

Higher National Unit specification

General information for centres

Unit title: Print to Internet: Content Repurposing (Cross-Media Production)

Unit code: F1V7 34

Unit purpose: This Unit will enable candidates to design and repurpose print content for reuse in digital form. The Unit adopts a structured approach to the process from the production of digital artwork to the final delivery in print and digital form. 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 Design and create print publications suitable for repurposing.
- 2 Repurpose print publications for electronic delivery.

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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. There are no specific requirements. However, it would be beneficial if candidates have some prior knowledge and skills in Computing and/or Information Technology, and Graphic Design and/or Typography. This may be evidenced by the possession of IT or Desktop Publishing Units at SCQF level 7, an equivalent qualification or work experience.

Core Skills: There are opportunities to develop the Core Skill of Information Technology at SCQF level 5, and the Core Skill of Problem Solving 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: This Unit should be assessed holistically by a portfolio of evidence which should include: scamps, digital composite proofs, colour separation proofs, record sheets and digital files. Much of the evidence should arise naturally out of the task/s set for the candidate. The assessment should be carried out under unsupervised, open-book conditions.

The Unit should be assessed by means of a single project covering both Outcomes.

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

Design and create print publications suitable for repurposing

Knowledge and/or Skills

- ◆ Characteristics and features of print publications and digital publications
- ◆ Functions of a desktop publishing package for multi-page documents
- ◆ Design brief
- ◆ Publication design and layout
- ◆ Publication production

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can design and create a multi-page print publication of no less than four pages, suitable for repurposing, and identify the key production and delivery requirements for print and electronic publications. Candidates should appropriately interpret a tutor-set brief and produce a minimum of one draft document showing progress in the form of rough scamps which meet the brief and the finished print publication in the form of digital proofs. The following proofs should be submitted: a minimum of one proof of work in progress, a final corrected monochrome composite proof and a final colour proof. The assessment should show correct and appropriate usage of:

- ◆ page setup
- ◆ master pages
- ◆ typography
- ◆ style sheets — a minimum of three
- ◆ colour swatches — colourspace
- ◆ images — a minimum of four
- ◆ images relative to text

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

The assessment for this Outcome should be combined with Outcome 2. This Unit should be assessed holistically by a portfolio of evidence which should include: scamps, digital composite proofs, colour separation proofs, record sheets and digital files.

Higher National Unit specification: statement of standards (cont)

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Assessment Guidelines

This Outcome may be assessed by means of completed pro formas and digital proofs of a print publication of no less than four pages.

Prior to hard proofing, it would be desirable for the tutor to view onscreen at various stages of development and advise where necessary.

Outcome 2

Repurpose print publications for electronic delivery

Knowledge and/or Skills

- ◆ Functions of a desktop publishing package for conversion and digital delivery
- ◆ Interactive digital file preparation
- ◆ Digital file formats
- ◆ Links

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can repurpose a multi-page print publication for delivery in a minimum of two different digital formats, using software appropriate to the final delivery format to add interactivity in the form of page links.

Candidates should complete a tutor-set exercise that will demonstrate appropriate modification of an existing print-ready file for digital delivery by:

- ◆ identification of software suitable to produce the final file
- ◆ conversion of print publication file to a minimum of two digital file formats
- ◆ identification of at least twelve links within the print-ready digital files
- ◆ add links
- ◆ use of at least three interactivity functions within a DTP package
- ◆ post-processing of images — scale, colour space
- ◆ rasterisation of text where appropriate
- ◆ creation of interactive digital files suitable for electronic delivery

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

The assessment for this Outcome should be combined with Outcome 1. This Unit should be assessed holistically by a portfolio of evidence which should include: scamps, digital composite proofs, colour separation proofs, record sheets and digital files.

Higher National Unit specification: statement of standards (cont)

Unit title: Print to Internet: Content Repurposing (Cross-Media Production)

Assessment Guidelines

This Outcome may be assessed by means of completed record sheets and digital files for viewing onscreen. All the page links in the digital files should work as expected.

Prior to final delivery, it would be desirable for the tutor to view onscreen at various stages of development and advise where necessary.

Administrative Information

Unit code: F1V7 34

Unit title: Print to Internet: Content Repurposing (Cross-Media Production)

Superclass category: KH

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Print to Internet: Content Repurposing (Cross-Media 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 and is an optional 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. The Unit adopts a structured approach to the process of repurposing print content for electronic delivery. It prepares candidates for this role by providing them with the underpinning knowledge needed to work effectively in this role within a design and/or pre-press environment. It is intended for candidates in printing, publishing and graphic design. It would also be relevant to those with appropriate work experience such as the use of desktop publishing, digital imaging 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 design and digital pre-press 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.

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 could be offered a choice of topics for Outcome 1, with text and images supplied by the tutor.

Suitable topics for the publication produced for the Outcome 1 assessment could be eg a charitable organisation, public service organisation, environmental pressure group, voluntary organisation, environmental issues, global warming, energy conservation, recycling of waste, wildlife extinction, healthy eating, lifestyle and culture in non-European societies, women's and/or children's issues, care of the elderly, disability issues, the development of democracy. This would provide the opportunity to develop awareness of citizenship issues and/or cultural diversity.

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

The brief for the interactive repurposed publication could include the following: dimensions, extent of interactivity, font(s), target file size and file format(s) for submission. Candidates could be shown published examples of similar interactive publications during tutor-led group discussion.

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 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.

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.

Software suitable for design and print production could include QuarkXpress or Adobe InDesign. For the interactive and delivery components, Adobe Acrobat Professional or suitable Quark Xtensions / InDesign plug-ins could be used. An image editing application such as Adobe Photoshop could be used in both Outcomes.

The Unit is expressed in two separate Outcomes. However, to provide synergy, Outcomes 1 and 2 should be assessed by a single assessment.

Opportunities for developing Core Skills

This Unit offers opportunities to further develop and extend the core skill, 'Using Information Technology' at SCQF level 5. The Unit does not seek to embed the skill 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.

- ◆ Desktop Publishing software
- ◆ Digital image processing software
- ◆ Interactive software
- ◆ Use of network facilities

This Unit offers opportunities to further develop and extend the core skill, 'Problem Solving' at SCQF level 5. The Unit does not seek to embed the skill 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.

- ◆ Critical thinking
- ◆ Planning and organising

Higher National Unit specification: support notes (cont)

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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 internet access, Adobe Acrobat Professional, and a professional desktop publishing package such as QuarkXpress or Adobe InDesign. All teaching notes, presentations and assessment guidelines could be provided in PDF format and/or word files or Powerpoint.

Candidates could submit assessments via a VLE. Files could be authenticated by means of e-mail submission showing the work in progress. Hard copy proofs could be output by the centre on behalf of candidates.

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 will enable you to design and repurpose print content for reuse in digital form. You will design print publications that are suitable for repurposing, then repurpose print publications for electronic delivery. You will also summarise the characteristics and features of both print delivery and digital delivery, and the terminology used.

This Unit is designed to enable you to design and produce cross-media publications in a pre-press/design environment. It has two main areas, each of which is the subject of a separate Outcome.

During the course of study for this Unit, you will progress by designing and producing a multi-page publication suitable for cross-media delivery, followed by the application of interactivity and final submission of an interactive version.

In Outcome 1 you will design and create a print publication of no less than four pages, suitable for repurposing for cross-media delivery, using a desktop publishing application.

In Outcome 2 you will repurpose the print publications created in Outcome 1 for electronic delivery, using the original digital files, and submit the repurposed publication in a minimum of two different digital formats, suitable for digital delivery.

In undertaking this Unit you will develop your core skills in Information Technology and Problem Solving. The Information Technology and Problem Solving skills gained can be applied to many areas, not only content repurposing.