



Higher National Unit specification: general information

Unit title: Contemporary Art Practice: Conceptual Development

Unit code: FA6F 35

Superclass: JB

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Unit purpose

This Unit is designed to enable candidates to work through the development of conceptual ideas in a manner that follows that of a professional practitioner in the area of contemporary art.

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

- 1 Research conceptual art practice.
- 2 Develop concepts.
- 3 Produce and present developed concept(s).

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. Candidates should have an understanding of the creative process having completed HN Units from the Contemporary Art Practice framework, for example; Contemporary Art: Conceptual Processes or have similar qualifications or experience.

General information for (cont)

Credit points and level

2 HN credits at SCQF level 8: (16 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.*

Core Skills

There are opportunities to develop the Core Skills of Information Technology and Communication 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. It is recommended that this Unit be delivered in conjunction with Contemporary Art Practice: Conceptual Production.

Assessment

For Outcome 1 candidates will undertake research. Evidence can be presented as annotated and referenced visual material, or presented orally with accompanying visual material.

Outcomes 2 and 3 will be assessed by product evidence of concept(s) and creative solution(s) in response to a given brief.

This Unit can be assessed holistically. Alternatively, each Outcome can be assessed separately.

Higher National Unit specification: statement of standards

Unit title: Contemporary Art Practice: Conceptual Development

Unit code: FA6F 35

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 conceptual art practice

Knowledge and/or Skills

- ◆ Research methods
- ◆ Conceptual artists (1900 – present)
- ◆ Practice of conceptual artists
- ◆ Conceptual art theories
- ◆ Cultural, social and political influences

Evidence Requirements

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

- ◆ generate research using a variety of sources
- ◆ explore examples of a wide range of conceptual artists' work
- ◆ explain the use of media and processes of the selected artists
- ◆ present an understanding of the theory of conceptual art practices
- ◆ present an understanding of the culture, political thought and social climate underpinning the theory

Evidence should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material.

Assessment Guidelines

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

Research should cover a range of conceptual artists and their art practice that could include, for example, installation, digital, video, film, performance, two-dimensional and three-dimensional work. Candidates should record information about the artists, the media and the processes used in their work and also show an understanding of the political thought, the social climate and culture, and the influence that this had on the artists' work.

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art Practice: Conceptual Development

Outcome 2

Develop concepts

Knowledge and/or Skills

- ◆ Exploration of pertinent ideas and personal responses
- ◆ Development of ideas
- ◆ Visual and conceptual coherence
- ◆ Experimentation with materials and techniques
- ◆ Experimental use of media
- ◆ Reflective practice

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a brief:

- ◆ explore and experiment with ideas and processes
- ◆ make innovative use of media
- ◆ develop potential concepts in response to the brief
- ◆ justify the ideas and choice of media

Evidence should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material.

Assessment Guidelines

This Outcome could be assessed on its own or as part of a holistic assessment for the whole.

There is opportunity for candidates to respond to stimulating briefs with imaginative responses. The production of solutions can take the form of visual thinking using an approach independent from the physical object or form. A reflective, analytical approach should be encouraged.

Candidates should be self-motivated and use independent decision-making; they should also be encouraged to produce exploratory, open-ended, individual responses and to push the boundaries of their existing creative practice.

Higher National Unit specification: statement of standards (cont)

Unit title: Contemporary Art Practice: Conceptual Development

Outcome 3

Produce and present developed concept(s)

Knowledge and/or Skills

- ◆ Selecting concept(s)
- ◆ Developing concepts
- ◆ Use of processes/techniques/materials
- ◆ Critical evaluation
- ◆ Presentation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to the brief:

- ◆ analyse conceptual development work and select creative concepts that could successfully be developed into artwork
- ◆ handle materials creatively and imaginatively
- ◆ explore suitable processes and techniques to produce a solution(s)
- ◆ produce a creative and developed concept
- ◆ present, justify and evaluate chosen creative solution(s)

Evidence should be presented as a developmental artwork(s) in any form that meets the requirements of the brief.

Evidence of analysis and critical evaluation should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material.

Assessment Guidelines

This Outcome could be assessed on its own or as part of a holistic assessment for the whole Unit.

Candidates can present their research and conceptual development work to the tutor and/or in a peer group presentation.

The concepts developed and presented should meet the requirements of the brief. For example, they could take the form of a model or maquette, short video, animation, further drawings or any another format pertinent to the requirements of the brief. Candidates should suggest appropriate media, scale and format for the proposed artwork.

As this Unit is about the developmental processes involved in the development of conceptual artwork, it is not envisaged that candidates will produce a developed artwork. Candidates should present evidence, usually in more than one format, to show that they have reached a reasoned decision about the concept that they intend to develop.

Higher National Unit specification: support notes

Unit title: Contemporary Art Practice: Conceptual Development

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 is designed to enable candidates to become more aware of producing artwork through ideas, creating visual thinking.

Outcome 1

Candidates should gather information on a wide a variety of conceptual artists and their art practice. Artists should have been active after 1900. Interpreting and understanding the theory behind the various practices is vital to the stimuli required for producing ideas for this Unit. Information should be gathered to include an understanding of the culture and political ideology of the time.. A variety of sources and research methods should be used and a good range of visual examples submitted, along with comments that show an understanding of the context and meaning of the chosen works and of the processes involved by the makers of the works.

Outcome 2

Candidates should develop initial ideas stimulated by a brief and by the research carried out in Outcome 1.

An experimental, explorative approach should be encouraged. There should be no barriers to the creative processes; candidates should be encouraged to use a range of materials and media in innovative and exploratory ways. Development of annotated ideas in sketchbooks should be encouraged. Verbal and conceptual coherence should be in evidence in comments and annotations relating to developing ideas. Candidates should show an ability to critically reflect upon their provisional concepts and be able to express sound reasons for rejecting some ideas and continuing to develop others.

Outcome 3

The developed concept(s) should meet the requirements of the brief. For example, concepts could take the form of a model or maquette, short video, animation, performance, digital media, further drawings or any another format pertinent to the requirements of the brief.

As this Unit is about the developmental processes involved in the development of conceptual artwork, candidates would not be expected to produce a developed artwork.

Candidates should present evidence, usually in more than one format, to show that they have reached a reasoned decision about the concept(s) that they intend to carry forward into developed artwork. Evidence should be presented in a form that contains referenced, annotated visual material or as an oral presentation/commentary with accompanying visual material. Candidates should be able to make use of appropriate terminology and to use vocabulary that clearly defines their ideas and concepts.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art Practice: Conceptual Development

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HND Contemporary Art Practice. 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.

It is recommended that this Unit be delivered in conjunction with the HN Unit Contemporary Art Practice: Conceptual Production, although the Unit could also be delivered on a stand-alone basis.

The effectiveness of the delivery and assessment of this Unit would be enhanced through lecture-based tutorials covering art practice from 1900 onwards. The learning experience should foster an atmosphere conducive to debate, which should be encouraged and observed. Candidates should, at this point, be encouraged to record their own thoughts and responses to artists' work, in preparation for the production of their own work.

Individual research by candidates should be encouraged and the use of a wide variety of sources of information – books, periodicals, galleries, catalogues as well as online resources – should be encouraged. A checklist could be employed to ensure the candidates research an appropriate range of artists.

The assessment of Outcomes 2 and 3 will be based on a brief which should encourage open-ended solutions. Candidates should be encouraged to become visual thinkers, developing independent creative thought processes.

Developed concepts could take the format of a scaled model, small two-dimensional or three-dimensional pieces of work, short videos or digital media, further drawings, performance, exploratory paintings and notes or annotations.

In the event the evidence produced for Outcome 3 may appear slight in content or small in scale additional evidence will be required as part of Outcome 2 in order to support the rationale behind Outcome 3.

Opportunities for developing Core Skills

Candidates have to conduct in depth research, accessing and studying a range of on line and complex source materials. They should make effective and responsible use of equipment and software applications, and use appropriate methods for keeping all research data secure and well organised. Analytical examination of information accessed is essential, and criteria for evaluation could be identified to support this process. Efficient systems of recording and storing research findings should be developed. Findings may be presented orally or in writing and candidates should express complex ideas and information accurately and coherently, using appropriate terminology. Centre designed checklists for self assessment may be helpful to enhance communication skills development. Oral work should demonstrate the use of effective verbal and non-verbal techniques, including the ability to present materials to a professional standard and provide confident, in depth responses to detailed questions from others.

Higher National Unit specification: support notes (cont)

Unit title: Contemporary Art Practice: Conceptual Development

Open learning

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

For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: www.sqa.org.uk.

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Contemporary Art Practice: Conceptual Development

This Unit will develop your understanding of conceptual artwork.

In **Outcome 1** you will carry out research into the work of contemporary artists and record their work and practices. This research will become an inspiration for your own work.

In **Outcome 2** you will work from a brief to produce ideas and concepts for your own artwork. You will develop your ideas by analysing and recording, experimenting and exploring the media and processes involved. You will be encouraged to become self-motivated, become an independent thinker and to become familiar with creative processes outwith normal boundaries.

When you have developed several concepts you will then reflect on the effectiveness of your concepts and select one to develop into a solution for Outcome 3.

For **Outcome 3** you will develop your chosen concept further, to the stage where it is ready to be presented and taken forward to the production of artwork.