

Higher National Unit specification

General information for centres

Unit title: Design for Print: DTP for Newspaper Production

Unit code: F1V4 35

Unit purpose: This Unit will provide candidates with a broad knowledge of the planning considerations and production processes for newspaper production. The Unit adopts a structured approach to the process, from the study of newspaper design to the production of a page layout and the makeup of newspaper pages using desktop publishing. This Unit is primarily intended for candidates in printing, publishing and graphic design.

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

- 1 Describe the planning considerations and production procedures involved in newspaper production.
- 2 Design an effective page layout for a newspaper.
- 3 Use desktop publishing systems to create newspaper pages.

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 will be at the discretion of the Centre. However, it is recommended that candidates should have some prior knowledge and skills in Information Technology, Communications, Graphic Design/Typography. This may be evidenced by the possession of IT, Desktop Publishing, Communications, Graphic Design/Typography Units at SCQF level 7, an equivalent qualification or work experience.

Core Skills: There are opportunities to develop the Core Skill(s) of Information Technology at SCQF level 5 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 could be assessed by means of a report or the completion of pro formas. Outcomes 2 and 3 could be integrated and assessed by means of a single project covering both outcomes. The evidence for Outcomes 2 and 3 should include: thumbnails, scamps, digital composite proofs and colour separation proofs. 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

Describe the planning considerations and production procedures involved in newspaper production

Knowledge and/or Skills

- ◆ terminology used in newspaper planning and production
- ◆ procedures used in newspaper planning and production
- ◆ typography and layout planning considerations in newspaper production
- ◆ financial aspects of advertising positions
- ◆ quality factors and cost implications of production processes

Evidence Requirements

Candidates should analyse and complete a tutor-set exercise that will demonstrate an accurate and detailed analysis of a minimum of two newspaper pages. The exercise will include a written description on the use of:

- ◆ correct terminology
- ◆ production timetables
- ◆ page grids
- ◆ allocation of space for editorial and advertising
- ◆ typography
- ◆ financial aspect of advertising positions
- ◆ quality factors and cost implications of production processes

The assessment should be carried out under unsupervised, open-book conditions. Candidates should draw on experience, textbooks, presentations, personal notes and the internet.

Assessment Guidelines

This Outcome may be assessed by the analysis of two tutor-provided newspaper pages. The assessment for this Outcome may consist of a report of a minimum of 750 words, or the completion of a series of pro formas. If a report is used the submission may be in any form, with the prior approval of the tutor.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: DTP for Newspaper Production

Outcome 2

Design an effective page layout for a newspaper

Knowledge and/or Skills

- ◆ desktop publishing package
- ◆ design brief
- ◆ advertising dummy
- ◆ newspaper design
- ◆ layout of adverts, photographs and text within the page

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can design a newspaper page with the inclusion of adverts, photographs and text. Candidates should interpret a tutor-set brief and produce one draft document showing progress in the form of a rough scamp and a finished layout to be used as a guide for the production of a newspaper page. The assessment should show accurate usage of:

- ◆ thumbnails
- ◆ scamps
- ◆ columns
- ◆ grids and baseline grids
- ◆ page setup
- ◆ typography
- ◆ colour
- ◆ images
- ◆ text
- ◆ adverts

The assessment should be carried out under unsupervised, open-book conditions. Candidates should draw on experience, textbooks, presentations, personal notes and the internet.

Assessment Guidelines

The assessment for this outcome may be combined with Outcome 3. The page layout produced in Outcome 2 may be incorporated in the newspaper page produced for Outcome 3. Where this is not possible the outcome may be assessed in isolation. Prior to hard proofing, it would be desirable for the tutor to view work onscreen at various stages of development and advise where necessary.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: DTP for Newspaper Production

Outcome 3

Use desktop publishing systems to create newspaper pages

Knowledge and/or Skills

- ◆ functions of a desktop publishing package for large page documents
- ◆ analysis of design brief
- ◆ newspaper design and layout
- ◆ digital placement of adverts and text
- ◆ newspaper page production

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can design and produce a newspaper page. Candidates should follow a tutor-set brief and produce one draft document showing progress in the form of a first proof, which meets the brief, and the finished newspaper page in the form of a digital file suitable for output to an image setter. The following proofs should also be submitted: one proof of work in progress, final corrected monochrome composite proof, colour separations, and final colour proof. The assessment should show correct and accurate usage of:

- ◆ columns
- ◆ grids and baseline grids
- ◆ page setup
- ◆ typography
- ◆ colour
- ◆ one picture image
- ◆ text
- ◆ adverts
- ◆ three style sheets
- ◆ placement of text
- ◆ images relative to text
- ◆ digital composite proofs
- ◆ colour separation proofs
- ◆ flightchecking

The assessment should be carried out under unsupervised, open-book conditions. Candidates should draw on experience, textbooks, presentations, personal notes and the internet.

Assessment Guidelines

The assessment for this Outcome may be combined with Outcome 2. The layout produced in Outcome 2 may be incorporated in the newspaper page produced for Outcome 3. Where this is not possible the Outcome may be assessed in isolation. Prior to hard proofing, it would be desirable for the tutor to view onscreen at various stages of development and advise where necessary.

Administrative Information

Unit code: F1V4 35

Unit title: Design for Print: DTP for Newspaper Production

Superclass category: KH

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Higher National Unit specification: support notes

Unit title: Design for Print: DTP for Newspaper 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 40 hours.

Guidance on the content and context for this Unit

This Unit was developed for the HND Digital Media Group Award where it is a mandatory Unit. It is primarily intended for those who are taking a printing pre-press qualification at Higher National level or who have experience in this or related fields and wish to further their knowledge and experience. It provides an opportunity to extend their skills in Information Technology and Communications. The Unit adopts a structured approach to the process of newspaper production. It prepares candidates for this role by providing them with the underpinning knowledge needed to work effectively in a newspaper-publishing environment. It would also be relevant to those with appropriate work experience such as the use of desktop publishing or computer graphic packages. Candidates will be expected to exercise a degree of autonomy in carrying out the tasks required for the Unit. Most of the evidence will be generated and gathered as part of the practical work undertaken.

There are no prescriptive software and hardware facilities. However, tasks should replicate working practices for desktop publishing in terms of software and hardware used in the printing and publishing industries. The relevant facilities should be available to the candidate throughout the duration of the Unit.

It is acceptable for the candidate to provide their own text and image files (subject to lecturer approval).

Candidates should produce proof output, first proof may be in monochrome, followed by colour separations, and the final proof should be in colour. It is recommended that tutors should discuss with candidates the quality of their output and if required additional work should be undertaken and a new proof produced.

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 World Wide Web, although these should be carefully worked through prior to recommending to candidates to ensure that vital stages have not been omitted.

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

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

Higher National Unit specification: support notes (cont)

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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 analytical knowledge and skills required within the Unit. This will ensure that revisions of software do not impact on the underlying Knowledge and/or Skills acquired through the achievement of the Unit.

It is recommended that candidates are encouraged to carry out their investigations for Outcome 1 into the nature of newspaper planning and processes from the beginning of Unit delivery, and be given sufficient time and be provided with sufficient access to resources (eg newspapers, magazines, internet, books). Tutor-led group discussion of newspaper samples could be a suitable method for introducing this topic.

Outcomes 2 and 3 provide the opportunity to develop awareness of citizenship issues and/or cultural diversity. This could be achieved by using topics for the publication dealing with charitable organisation, public service organisation, environmental pressure group, voluntary organisation, global warming, energy conservation, recycling of waste, wildlife extinction, lifestyle and culture in non European societies, care of the elderly etc.

Candidates could be offered a choice of topics for Outcomes 2 and 3. When introducing this Unit, tutors should advise candidates on the available choice of topics for Outcome 3, and the suitability of the relationship of the editorial text, photographs and adverts required for the page for Outcome 2. This is in order that candidates have time to consider the content and gather samples to assist in the design process of the newspaper page.

Suitable topics for the page produced in Outcome 3 from the Outcome 2 assessment could be eg news page, features page, and sports page.

The brief for the page could include the following: dimensions, colours, font(s), logo, extent of copy, use of photography/illustration, file format for submission. Candidates could be shown published examples of similar newspaper pages during tutor-led group discussion.

Candidates who have not studied Graphic Design/Typography before should be taught to a level whereby they can independently create design solutions using their knowledge of composition, colour theory and typography. Candidates who have studied Graphic Design/Typography at introductory levels should be enabled to further develop their Knowledge and/or Skills.

The Unit is expressed in three separate Outcomes. Outcomes 2 and 3 may be assessed by a single assessment.

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: DTP for Newspaper Production

Opportunities for developing Core Skills

This Unit offers opportunities to further develop and extend Core Skills in ‘Numeracy’, ‘Using Information Technology’ and ‘Problem solving’ at SCQF level 5. The Unit does not seek to embed the skills as a development of all elements is seen as a likely pre-requirement of the Unit. There are, however, indications given within the Knowledge and Skills statements where the Core Skill elements may be further reinforced.

- ◆ Financial aspects and cost implications of newspaper production
- ◆ Desktop publishing software to assemble newspaper page
- ◆ Digital image processing software to manipulate picturefiles
- ◆ Vector graphics software to produce logos and graphics
- ◆ Flightcheck software to check files for output
- ◆ Digital proofing to give page proofs

Open learning

This Unit is suitable for delivery and assessment via distance learning providing the candidate has access to suitable computer hardware and software. This would include a scanner or digital camera, internet access, Adobe Acrobat Reader, a professional Desktop Publishing package, a vector graphics package and a digital image processing package. All teaching notes, presentations and assessment guidelines could be provided in PDF format and/or word files or PowerPoint.

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.

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

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This Unit is designed to enable you to analyse and develop design for newspaper publishing in terms of colour and typography, and plan, specify and carry out suitable pre-press production processes to meet a given brief. It has three main areas, each of which is the subject of a separate Outcome.

During the course of study for this Unit, you will progress by: studying the processes of newspaper design and production and the terminology used, producing a finished layout page, followed by the production of a tabloid newspaper page.

In Outcome 1 you will carry out research and produce a report explaining the planning and processes involved in newspaper production, making reference to production timetables, the use of page grids, allocation of space for editorial and advertising, advertising positions, quality factors and cost implications. Using your research, you will produce an analysis of the design and pre-press production of supplied newspaper pages.

In Outcome 2 you will analyse and interpret a design brief for a newspaper page, exploring possible solutions in terms of style, composition, typography and colour. You will then produce a final page layout, accurately marked up for use in Outcome 3.

In Outcome 3 you will create a newspaper page to a given brief, using a DTP system, ready for output to an imagesetter. You will take into consideration the accurate placement of editorial and advertising content and the appropriate use of typography and colour.

In undertaking this Unit you will develop your core skills in Information Technology and Numeracy. The Information Technology skills gained can be applied to many areas, not only newspaper production.