

## Higher National Unit specification

### General information for centres

**Unit title:** Contemporary Art Practice: Digital Media Development

**Unit code:** F1R9 35

**Unit purpose:** This Unit is designed for candidates to develop the creative use of digital media in contemporary art practice. It will allow candidates to investigate creative uses of digital media and explore digital media in a creative context.

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

- 1 Investigate and evaluate the use of digital media in contemporary artistic practice.
- 2 Conduct experiments using digital media.
- 3 Develop concepts for a digital artwork from experimental material.

**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 candidates had some prior knowledge of using computer resources and applications within an artistic context. This may be evidenced by possession of relevant HN Units or prior vocational experience.

**Core Skills:** There are opportunities to develop the Core Skills of IT and Problem Solving 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:** The assessment for this Unit will take the form of a presentation which provides evidence in digital form for Outcome 1, and a completed project in the form of digitally stored and presented material for Outcomes 2 and 3.

## **Higher National Unit specification: statement of standards**

**Unit title:** Contemporary Art Practice: Digital Media Development

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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 evaluate the use of digital media in contemporary artistic practice

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

- ◆ Research and investigation
- ◆ Computer applications
- ◆ Storage of digital material
- ◆ Analysis of digital manipulation techniques
- ◆ Evaluation skills

#### **Evidence Requirements**

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

- ◆ research and investigate a minimum of 4 artists who use digital media in their practice
- ◆ critically evaluate the researched material with reference to media, content, concept and context

Evidence should take the form of digitally stored and presented material. Candidates should present their evidence in the form of a visual presentation to the tutor, peers or other audience, with oral/written commentary.

The presentation must represent the candidate's investigation of artists who use digital media in their practice.

#### **Assessment Guidelines**

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: Digital Media Development

### **Outcome 2**

Conduct experiments using digital media

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

- ◆ Computer applications for artistic purposes
- ◆ Digital equipment
- ◆ Experimentation
- ◆ Digital manipulation
- ◆ Digital storage
- ◆ Creative thinking

#### **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 brief:

- ◆ experiment using digital media
- ◆ experiment using computer applications
- ◆ manipulate and store digital images and material

Evidence should be presented as possible solutions to a project brief.

#### **Assessment Guidelines**

Candidates should be assessed on their use of digital media as a medium for the presentation of original artistic experiments within the context of having developed possible solutions to the project brief.

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: Digital Media Development

### **Outcome 3**

Develop concepts for a digital artwork from experimental material

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

- ◆ Conceptual development from visual research
- ◆ Digital media tools
- ◆ Artistic interpretation
- ◆ Equipment and approach
- ◆ Time management
- ◆ Evaluation skills
- ◆ Presentation skills

#### **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 brief:

- ◆ develop a range of concepts (minimum three) from experimental digital material
- ◆ utilise appropriate digital media and approaches in the development of concepts
- ◆ demonstrate safe and considerate approaches to studio work practices
- ◆ manage time effectively
- ◆ evaluate the project

Evidence should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material.

#### **Assessment Guidelines**

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

## Administrative Information

<b>Unit code:</b>	F1R9 35
<b>Unit title:</b>	Contemporary Art Practice: Digital Media Development
<b>Superclass category:</b>	JB
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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: Contemporary Art Practice: Digital Media Development

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

The Unit is designed to provide candidates with knowledge in the use of, and application of digital media and, through experimentation, how it can be used to produce a creative artistic response to a given brief.

The following content is intended for guidance and is not exhaustive. Additionally it is recognised that due to rapid developments within this subject area the list may be augmented and adapted to respond to changing trends within the practice of contemporary art using digital media

**Outcome 1** explores the use of investigate methods, collation of data and the presentation of findings:

- ◆ Research and investigation methods using traditional and online resources
- ◆ Collection, collation and storage techniques
- ◆ Annotation skills
- ◆ Presentation techniques

**Outcome 2** involves experimenting in the use of digital media as an artistic tool:

- ◆ Types of manipulation applications — still, moving image, audio
- ◆ Manipulation techniques
- ◆ Maintaining format and quality of material
- ◆ Capturing techniques — lens based, audio, scanning
- ◆ Direct inputs — drawing, text, scripting
- ◆ Storage techniques — formats, compression, storage media
- ◆ Concept, content, style
- ◆ Format and composition techniques
- ◆ Production techniques

**Outcome 3** makes use of digital media techniques to provide a creative solution to a given brief:

- ◆ Concept development
- ◆ Problem solving
- ◆ Creative thinking
- ◆ Project/time management
- ◆ Concept, content, style
- ◆ Format and composition techniques
- ◆ Storage methods
- ◆ Production techniques
- ◆ Evaluation

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

### **Unit title:** Contemporary Art Practice: Digital Media Development

Group discussion is to be encouraged as a tool at this stage, in the development of confidence and use of appropriate language and terminology.

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

This Unit has been developed as part of the HND Contemporary Art Practice Group Award. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

This Unit can be delivered as a stand alone Unit. It is, however, intended to be delivered as a part of a structured programme in Contemporary Art Practice. Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

This Unit is practical in nature and should be delivered in a manner which allows candidates to produce:

- ◆ a digital research-based presentation (Outcome 1)
- ◆ an original creative artistic response to a given brief (Outcomes 2 and 3)

Content should be delivered through candidate centred practical activity with the emphasis on tutors supporting individual learning activity within a planned format.

The project brief should be themed and emphasise the development of an individual, original contemporary art project through techniques of personal investigation and creative process.

The Unit should be delivered in a creative studio environment with the provision of the most up-to-date equipment possible. As a minimum this should include access to computer facilities and suitable software for image, video and sound edit supported by access to digital camera/camcorder, scanner, graphics tablet, printers, digital projector or high-resolution screen.

Candidates should have access to both traditional library and online learning resources, which should be used and supported by group discussion and tutor direction.

Candidates could present the results of their investigation and their project to their tutor and peers.

The completed works should be archived and compiled in a suitable manner to allow the candidate to:

- ◆ provide a copy to the tutor/centre for record purposes (as required)
- ◆ include the work in their personal portfolio of work

Candidates and centres may consider presenting work as part of an end of course exhibition or screening and/or net art or group DVD/CD.

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

**Unit title:** Contemporary Art Practice: Digital Media Development

### *Opportunities for developing Core Skills*

Candidates will work in a context which requires the research and development of original digital art. Competence in accessing and evaluating complex background information and contemporary examples of digital art form models is assessed. This research underpins the planning and execution of experiments and the development of concepts in response to a given brief. Candidates should be able to work unaided in the selection of appropriate software and the modification or customising of applications to meet identified needs of purpose and brief.

### **Open learning**

This Unit would be suitable for open, distance and online learning provided that it can be fully supported for all candidates and that arrangements are put in place for:

- ◆ ensuring work is produced in a creative environment
- ◆ tutor support and group work can be achieved by a fully functioning Online Learning Environment
- ◆ candidates have fair and equal access to resources
- ◆ arrangements are made to ensure the authenticity and originality of the candidate's work

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)

### **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:** Contemporary Art Practice: Digital Media Development

This Unit will introduce you to the creative use of digital media within Contemporary Art Practice. It will allow you to investigate creative uses of digital media and explore digital media in a creative context. You will develop your skills through 'hands on' practical project based studies.

In Outcome 1 you will use online and traditional learning resources to investigate and present your findings on the work of artists who use digital media, making particular reference to the media, content, concept and context of their work.

In Outcome 2 you will experiment with digital media and computer applications to provide possible solutions to a brief.

In Outcome 3 you will use creative digital media techniques to provide an original artistic solution to a given brief. You will be asked to identify the areas of your project that were most successful and describe how you might improve others.