



Higher National Unit Specification

General information for centres

Unit title: Display Design: Seasonal

Unit code: F45T 34

Unit purpose: This Unit is designed to enable candidates to develop and demonstrate skills and abilities in producing imaginative, creative and innovative design solutions to a Seasonal Design brief. Candidates will be introduced to Seasonal Display Design and how they may fulfil the requirements of mood, style and atmosphere specified in the brief.

On completion of the Unit candidates should be able to:

- 1 Research and gather information to produce an annotated sketchbook in response to a given Seasonal Display brief.
- 2 Create and present Seasonal Display design concepts.
- 3 Construct and install a Seasonal Display.

Credit points and level: 2 HN credits at SCQF level 7: (16 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. No prior knowledge is required although good communication skills, problem solving and research skills would be of benefit. No previous experience is required.

Core Skills: There are opportunities to develop the Core Skills of *Problem Solving* — Planning, Organising and Critical Thinking at SCQF level 6; *Communication* — Written at SCQF level 6; *Information Technology* at SCQF level 4; *Numeracy* (Using Graphical Information) 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: Practical assessments for Outcomes 1, 2 and 3 may be combined. A holistic approach is recommended. The final project should involve the installation of a full-sized Seasonal display. A sketchbook of supporting work should clearly show research, development and design process.

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

Research and gather information to produce an annotated sketchbook in response to a given Seasonal Display brief

Knowledge and/or Skills

- ◆ Seasonal Display
- ◆ Seasonal Display Brief
- ◆ Visual research items
- ◆ Drawing techniques
- ◆ Design ideas
- ◆ Communicating design concepts

Evidence Requirements

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

- ◆ explain the function of Seasonal Displays
- ◆ analyse the given Seasonal Display brief to identify requirements
- ◆ research visual materials to utilise in the design process
- ◆ create an annotated sketchbook containing research material, drawings and design idea

Assessment Guidelines

The assessment of this Outcome can be combined with Outcomes 2 and 3 details of which are contained in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: Seasonal

Outcome 2

Create Seasonal Display design concepts

Knowledge and/or Skills

- ◆ Design process
- ◆ Final design solution
- ◆ Drawing techniques

Evidence Requirements

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

- ◆ develop creative and imaginative Seasonal Display ideas in an annotated sketchbook
- ◆ create a final solution to the Seasonal Display brief
- ◆ produce scale drawings of the Seasonal Display design solution

Assessment Guidelines

This Outcome could be assessed in conjunction with Outcomes 1 and 3 details of which are contained in Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: Seasonal

Outcome 3

Construct and install a Seasonal Display

Knowledge and/or Skills

- ◆ Materials, construction techniques and surface finishes
- ◆ Merchandise handling and presentation
- ◆ Installation techniques
- ◆ Safe working practices

Evidence Requirements

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

- ◆ construct and install a Seasonal Display using a range of material and surface finishes
- ◆ handle and present merchandise
- ◆ adhere to safe working practices

This should be a practical assignment where the candidate is presented with a Seasonal design brief from which a Seasonal Display will be constructed and installed.

Assessment Guidelines

This Outcome could be assessed in conjunction with Outcomes 1 and 2.

In the assessment emphasis should be placed on the developmental process undergone by the candidate. Materials should be chosen for their appropriateness to the concept. Evidences of ideas and concepts will be presented by the candidate. Progress will be monitored by the tutor throughout and feedback given on intermediate stages of the assignment.

Evidence presented could be an annotated sketchbook with supporting materials such as drawings, sketches, cut outs, colour swatches, textures, articles and photographs and including analysis.

A minimum of three design options is recommended with the chosen solution taken to completion in measured drawings. Final design solution and scale drawings could be presented in the sketchbook. The Seasonal Display design should be constructed and installed. A checklist could be utilised for safe working practices.

Administrative Information

Unit code: F45T 34
Unit title: Display Design: Seasonal
Superclass category: JC
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Display Design: Seasonal

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

This Unit may be delivered as a stand-alone Unit. It has been developed as part of the Group Award HND Display Design and if it is undertaken as part of this Group Award then it would be beneficial if candidates have good communication, problem solving and research skills.

This Unit is intended to allow candidates studying display design the opportunity to explore Seasonal Display through the synthesis of skills, research and personal enquiry. The process they undertake should mirror that used by designers in this specialist area but emphasis should be given to the design process.

Guidance on the delivery and assessment of this Unit

It is possible to deliver and assess each Outcome individually, however, a single instrument of assessment could be implemented.

The Unit could be integrated in delivery and assessment with other appropriate Unit(s) within the Group Award, where a holistic assessment would be encouraged.

The tutor should endeavour to ensure that a wide range of materials and equipment is available to facilitate different design approaches.

Outcome 1

Candidates should be presented with a brief with clearly defined Seasonal Display criteria. Briefs should be written to allow for personal creative interpretation. Emphasis should be given to the special mood, style and atmosphere requirements of the clients Seasonal brief which should be interpreted by means of colour, texture and surface finishes. Candidates should be encouraged to research from a wide source of references, which should engender a creative and lively response to the display design brief. This might include historical, contemporary or social influences. The use of books, magazines, electronic media, viewing current practice in retail outlets, attending museums and exhibitions, and browsing the Internet are all sources of valuable information that can be used in the interpretation of the brief. All work should be collated in a sketchbook.

Higher National Unit specification: support notes (cont)

Unit title: Display Design: Seasonal

Outcome 2

Emphasis here should be placed on the creative process and the individual's interpretation of the project. Ideas, once formalised, should be analysed, fully explored and recorded in the annotated sketchbook. Candidates should be encouraged to evaluate work in progress and make judgements regarding possible solutions and approaches. Selection of a final solution may be made in conjunction with the tutor. A considered use of materials should be in evidence. Candidates should be made aware of a range of construction techniques and surface finishing methods.

Outcome 3

The final project should involve the installation of a full-sized Seasonal Display. The appropriate merchandise for this may be given to the candidate or selected by them. This should be made clear to candidates from the given brief at the outset of the project. The emphasis should be on the use of space, line, colour, texture and form to create the mood and atmosphere of a Seasonal display.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Problem Solving* — Planning, Organising and Critical Thinking at SCQF level 6; *Communication* — Written at SCQF level 6; *Information Technology* at SCQF level 4; *Numeracy* (Using Graphical Information) at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

As they undertake this Unit, candidates will encounter a wide variety of theoretical and practical problems and issues, similar to those encountered in the Display Design industry. They will be encouraged to identify problems and seek solutions, devising appropriate responses and approaches. As they work towards creative design solutions they will develop sophisticated problem solving skills. They need to explore a range of theoretical and practical problems and issues, considering all the components, and taking into account appropriate scale, materials and structures. These activities will provide opportunities for developing creative critical thinking and general problem solving skills.

Formative opportunities to create designs, compositions or models from different types of data with appropriate presentation styles may be particularly useful and support both the interpretation and application of graphical concepts and sustained complex calculations.

Candidates should be encouraged to develop techniques accessing, reading, viewing and evaluating a range of information as reference sources for knowledge and skills. Instruction in the effective use of learning resources will allow candidates to access and evaluate appropriate data.

Open learning

The practical nature of this Unit would make it difficult to deliver via open learning. Although parts of the Unit might be delivered by distance learning, it would require a considerable degree of planning to ensure the sufficiency and authenticity of candidate evidence.

Higher National Unit specification: support notes (cont)

Unit title: Display Design: Seasonal

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: Display Design: Seasonal

This Unit will enable you to develop and demonstrate skills and abilities in producing imaginative, creative and innovative design solutions to a given Seasonal Display brief.

This Unit is worth 2 HN credits at SCQF level 7. This means that you will be required to produce a substantial volume of work, allowing you to explore the Outcomes in depth.

You are encouraged to investigate and explore concepts and ideas using a selection of materials, creative methods, and 2D and 3D design techniques related to a Seasonal display brief. This brief will outline the requirements of a typical client from the retailing sector of industry. It will provide direction for your research. Emphasis will be placed on the mood, style and atmosphere your Seasonal Display design will create. You will analyse the brief, establish exactly what is required of you, and explore a variety of sources for inspiration. This inspiration could come from retailing, advertising, art, architecture and nature, from sources such as magazines, books and the web.

You will collate your research in a sketchbook, including both visual material and supporting notes. From this preparatory work, you will develop your design ideas. You will be encouraged to investigate a range of materials, equipment, techniques, finishes, and other sources of inspiration which you will be encouraged to discuss with your tutor.

You will develop a final Seasonal Display from your sketches, in consultation with your tutor, and you will work out this final design in measured scale drawings. You may have the opportunity to present parts of your final solution using ICT.

You will build and install your Seasonal Display to actual size in a defined, given space, employing construction techniques, merchandise, equipment and materials to an acceptable industrial standard. After the display is installed you will mount and present your final designs, together with photographs of the display.

There are opportunities to develop the Core Skills of *Problem Solving* — Planning, Organising and Critical Thinking at SCQF level 6; *Communication* — Written at SCQF level 6; *Information Technology* at SCQF level 4; *Numeracy* (Using Graphical Information) at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.