



Higher National Unit specification

General information for centres

Unit title: Display Design: Special Promotions

Unit code: F45V 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 special promotions display design brief. Candidates will be introduced to Special Promotions displays and how they can accelerate action by the consumer.

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

- 1 Research and gather information to produce an annotated sketchbook in response to a given Special Promotions brief.
- 2 Create and present Special Promotions display design concepts.
- 3 Construct and install a Special Promotions 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: *Communication* — Written at SCQF level 6 *Information Technology* at SCQF level 4; *Numeracy* — Using Graphical Information at SCQF level 6; *Problem Solving* — Planning, Organising and Critical Thinking 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.

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 display window. A sketchbook should clearly show research, development, design process and evaluation.

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 Special Promotions display brief

Knowledge and/or Skills

- ◆ Special Promotions
- ◆ Special Promotions brief
- ◆ Research sources
- ◆ 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 functions and techniques of Special Promotions displays
- ◆ analyse the brief to identify special design requirements
- ◆ source and research visual materials
- ◆ sketch and annotate design ideas

Assessment Guidelines

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

Higher National Unit specification: statement of standards (cont)

Unit title: Display Design: Special Promotions

Outcome 2

Create and present Special Promotions display design concepts

Knowledge and/or Skills

- ◆ Design process
- ◆ Interpretations and ideas for accelerating action by the consumer
- ◆ Planning for materials, merchandise handling and construction techniques
- ◆ Final design solutions
- ◆ Drawing techniques
- ◆ Presentation techniques

Evidence Requirements

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

- ◆ develop Special Promotions design concepts making use of a range of source materials and construction techniques
- ◆ produce three original and creative design solutions, in sketch form, centred on accelerating action by the consumer
- ◆ create a final solution for the Special Promotions design brief
- ◆ produce scale drawings of the final Special Promotions design solution
- ◆ present client-ready visuals

Assessment Guidelines

The assessment of this Outcome can be combined 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: Special Promotions

Outcome 3

Construct and install a Special Promotions display

Knowledge and/or Skills

- ◆ Application of a final design concept to a given display
- ◆ Construction techniques for elements of Special Promotions displays
- ◆ Merchandise handling and presentation
- ◆ Installation of a Special Promotions display
- ◆ 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 special Promotions display
- ◆ handle and present merchandise to accelerate action by the consumer
- ◆ adhere to safe working practices

This should be a practical assignment where candidates are presented with a Special Promotions design brief from which they would produce a portfolio of evidence for these Outcomes and, in consultation with the tutor, install a Special Promotions display.

Assessment Guidelines

The assessment of this Outcome can be combined with Outcomes 1 and 2

Final design solution and scale drawings could be presented in the sketchbook. Photographs of the installed display, together with the client-ready visuals, should be presented. A checklist could be utilised for safe working practices.

Administrative Information

Unit code: F45V 34

Unit title: Display Design: Special Promotions

Superclass category: JC

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History of changes:

| Version | Description of change | Date |
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Higher National Unit specification: support notes

Unit title: Display Design: Special Promotions

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. Access is at the discretion of the centre.

This Unit is intended to allow candidates studying display design the opportunity to explore the specific Special Promotions factors through the synthesis of skills, research and personal enquiry. The process they undertake should mirror that used by designers in this specialist area.

This Unit is a pre-requisite to Display Design Graded Unit 1.

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

The lecturer 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 Special Promotions criteria, emphasising a client's need to accelerate action by the consumer. Briefs could be written to encourage personal creative interpretation. 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. Work could be collated in a sketchbook.

Outcome 2

Emphasis here should be placed on the creative process and the individual's exploration and interpretation of the project. Candidates should be encouraged to discuss work in progress with the tutor and to identify possible solutions and approaches. Selection of a final solution should be made in consultation with the tutor. A considered use of materials should be in evidence.

Higher National Unit specification: support notes

Unit title: Display Design: Special Promotions

Candidates should be encouraged to see this Outcome as the means whereby they produce a set of instructions for creating and installing the Special Promotions display which they have designed. Their final sketchbook visuals and/or sketch models should show the overall design concept, while the working drawings specify measurements, materials, construction techniques, colours and surface finishes. Client-ready presentation could contain drawings and photographs.

Outcome 3

The final project should involve the installation of a full-sized Special Promotions 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 outset of the project.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of: *Communication* — Written at SCQF level 6 ; *Information Technology* at SCQF level 4; *Numeracy* — Using Graphical Information at SCQF level 6; *Problem Solving* — Planning, Organising and Critical Thinking 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.

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: Special Promotions

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.

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

This Unit will enable you to develop an understanding of various research methods and design techniques used by Display designers during a typical design process.

You will be given a Special Promotions Display Design brief which outlines the requirements of a typical client from industry. The brief will provide direction for your research. You will analyse the brief, establish exactly what is required of you, and then you will explore a variety of sources for inspiration. These sources could include art, literature, nature, objects, graphics, 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 concepts in 2D and 3D form, in sketches and sketch models. You will be encouraged to investigate a range of materials, equipment, techniques, finishes, and other sources of inspiration. You will be encouraged to discuss your design process with your tutor.

You will develop a final Special Promotions display design solution from your sketches, in consultation with your tutor, and you will work out this final design to recognised scales. This will lead on to the production of presentation drawings, in a suitable format, applying current methods of construction. You may have the opportunity to present parts of your final solution using ICT.

You will build and install your Special Promotions Display Design to actual size in an appropriate display space, employing appropriate techniques, equipment and materials to an acceptable industrial standard. You will then photograph it. You may be required to present your work to your tutors, client or peer group.

In order to successfully complete this Unit, you will need to achieve a satisfactory level of performance in all Outcomes.