

Higher National Unit specification

General information for centres

Unit title: Art and Design: Freelance Working Skills

Unit code: F1H2 35

Unit purpose: This Unit is designed to enable candidates to develop the skills and knowledge required to engage in an area of freelance working as an artist or designer. It will give candidates an insight into sources of funding and support and the preparation of a Curriculum Vita, proposals and areas of personal identity and self-promotion.

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

- 1 Investigate and analyse current sources of funding and support.
- 2 Produce and evaluate a self-promotion package.

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 SCQF level 7 HN Units in Art and Design or have similar qualifications or experience

Core Skills: There are opportunities to develop the Core Skill of 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.

Assessment: This Unit could be assessed holistically or at separate assessment events for each Outcome. This would require candidates to produce a folio of information, business plan, CV and self-promotion package relevant for the selected area of freelance work.

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

Investigate and analyse current sources of funding and support

Knowledge and/or Skills

- ◆ Research methods
- ◆ Collection and organisation of information
- ◆ Funding organisations
- ◆ Funding Applications
- ◆ Current tax and insurance requirements
- ◆ Business support organisations
- ◆ Professional organisations
- ◆ Analysis and critical thinking

Evidence Requirements

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

- ◆ Research and investigate sources of funding, business start-up support and ongoing business support
- ◆ Investigate current tax, insurance and pension requirements
- ◆ Investigate both formal and informal professional support networks
- ◆ Organise and collate collected information
- ◆ Analyse the potential of the gathered research

Evidence should be presented as a folio of collected information, organised and collated in any suitable format. Candidates should be able to justify the organisation of their information and the subsequent analysis of its potential.

Assessment Guidelines

The assessment for this Outcome can be combined with Outcome 2 as part of a single assessment for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Freelance Working Skills

Outcome 2

Produce and evaluate a self-promotion package

Knowledge and/or Skills

- ◆ Research methods
- ◆ IT skills
- ◆ Communication
- ◆ Curriculum Vitae
- ◆ Personal and corporate identity
- ◆ Promotional methods
- ◆ Design and production
- ◆ Organisation and layout
- ◆ Copyright
- ◆ Critical thinking
- ◆ Evaluation

Evidence Requirements

Candidates will need to produce evidence to demonstrate their knowledge and/or skills by showing that they can, in combining elements in a self-promotional package:

- ◆ Write and produce a letter of introduction
- ◆ Prepare a Curriculum Vitae that includes a personal statement
- ◆ Prepare promotional material
- ◆ Store/save the personal identity and promotional material in a suitable format
- ◆ Evaluate the effectiveness and impact of the self promotional package

Evidence should be presented in any preferred format. Styles and content may vary widely, but should be of appropriate quality and content to allow the material to be used to seek professional commissions/work as an artist/designer. The evaluation of the self promotional package should involve both product and process, including consideration of the intended audience(s).

Assessment Guidelines

The assessment of this Outcome can be combined with Outcome 1 as part of a single assessment for the Unit.

Administrative Information

Unit code: F1H2 35

Unit title: Art and Design: Freelance Working Skills

Superclass category: AE

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Art and Design: Freelance Working Skills

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 is designed to enable candidates to develop the skills and knowledge required to engage in an area of freelance working as an artist or designer. It will give candidates an insight into support networks and methods of self-promotion.

Candidates will investigate areas relevant to working in a freelance capacity and then use this information to inform the structure and design of material for inclusion in a self-promotional package.

Format and content of the personal identity and promotional material may vary considerably according to the creative backgrounds and strengths of candidates but should realistically reflect capabilities as well as aspirations.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HNC/D Art and Design 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.

Outcome 1

The tutor should guide candidates to suitable sources of research information and involve them in discussions about the nature of freelance work and the basic requirements needed to establish oneself as a self-employed or freelance artist or designer.

Candidates should compile a reference folder that they would wish to keep as a source of information in the future. Current information should be supplemented by addresses, email and website information that will allow candidates to keep information updated. As a 'live' document, candidates should consider how best to ensure that they keep abreast of changes to professional and working practices, and to ensuring that the information is reviewed periodically and updated accordingly.

A summation of the information gathered will be used for assessment purposes with candidates asked to analyse the impact of their findings on the potential and limitations of engaging in freelance working.

Outcome 2

The tutor should involve them in discussions about the content and style of Curriculum Vitae and the supporting material that would be suitable for a self-employed/freelance artist or designer. Any individual requirements of different areas of specialism should be discussed and candidates encouraged to identify factors of particular significance to their chosen area of specialism.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Freelance Working Skills

Styles and content may vary widely, but should be of appropriate quality and content to allow the material to be used to seek professional commissions/work as an artist/designer. Candidates should be supported in developing an individual style or corporate identity, which permeates the content of the package informing the content, design and layout of the information provided. Candidates must develop their critical awareness and evaluation of the impact of the self promotional material produced. This critical reflection should include an evaluation of both the product and the processes used in evaluating its potential impact for generating professional contacts for freelance commissions.

Opportunities for developing Core Skills

Skills in accessing, analysing and evaluating a range of sources which provide complex information on professional requirements should be developed, to allow candidates to research current reference materials from a range of paper based and electronic sites. Analytical evaluation of information accessed should include a check on currency, relevance and accuracy. The need to develop efficient systems of recording, coding and storing information for ease of reference should be emphasised.

Although communication skills are not formally assessed candidates should produce and present written materials effectively and to a standard acceptable in the creative industries. They should express complex ideas and information accurately and coherently, using language and style to achieve impact. Analytical discussion on a range of promotional techniques will be essential. Examples using recognised structures and formats should be provided and supported by software packages which also check spelling and punctuation.

As they provide oral commentary candidates should consider appropriate style and language, and ensure that what they say is accurate and relevant. They should be able to signpost key points and use non-verbal communication techniques, such as eye contact and interested expression, responding to any questions confidently and in depth.

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: Art and Design: Freelance Working Skills

In this Unit you will develop the skills and knowledge required to support you as a freelance working artist or designer. It will give you an insight into sources of funding and support and the preparation of a Curriculum Vitae and self-promotional material.

For **Outcome 1** you will investigate sources of funding and start-up/ongoing business support, investigate current tax, insurance and pension requirements and look at both formal and informal professional support networks. You will then organise, collate and present the collected information for assessment, analysing the potential opportunities available for engaging in freelance working.

For **Outcome 2** you will produce a Curriculum Vitae and related self-promotional material that you will be able to use when seeking work opportunities/commissions. This will take account of the intended audience(s) and include a critical evaluation of its potential impact in generating freelance commissions.

The Unit may also provide you with opportunities to develop a number of Core Skills, which could include Problem Solving, oral/written Communication, and IT skills.