Higher National Unit specification

General information for centres

Unit title: Art and Design: Digital Media Introduction

Unit code: F1W6 34

Unit purpose: The purpose of this Unit is to provide the candidate with an understanding of specific digital media and the capabilities in relation to art and design projects. The candidate will devise their own digital media project, where the emphasis will be on acquiring knowledge and skills of the media. This will include experimentation with the main features of the selected digital media. The final work is to be displayed to ensure that the candidate takes into consideration the aesthetics and function of their work.

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

1   Understand and explore the use of digital media in relation to art and design.
2   Plan and develop ideas/concepts using digital media.
3   Produce, present and evaluate concept visuals using digital media.

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 is at the discretion of the centre. It would be beneficial if the candidate has some knowledge of IT. This may be evidenced by the possession of relevant IT qualifications at NQ or Higher level or similar qualifications or experience.

Core Skills: There are opportunities to develop the Core Skills of Information Technology 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.

General information for centres (cont)

Assessment: Outcome 1 is assessed through the evidence of research and understanding of digital media art/design works.

Outcome 2 is assessed through the evidence of a brief and timetable, followed by the creation and development of ideas. In addition the candidate will produce electronic evidence of experimentation with digital media. This will take the form of a sketchbook or similar, which will be used to show research, planning and development of ideas.

Outcome 3 is assessed upon the production, presentation and evaluation of concept visuals. Presentation of the final work should be in a format, which is appropriate to the function of items produced and the digital media used to create them.

Higher National Unit specification: statement of standards

Unit title: Art and Design: Digital Media Introduction

Unit code: F1W6 34

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

Understand and explore the use of digital software in relation to art and design

Knowledge and/or Skills

♦   Research skills
♦   Collecting and storing information
♦   Creative uses of digital media
♦   Features of digital media examples

Evidence Requirements

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

♦   collect and compile a minimum of five samples of digital media based work produced within an art/design subject area, which use differing software
♦   explain creative uses of collected samples with reference to idea/concept, context and purpose
♦   produce an illustrated presentation with commentary

Evidence should contain collated visual material with accompanying written/oral commentary.

Assessment Guidelines

The compiled samples of digital media art/design works can be presented as hardcopy or in digital form. The accompanying commentary can be given orally in digital form, presented live to the tutor/s or submitted alongside the works in written form.

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Digital Media Introduction

Outcome 2

Plan and develop ideas/concepts using digital media

Knowledge and/or Skills

♦ Negotiation
♦ Design brief
♦ Project planning
♦ Computer applications
♦ Selection and input of data
♦ Development and application of ideas
♦ Storage

Evidence Requirements

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

♦ negotiate and produce a brief
♦ negotiate and produce a timetable
♦ select and input elements required
♦ experiment using computer application
♦ explore and develop ideas/concepts
♦ use digital media to produce and store art/design work

The brief must include details of digital media to be used, potential areas of experimentation, design items/subject matter to be produced, final format for creative work and its presentation.

Key stages of the timetable should cover: gathering of inspiration, initial ideas and sketches, experimentation, development and production of a range of initial concepts, selection of a concept and application of idea to design items/subject matter, presentation and evaluation of final concept.

The visual content of ideas/concepts should clearly show that the candidate has explored a range of possibilities: using different source material, visual elements and subject content.

Evidence should be presented as a detailed design brief, timetable, and a digital/paper-based folio of examples of experimentation with visual elements and development of a range of ideas/concepts.

Assessment Guidelines

The candidate's brief and timetable can be submitted via e-mail, hardcopy or other appropriate format. Evidence of experimentation with visual elements may involve the manipulation of composition, colour, tone, shape and form, texture, contrast, typefaces, visual effects or sound. Initial ideas and experiments can be compiled in hard copy and or digital format.

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Digital Media Introduction

In order to assure validity, candidates could be observed carrying out the creative and development processes and an observation checklist used to record their competence.

This Outcome could be delivered and assessed in combination with another Unit.

Outcome 3

Produce, present and evaluate concept visuals using digital media

Knowledge and/or Skills

♦ Development of final digital art/design work
♦ Production techniques
♦ Presentation skills
♦ Evaluation of the concepts

Evidence Requirements

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

♦ select an idea/concept
♦ apply idea/concept to chosen design items/subject matter
♦ digital/hardcopy evidence of development work
♦ produce and present final concept visuals in digital/hard copy format
♦ evaluate the effectiveness of the concepts

Evidence should be professionally presented as concept visuals in a suitable format, accompanied by digital/paper evidence of the use of digital media throughout the development of the final concept. The presentation must include an evaluation, which looks at the effectiveness of the concepts, in relation to the requirements of the candidate's brief.

Assessment Guidelines

The candidate will produce concept visuals from an idea produced in Outcome 2. The concept visuals should give an impression of how the idea looks when applied to design items or subject matter.

Digital art/design work for this Outcome may be produced in a variety of formats appropriate to the brief. Emphasis should be placed on knowledge and understanding of the use of media and the application of this knowledge to produce creative solutions.

To ensure there are no barriers to assessment, evidence of the visual presentation of artwork could be shown as part of an exhibition, screen based files or online.

The candidate can provide an evaluation of their work in any suitable format, written, digital or oral. The candidate's evaluation should identify the strengths of their work and any areas that could have been improved upon.

This Outcome could be delivered and assessed in combination with another Unit.

Administrative Information

Unit code: F1W6 34

Unit title: Art and Design: Digital Media Introduction

Superclass category: JA

Original date of publication: August 2007

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History of changes:

Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Art and Design: Digital Media Introduction

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 be delivered as part of the first year of the HNC/HND Art and Design Group Award. It will be suitable for delivery across a broad range of subject areas, avoiding any barriers to delivery.

The Unit aims to provide the candidate with creative digital media skills that could enhance their creative work in many areas and provide required skills for application to other courses or employment.

Candidates will explore digital media that can be used to produce concept visuals for digital art or design work. Candidates, who may have no previous experience of the creative use of digital media, can acquire these skills and will then approach future creative projects with increased confidence and independence.

No specific quantity or size has been set for the final piece of art or design work to be produced because of the variety and complexity of potential media formats open to the candidate.

Potential areas of digital media exploration could include:

♦   conceptual art, multi-media, installation, site specific works, constructed textiles; textile design, fashion design, interior design, illustration, printmaking, web design, animation, video, film, photography graphic design, product design

Final format for concept visuals of art/design work could be in print; projected; video; web; animation sequence; screen visual; or any other suitable format.

Outcome 1 is intended to introduce and broaden the candidates' knowledge of the potential uses for digital media. Candidates will explore different media and to encourage independent thought in terms of experimentation, avoiding barriers to creative thinking and application of ideas. Candidates could also be encouraged to explore the digital work of practising artists and designers, as this would help to develop understanding of the creative potential of digital media. It is expected that within a group of candidates their prior knowledge and skills of digital media will vary.

Outcome 2 requires the candidate to decide on the type of art or design work that they wish to create. The candidate must negotiate and write their own brief so that they are predominately in control of its format and final outcome. Tutors could supply a sample brief from which the candidate can form their own. The candidate must also produce a timetable to plan the process of production. Subsequently they will carry this out by producing a range of initial concepts. The brief and schedule should be negotiated with the tutor.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Digital Media Introduction

The candidate's brief should cover the following aspects:

♦   context —market audience, who the concept visuals are for
♦   content — subject matter, which software will be used, potential areas for experimentation
♦   purpose — what subject matter/design items will be produced, the objective of the concept visuals, how the concept visuals will be presented

Candidates should plan and negotiate the key stages and creative process of, gathering of inspiration, initial ideas and sketches, experimentation, development and production of a range of initial concepts, selection of a concept, application of a concept to design items/subject matter, presentation and evaluation of final concept.

The candidate must take into consideration the type and size of the art or design work to be produced and allow an appropriate time period for design development.

The purpose of initial concepts is to test out the strength and appropriateness of ideas and to eliminate unworkable possibilities. They should also help to provide a rough visual representation of an idea could look when presented to a client.

Areas of art or design work suitable for development could include, for example*:*

♦   installation sequences
♦   web pages/website
♦   conceptual artwork developed from digital/scanned/manipulated images
♦   digital printmaking, scaling, producing colour separations
♦   textile, creation of patterns, constructed textile design
♦   fashion design, creation of 3D visuals
♦   three-dimensional rendering of an interior design scheme
♦   digitally produced illustrations using vector based graphics, or a mixed media approach
♦   still/animated visuals of product
♦   visual catalogue of art/design work
♦   short animation or film sequence
♦   design for corporate identity, advertising material and/or packaging
♦   typography, typographical manipulation and page layout
♦   photographic manipulation, retouching, photomontage

For **Outcome 3** the candidate will produce concept visuals from an idea produced in Outcome 2, which show the application of principles such as composition, colour, contrast, flow or rhythm, 3D form, content and arrangement of typography and imagery/original artwork.

The purpose of producing concept visuals is to allow the candidates time to gain experience and a deeper understanding of how to use their chosen digital media, therefore the standard of finish and presentation required has been decreased compared to that of a client visual.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Digital Media Introduction

The term concept visuals, is used to signify art/design work that is a visual representation of a concept. This may be used to present to a client to show how the concept looks when applied to design items or subject matter. The aim is to simulate an industrial situation where, concept visuals are presented and the client has the opportunity to request changes before the artist/designer proceeds to the client visual stage.

The candidate's own evaluation of concept visuals should look at the effectiveness of the concepts. The core questions should relate back to the candidate's personal brief. For example:

♦   Has the visual style created met the stated market audience?
♦   Is the chosen subject matter appropriate?
♦   Are the visual elements and media effects appropriate?

Therefore by doing so they should be able to identify the strengths of their work and any areas that could have been improved upon.

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HNC/HND 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.

For **Outcome 1** it is advisable that the tutor discusses some of their own collected samples of digital media art/design works with the candidates and provides guidance as to the idea/concept, context and purpose.

It is understood that due to available facilities candidates from differing institutions may present research samples, which vary in terms of breadth and genre of software.

It is expected that the samples of digital art/design works presented by the candidate in Outcome 1 will cover similar areas of digital media as those that they wish to explore in Outcome 2.

Samples of art/design work can be sourced from books, periodicals, the internet or (with permission from the owner) digital copies of original artwork. Depending on the size and file format the samples and commentary may be presented via projection; video; stills sequence; screen visual; website(s) or any suitable paper-based format with accompanying oral/written commentary.

For **Outcome 2** the tutor should demonstrate subject related media available to the candidates. Candidates can then decide what format their work should take through the stage of exploration and experimentation. The brief should be negotiated with the tutor and should contain details of digital media to be used, potential areas of experimentation, final format for creative work and how the final work will be presented. Candidates should schedule and negotiate the key stages and creative process with their tutor. The key stages should cover gathering of inspiration, initial ideas and sketches, experimentation, development and production of concept visuals and their display.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Digital Media Introduction

Candidates will then develop and produce a range of ideas for their intended final solution. It is recommended that exemplar briefs and timetables be shown to the candidates for guidance. Candidates may also need to plan the input of data as in relation to scanned material, digital camera images, imported digital files and any other elements that need are to be integrated in the final piece of work.

Evidence of experimentation may involve the manipulation of composition, colour, tone, shape and form, texture, contrast, typography, visual effects and sound. Experiments should be saved in an appropriate format for continual assessment. During the creative process of producing initial ideas, the use of peer group feedback sessions may help the candidate to maintain an objective perspective.

Outcome 3 requires the candidate to select ideas/concepts produced in Outcome 2 from which to develop and produce a final solution and present this to concept visual standard. The presentation of concept visuals can be in the form of a traditional or electronic portfolio; exhibition space; virtual exhibition; projection; displayed on monitor or other appropriate format. The presentation must be accompanied by an evaluation where the candidate must assess if they have met the requirements of their own brief.

No specific quantity or size has been set for the final piece of art or design work to be produced because of the variety and complexity of potential media formats open to candidates. However, consideration could be given to the scale and complexity of final work. If, for example, the work is simplistic in technique, candidates could be asked to produce alternative finished concepts or a greater number of exploratory pieces.

The format of the evaluation may be in oral form such as a Crit or digitally recorded to pair with the concept visuals themselves. Alternatively it may in written form and submitted as hardcopy or in digital format alongside the visuals.

Within this Unit a flexible and holistic approach to teaching, learning and assessment is recommended.

While also accessible as a stand-alone Unit, candidates undertaking a number of Units in a Group Award may consider integrated assessment with other appropriate Units.

Opportunities for developing Core Skills

Candidates are working in a context, which requires the production of original computer aided design work. Demonstration and discussion in formative stages should provide support towards working unaided in the research, planning and production of art and design work using digital media. Group discussion of concepts could reinforce an evaluative approach to understanding the effectiveness of the design process.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Digital Media Introduction

The candidates will need to use critical thinking and problem solving activities when importing, customising and modifying art/design works so that the requirements of their brief are met.
As they design and produce work candidates could be encouraged to formally identify their specific objectives as stated in their brief. Candidates should identify and implement a creative approach to concept development, enhancing critical thinking and general problem solving skills to an advanced level. Evaluating the effectiveness of designs in terms of strengths and the potential for improvements will be an aspect of underpinning knowledge and understanding. Peer review activities in formative stages of work where candidates could be supported in identifying achievement and progress may be useful.

Open learning

The practical nature of parts of this Unit would make it difficult to deliver on an open/distance learning basis. However, it may be possible for candidates to access source information and complete written work. It might be necessary for candidates to be given a secure user account where they could send their responses.

For further information and advice please refer to the SQA guide, *Assessment and Quality Assurance of Open and Distance Learning* (**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: Digital Media Introduction

In this Unit you will explore the process involved in the creative uses of digital media in an art/design context. You will acquire sufficient digital media skills to increase your confidence and independence further. You will explore the wide range of possibilities that digital media can offer, and enhance and extend your creative skills by learning how to use digital media creatively.

In Outcome 1 You will produce an illustrated presentation with written/oral commentary. This will be done, by collecting and compiling a minimum of five samples of digital media based work produced within an art/design subject area, which use differing software. Through the samples collected you will explain their individual idea/concept, context and purpose of use. The compiled samples of digital media art/design works can be presented as hardcopy or in digital form. The accompanying commentary can be given orally in a digital format, presented live to the tutor/s or submitted alongside the works in written form.

In Outcome 2 you will experiment with the creative use of a range of digital media, hardware and software. In order to create a focus for your project you will negotiate and write a personal brief and schedule plan with your tutor. This will help to eliminate any unworkable possibilities. Your tutor may advise you on the quantity of work to be produced, as this may vary according to your choice of media. By following your schedule you will develop a range of ideas for your final design solution(s) and maintain a sketchbook or similar as evidence of experimentation and idea development.

For Outcome 3 you are required to select a concept produced in Outcome 2. Following this you will develop and produce a final solution and present this to concept visual standard. Your concept visuals will be presented and displayed in the negotiated format. In your presentation you will evaluate the strengths of your art/design work, this can be done orally or in written form. Your evaluation will require you to consider if your work is appropriate to the criteria you specified in your brief such as the market audience, design purpose, choice of digital format and design style.