

Higher National Unit specification

General information for centres

Unit title: Design for Print: Packaging

Unit code: F1V5 35

Unit purpose: This Unit is designed to develop the candidate's ability to implement the processes of research, conceptualisation, development and critical analysis in the design and production of creative solutions within the print packaging industry. This Unit may be undertaken as part of a course of study in Printing or by candidates in relevant employment.

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

- 1 Analyse the design process for print packaging.
- 2 Produce and evaluate packaging solutions.
- 3 Produce finished design solutions for print packaging.

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. It would be beneficial if candidates had practical computer skills and an understanding of the design process. This could be demonstrated by the achievement of D976 11 *Desktop Publishing (Intermediate 2)* or D962 11 *Two-Dimensional Design — The Design Process (Intermediate 2)* or an equivalent qualification or work experience.

Core Skills: There are opportunities to develop the Core Skill of Information Technology at SCQF level 5 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: Outcome 1 could be assessed by the completion of pro formas identifying the stages of the design process. Outcomes 2 and 3 may be integrated and assessed holistically by a portfolio of evidence that includes: pro formas, digital proofs and digital files. Where this is not possible these Outcomes may be assessed individually. The focus of this Unit is on the production and presentation of a design solution from a given brief and the processes leading to the achievement of this. 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

Analyse the design process for print packaging

Knowledge and/or Skills

- ◆ Design briefs
- ◆ Specialist packaging
- ◆ Design strategy
- ◆ Stages in the design process

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can analyse the design process for print packaging. The evidence should take the form of a design schedule which shows the candidate's ability to correctly analyse the design process, and using their knowledge of the design process, produce an accurate detailed schedule suitable for a design brief solution. Candidates should:

- ◆ identify design requirements for specialist packaging if required
- ◆ correctly identify the stages of the design process
- ◆ plan an accurate schedule for a design brief's solution which would include the stages of the design process

The assessment could be carried out under unsupervised open-book conditions. Candidates should draw on experience, textbooks, presentations and handouts to create, evaluate and modify the required images.

Assessment Guidelines

Part of the evidence for this Unit will relate to the candidate's involvement in a tutor set assignment for packaging design, which could take the form of a pro forma identifying the stages of the design process.

Tutor feedback could be made available at agreed stages of the work to enhance the learning experience.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: Packaging

Outcome 2

Produce and evaluate packaging solutions

Knowledge and/or Skills

- ◆ Design styles
- ◆ Typography in design
- ◆ Colour in design
- ◆ Rough visuals
- ◆ Packaging design solutions

Evidence Requirements

The candidate will be expected to produce three design solutions, to tutor-set assignments, consisting of rough visuals, each of which demonstrate a range of design styles, typography and colour. The candidate will also be expected to evaluate the suitability the design solutions by means of a brief demonstration to their tutor.

The assessment should be carried out under unsupervised open-book conditions. Candidates should draw on experience, textbooks, presentations and handouts to create, evaluate and modify the required images.

Assessment Guidelines

The assessment for this Outcome may be combined with Outcome 3 as part of a single holistic assessment instrument. Where this is not possible the Outcome may be assessed in isolation.

This Outcome may be assessed by means of tutor-set assignments, which may be provided digitally or as hard copy.

Higher National Unit specification: statement of standards (cont)

Unit title: Design for Print: Packaging

Outcome 3

Produce finished design solutions for print packaging

Knowledge and/or Skills

- ◆ Design presentation techniques
- ◆ Design and pre-press software
- ◆ Specification for design solution

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can present finished design solution for packaging. The candidate should present a design solution, to a tutor-set assignment, in which the design is used in packaging product.

One of the design solutions produced as part of Outcome 2 assessment may be developed for Outcome 3.

The design solution should be appropriate for the packaging application that would:

- ◆ include final artwork to industry standards
- ◆ include a usage specification that correctly incorporates design rationale, font, colour and layout specifications

The assessment should be carried out under unsupervised open-book conditions. Candidates should draw on experience, textbooks, presentations and handouts to create and present the required evidence.

Assessment Guidelines

Evidence for this Unit will relate to the candidate's involvement in the presentation of a solution to a given design brief and the production of a usage specification. The presentation and usage specification may be in any form subject to the prior agreement of the Tutor.

The assessment for this Outcome may be combined with Outcome 3 as part of a single holistic assessment instrument. Where this is not possible Outcome 3 may be assessed in isolation.

This Outcome may be assessed by means of tutor-set assignments, which may be provided digitally or as hard copy.

Administrative Information

Unit code: F1V5 35

Unit title: Design for Print: Packaging

Superclass category: JC

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Design for Print: Packaging

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 as part of the HND Digital Media Group Award where it is an optional Unit. It is designed to introduce candidates to the design process for packaging and its application in the print industry. Emphasis is placed on the practicalities of the design process for print packaging solutions. Useful background information can be found in a variety of textbooks and software manuals that are widely available. There may be helpful tutorials from the internet, although these should be carefully recommended to candidates to ensure their accuracy and that vital elements have not been omitted.

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

It is suggested that candidates use thumbnail sketches, scamps, prototypes, software, etc, in a documented, thought out, constructive fashion that relates to the design brief. The ability to use software, etc, should not be confused with the realisation of a design brief that is at the heart of this Unit. Similarly project planning and scheduling should be thought out and documented in relation to the design brief.

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

Suitable assignment briefs could include: a metal box, a soft drinks can, a wet glue label, a carton, a self adhesive label or any other relevant method of packaging.

Outcome 1

Specialist packaging requirements may include some of the following:

- ◆ Influence of substrate: colour, transparency and surface finish
- ◆ Inks: colour, CMYK and spot colours
- ◆ Trapping
- ◆ Rich black
- ◆ Viewing and finishing requirements
- ◆ Product requirements eg food industry and fading

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: Packaging

Outcome 2

It is important candidates understand the varied use of packaging which would include:

- ◆ Wet glue labels (with glue flaps)
- ◆ Wet glue labels (without glue flaps)
- ◆ Self adhesive labels
- ◆ Clear plastic
- ◆ 3D containers (eg glass, plastic and metallic)
- ◆ Cartons

Outcome 3

This Outcome will give candidates an insight into the print industry requirements regarding final digital files. Candidates could use a variety of software, which would include:

- ◆ Bitmap based software
- ◆ Vector based software
- ◆ DTP software

Candidates may also be given the opportunity to use image capture devices.

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 graphical knowledge and skills required within the Unit. This will ensure that revisions of software do not impact on the underlying knowledge and skills acquired through the achievement of the Unit.

Candidates who have not studied Graphics before should be taught to a level whereby they can independently create design solutions using a thorough knowledge of composition, colour theory and typography. Candidates who have studied Graphic Design at introductory levels should be enabled to develop and stretch their knowledge and skills.

The Unit is expressed in three separate Outcomes but may be assessed holistically. Assessment will normally be by single assessment based on a project that will be undertaken as and when appropriate. However, in some circumstances it may be appropriate to use shorter stand-alone assessments for each Outcome. Assessments of this nature could also be used for reassessment purposes.

Opportunities for developing Core Skills

This Unit offers opportunities to further develop and extend the Core Skill Using Information Technology at SCQF level 5. In particular the Unit will provide the candidate with the opportunity to develop efficient systems of recording and coding.

Candidates could develop skills in computerised record keeping and be made aware of the importance of saving materials and performing back ups.

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: Packaging

Open learning

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, eg colour managed on screen presentations.

For further information and advice, please see 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 introduce you to graphic design for the print packaging industry. It has three main areas, each of which is the subject of a separate Outcome. Initially you will analyse a design brief and produce a design strategy, you will then interpret the brief and explore possible solutions in terms of style, composition, typography and colour. Finally you will identify an appropriate design solution and prepare it to presentation standards and accompany it with a design specification.

No matter which area of the industry you wish to become involved in, this Unit will provide you with an understanding of the graphic design process and its importance and relationship to the management and production processes.

This Unit is designed to enable you to develop and evaluate graphic designs for print packaging in terms of composition, colour and typography as well as to plan a strategy for the process. It is a practical based Unit but some necessary theory has to be absorbed. The key to creating effective graphics for a print packaging project such as: a metal box, a soft drinks can, a wet glue label, a carton, a self adhesive sticker or label is not in the random 'try it and see' approach but in a set of thought processes that brings to fruition the ideas you feel work best for a client. In working to a given brief you will use the knowledge and skills you have acquired in a practical way to produce design solutions for packaging.

Assessment will be either by means of a single project covering all of the Outcomes or by individual assessment for each of the three Outcomes.

In undertaking this Unit you will develop Core Skills in Information Technology.