



## **Higher National Unit specification**

### **General information**

**Unit title:** Art and Design: Desktop Publishing and Layout

**Unit code:** H382 34

**Superclass:** KH

**Publication date:** February 2013

**Source:** Scottish Qualifications Authority

**Version:** 01

### **Unit purpose**

The Unit is designed to provide learners with the knowledge and skills involved in the design and production of publications using Industry standard desktop publishing software. This Unit would be suitable for learners wishing to develop competence in document design, layout and production.

### **Outcomes**

On successful completion of the Unit the learner will be able to:

- 1 Evaluate a range of design features in publications.
- 2 Create a document using industry standard desktop publishing software.
- 3 Research and produce a multi-page document using desktop publishing software.

### **Credit points and level**

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

### **Recommended entry to the Unit**

Access to this Unit is at the discretion of the centre. However, it may be beneficial if the learner had some basic knowledge of a desktop publishing application and was proficient in computer use and saving files in a methodical way. This may be evidenced by the possession of relevant National Units, Higher IT or prior experience.

## **Higher National Unit specification: General information (cont)**

**Unit title:** Art and Design: Desktop Publishing and Layout

### **Core Skills**

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

### **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.

### **Equality and inclusion**

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## **Higher National Unit specification: Statement of standards**

### **Unit title:** Art and Design: Desktop Publishing and Layout

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

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. Learners 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**

Evaluate a range of design features in publications.

#### **Knowledge and/or Skills**

- ◆ Identify and understand a range of design features
- ◆ Evaluate the appropriateness and effectiveness of design features

### **Outcome 2**

Create a document using industry standard desktop publishing software.

#### **Knowledge and/or Skills**

- ◆ Text created and formatted
- ◆ Text imported from another file or program
- ◆ Graphics created using the toolbox
- ◆ Graphics imported from another area of application, resized, and cropped
- ◆ Page layout software used to create a grid
- ◆ Page layout software used to alter margins, guides, columns
- ◆ Page layout software used to incorporate text and graphics
- ◆ Documents printed out to a suitable output device

### **Outcome 3**

Research and produce a multi-page document using desktop publishing software.

#### **Knowledge and/or Skills**

- ◆ Document design suitable for a multi-page document
- ◆ Use of relevant text, graphics or tables from other electronic data sources
- ◆ Integration of different types of data from other applications

## Higher National Unit specification: Statement of standards (cont)

**Unit title:** Art and Design: Desktop Publishing and Layout

### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes by showing that they can:

#### Outcome 1

Submit a report of a minimum of 250 words, which gives accurate evaluations of three design features, used in publications. The report can be written, oral or electronic, eg Power Point. Learners should comment on how effectively these features have been used and describe their impact on the publication. The assessment must be carried out under open-book conditions

#### Outcome 2

Create a copy of an existing publication by the use of:

- ◆ prescribed page size and layout
- ◆ grid structure
- ◆ imported text
- ◆ typed-in text
- ◆ imported graphics
- ◆ cropped and re-sized images/graphics as appropriate to the specification
- ◆ graphics using the toolbox
- ◆ print-outs of the document to a suitable output device

#### Outcome 3

Create a multi-page document of at least six pages. The page layout, text formatting and text content must be appropriate for the purpose and target audience. The learner will show evidence of their ability to:

- ◆ gather relevant reference materials
- ◆ design a multi-page document
- ◆ find and integrate relevant text, graphics or tables from other electronic data sources
- ◆ record research strategies, activities and sources

The completed multi-page document must contain:

- ◆ a page layout/grid, using columns and headings
- ◆ text imported from a word-processing package
- ◆ graphics imported from other software



## Higher National Unit Support Notes

**Unit title:** Art and Design: Desktop Publishing and Layout

Unit Support Notes are offered as guidance and 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 develop skills and knowledge involved in the design and production of desktop publishing documents. It is intended to deliver skills and knowledge required for specialist design and publishing work. The Unit should encourage realistic workplace practices and standards, using industry standard hardware and software. This list is intended for guidance and is not exhaustive. Evidence Requirements are the minimum standards for assessment and should not exclude lecturers from using up-to-date features as software evolves.

#### Outcome 1

- ◆ consistency of layout and styles (variety versus consistency)
- ◆ use of white space
- ◆ balance and symmetry (symmetry versus asymmetry, mirror image, etc)
- ◆ shape and layout (graphics and text wrap, use of columns, etc)
- ◆ use of graphics/graphic elements (boxes, borders, lines, etc)
- ◆ proportion
- ◆ use of colour
- ◆ type styles and sizes (dropped/raised caps, fonts, enhancement, etc)
- ◆ impact of publication: clarity, fit for purpose, image and impact, balance, etc

#### Outcome 2 and 3

- ◆ creating and formatting text
- ◆ creating graphics
- ◆ combining text and graphics using guides and text flow options
- ◆ importing text and graphics from other sources
- ◆ resizing and cropping graphics

## **Higher National Unit Support Notes (cont)**

**Unit title:** Art and Design: Desktop Publishing and Layout

### **Guidance on approaches to delivery of this Unit**

Whilst this Unit is an optional Unit in the HNC/HND Visual Communication and HNC/HND Computer Arts and Design Group Awards, opportunities may be taken to link with other courses.

Thematic approaches may be adopted for both delivery and assessment.

#### **Outcome 1**

Learners should research two publications, which offer a contrast of good and poor design; one could be an online publication. These should provide sufficient basis for an evaluation of three specified design features as used in publications from the list provided. The three features to evaluate should be contained across both publications. Learners should explain how effectively features have been used and comment on their impact on the publication.

#### **Outcome 2**

The assessment in Outcome 2 should be some form of leaflet, poster or advertisement that has been selected for comparison purposes. All sizes, styles and layout instructions should be given to the learner as part of the assessment instructions. There is no scope here for the learner's creative skills.

#### **Outcome 3**

The assessment in Outcome 3 gives the learner the freedom to plan and execute a layout to their own specifications. Some learners may find this difficult and some time should be spent by the Tutor on explaining basic design features such as: symmetry, asymmetry, repetition, use of grids, use of guides, use of white space, etc. The Tutor should make examples available and give some time for discussion of these. The main point of this assessment is the learner's ability to select and incorporate text and graphics of his/her own choice for a multi-page document. Learners should also be able to access material from other sources. It would be ideal if learners could scan their own graphics, or create them in a drawing package, and use text and/or graphics obtained from CD-ROM/database/other electronic source and/or the internet.

### **Guidance on approaches to assessment of this Unit**

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

## Higher National Unit Support Notes (cont)

**Unit title:** Art and Design: Desktop Publishing and Layout

Outcome 1 will take the form of a written report. In Outcome 2 the learner will recreate a prescribed document and in Outcome 3 the learner will design and create a multi-page document using files from other electronic sources. Outcomes 2 and 3 involve using a desktop publishing package.

### Outcome 1

Learners should be asked to evaluate three specified design features contained across two publications; one could be an online publication. A sample of three different design features should be taken from the list provided in the support notes and the range of features sampled must change each time assessment takes place. Learner's responses should provide an informed evaluation and accurate analysis, rather than a description of the techniques employed.

### Outcome 2

The evidence produced for this assessment could be a leaflet, a poster, an advertisement or some other document appropriate for use in the graphic design industry. The learner should be given all the necessary information to produce the document such as page dimensions, grids, typeface, size, style and alignment. The learner should also be given information about where to find the text and graphics to be imported. A printout of the completed document could be used for reference with each learner required to produce and print their own version with their name included on the print.

### Outcome 3

This should be the final assessment as it builds on the skills and knowledge required in the first two Outcomes. The learner will have the opportunity to design and create a multi-page document to their own specifications. Examples of multi-page documents should be made available to the learner. There should be instruction on, and examples given, of basic design principles. The learners should also apply skills from two further areas of application such as text and graphics. Information about research activities and sources should be recorded for assessment purposes.

## Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

## Higher National Unit Support Notes (cont)

**Unit title:** Art and Design: Desktop Publishing and Layout

### Opportunities for developing Core and other essential skills

*Communication* skills are not formally assessed but learners will be expected to design and present materials to a professional standard. Support in developing an effective research strategy for accessing and evaluating paper based and electronic sources of complex information on relevant issues and ideas will be of value. A range of exemplar materials could be provided in order that learners could analyse and model their effectiveness to support work which meets the needs of projected purpose. Accuracy, professional presentation and use of appropriate media and recognised format will be critical in the production of materials.

The availability of suitable software packages which support accuracy as well as technical presentation could enhance communication skills development. Effectiveness of interpretation and production of graphic communication underpins the competencies developed in the Unit. Some learners may benefit from formative opportunities to develop skills in the interpretation and application of graphic data to support the need for alignment, balance and spacing.

Learners produce solutions to a given brief and analyse and seek solutions to a range of theoretical and practical problems and issues as they identify and work towards specific objectives. Identifying and considering the variables, including all available resources, and analysing the relative significance of each before identifying and justifying an appropriate strategic approach will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the impact and effectiveness of work will be a critical aspect of underpinning knowledge, and learners could be supported in the identification of appropriate evaluative methods to measure achievement.



## History of changes to Unit

| Version | Description of change | Date |
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## General information for learners

### Unit title: Art and Design: Desktop Publishing and Layout

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit will enable you to develop the skills and knowledge required to produce quality desktop publishing documents using industry standard desktop publishing software.

Outcome 1 enables you to produce well-designed publications and achieve a professional look to your work by asking you to evaluate different publications.

In Outcome 2 you will re- create a document using industry standard desktop publishing software. For this assessment you will use desktop publishing software to a clearly prescribed layout provided by your class Tutor.

In Outcome 3 you will research, design and produce a multi-page document using industry standard desktop publishing software. You will be required to find and use graphics created in other programmes and from electronic data sources such as CD-ROM/database/other electronic source and/or the Internet.

On successful completion of the Unit you will be able to:

- 1 Evaluate a range of design features in publications.
- 2 Create a document using Industry standard desktop publishing software.
- 3 Research and produce a multi-page document using desktop publishing software.