promotion materials including a CV and a portfolio of work. They will present the portfolio and communicate ideas and opinions about their own portfolio of work to the tutor, peers or other audience.

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

**Unit title:** Computer Art and Design: Professional Studies

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

This Unit has been developed as part of the HND Computer Arts and Design Group Award. 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.

Outcomes from this Unit can be integrated with other Units in the course. For example, Outcome 2 could relate to the production of material supporting a creative project delivered in another Unit/s.

Opportunities to experience different ways of working may be helpful for candidates to get a realistic idea of how some professional artists/designers may work, for example working in small groups or teams as well as individually. This could be integrated with a Unit that requires an element of practical work experience, for example. Artists or representatives from design companies, and organisations supporting artist/designers could also be invited to offer professional advice and to discuss professional experiences with the candidates.

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

Candidates must research, analyse, and evaluate complex information on legal, ethical and practical issues affecting the art design professional as part of preparation for creative production. Accessing information from a range of electronic sources will ensure currency, and candidates should develop skills in evaluating the relevance and currency of key facts to inform their preparation of promotional materials. They should produce and present written and oral materials to standards acceptable in industry, and be able to use techniques and media to reach an identified audience. In written and oral work they need to be aware of how to express essential ideas, information accurately and coherently, using industry terminology. There are opportunities to enhance oral skills in group working critical discussions and peer presentations. A range of media would be produced to support oral work. Presentations should demonstrate that candidates are able to use appropriate non-verbal communication techniques and respond to questions in a way that promotes their abilities to best effect.

As they undertake the work candidates are assessed on their understanding of the constraints of working to a brief for a computer arts or design project, including their organisational and time management skills. Critical evaluation of overall problem solving which examines process as well as product should be encouraged as part of the presentations for Outcome 3.

### **Open learning**

This Unit could be delivered by open learning. However it would require planning by the centre to ensure 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](http://www.sqa.org.uk).

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

**Unit title:** Computer Art and Design: Professional Studies

### **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](http://www.sqa.org.uk)).



## General information for candidates

### Unit title: Computer Art and Design: Professional Studies

This Unit will allow you to identify career opportunities, areas of professional support available for artists/designers working in areas of computer art, to design a self-promotion package and to develop self-promotion skills.

Computer Arts is a constantly changing area. Artist/ designers adapt to this change by often working in flexible ways, such as combining being self-employed with working as an employee, or running their own company.

In **Outcome 1** you will research opportunities for artist/designers working in computer arts look at the various ways that they earn a living. You will research the different roles and responsibilities involved in these ways of working and evaluate the advantages and disadvantage these. You will find out about the wide range of support and information available to professional artists/designers such as grants, awards and competitions; training opportunities; business start up advice; and professional bodies such as unions and guilds. You will also demonstrate your understanding of the ethical, legal and financial issues relevant to professionals working in computer arts such as copyright issues, contracts and tax.

There may be opportunities to work individually and in a group.

One of the keys to being creative, productive and successful as an artist/designer is effective time and project management.

In **Outcome 2** you will demonstrate your skills in time management and project management through planning the creative process. You will investigate the range of tasks involved in delivering a completed project. You will develop a schedule or timeline and prepare checklists in relation to the completion of a creative project brief and describe the tasks, roles and responsibilities involved in completing the project.

In **Outcome 3** you will produce a range of self-promotion materials including a CV and a portfolio of work. You will present your portfolio and effectively communicate ideas and opinions about their own portfolio of work to your tutor, peers or other audience.