



## Higher National Unit specification: general information

**Unit title:** Visual Communication: An Introduction

**Unit code:** H386 34

**Superclass:** KA

**Publication date:** February 2013

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**Version:** 01

### Unit purpose

This is a mandatory Unit in the Higher National Certificate and Higher National Diploma in Visual Communication. It can also be taken as a freestanding Unit.

This Unit introduces candidates to the basic elements of visual communication and their visual potential. Candidates will produce experimental work, and creative visual concepts to a given design brief. It is targeted at candidates who wish to develop competence in the elements of visual communication.

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

- 1 Produce experimental work exploring the basic elements of visual communication in line with a given design brief.
- 2 Produce experimental work exploring colour in line with a given design brief.
- 3 Produce and evaluate creative visual concepts in line with a given design brief.

### Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. It would be beneficial if candidates had good research and communication skills.

### Credit points and level

1 Higher National Unit 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.*

## **General information (cont)**

### **Core Skills**

Opportunities to develop aspects of Core Skills are highlighted in the support notes of 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 the Higher National Certificate and Higher National Diploma in Visual Communication, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

The assessment exemplar for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable Instrument of Assessment. Centres wishing to develop their own assessments should refer to the assessment exemplar to ensure a comparable standard. Assessment exemplars are available on SQA's secure website.

## 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.

Please refer to Knowledge and/or Skills for the Unit and Evidence Requirements for the Unit after the Outcomes.

### Outcome 1

Produce experimental work exploring the basic elements of visual communication in line with a given design brief.

#### Knowledge and/or Skills

- ◆ Line
- ◆ Shape
- ◆ Form
- ◆ Scale
- ◆ Texture

#### Evidence Requirements

Candidates will need to provide product evidence to demonstrate their Knowledge and/or Skills by showing that they can, in line with a given design brief:

- ◆ explore the visual possibilities of line, shape, form, scale and texture
- ◆ produce a range of experimental examples of line, shape, form, scale and texture

Evidence of experimental work can be in sketch or thumbnail form.

### Outcome 2

Produce experimental work exploring colour in line with a given design brief.

#### Knowledge and/or Skills

- ◆ Colour harmony
- ◆ Colour contrast
- ◆ Traditional and/or digital techniques

#### Evidence Requirements

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

- ◆ develop experimental work using traditional and/or digital techniques
- ◆ apply colour harmonies and contrast to a range of developmental ideas

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

**Unit title:** Visual Communication: An Introduction

### Outcome 3

Produce and evaluate creative visual concepts in line with a given design brief.

#### Knowledge and/or Skills

- ◆ Composition
- ◆ Design process
- ◆ Evaluation skills

#### Evidence Requirements

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

- ◆ explore different compositions in line with a given brief
- ◆ produce a minimum of four creative visual concepts based on these compositions
- ◆ evaluate these visual concepts in relation to the design process

For all Outcomes, candidates must be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

## Higher National Unit specification: support notes

### Unit title: Visual Communication: An 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

The Unit is designed to introduce candidates to the field of visual communication, and will provide them with background knowledge of the basic elements of visual communication. Candidates will have opportunities to explore and develop these elements through a tutor given brief.

#### Outcome 1

Candidates will experiment with the basic elements of visual communication and should explore the expressive, organic and geometric qualities of these elements. Candidates could use traditional or digital rendering techniques and materials, or a combination of both.

#### Outcome 2

Candidates will experiment with colour relationships and will explore harmony and contrast; they could also explore spot colour. Candidates could use traditional or digital rendering techniques and materials, or a combination of both.

#### Outcome 3

Candidates should develop an understanding of the importance of the design elements within the context of visual communication. This will help to inform candidates' design decisions relative to their four creative compositional concepts.

### Guidance on the delivery of this Unit

If the Unit is delivered as part of the Higher National Certificate and Higher National Diploma in Visual Communication it is recommended that it is delivered at the outset of the qualification as an introduction to the subject area.

Candidates may have a very limited experience of experimenting with different media and materials and may require a lot of support in the early stages of the process, in the form of tutor demonstration of techniques, hand-outs and visual exemplars. Studio sessions could be arranged as workshops where candidates could explore a wide range of approaches.

Outcome 1 should be seen as a process of exploration and discovery, and candidates should be encouraged to explore the expressive, organic and geometric qualities of the basic elements.

Outcome 2 should build on these processes, and candidates should be encouraged to explore the use of expressive, harmonious and contrasting colour. They could also explore the spot qualities of colour.

## Higher National Unit specification: support notes (cont)

**Unit title:** Visual Communication: An Introduction

For Outcome 3, candidates should be encouraged to develop design elements and using the design process work towards a minimum of four alternative concepts.

Candidates can use traditional and/or digital rendering techniques and materials in developmental sketchbook/workbook form.

### Guidance on the assessment of this Unit

Centres could integrate the delivery and assessment of this Unit with other Units in the Higher National Certificate/Higher National Diploma in Visual Communication using a thematic approach. Appropriate Units may be:

- ◆ *Working in the Field of Visual Communication* (SCQF level 7)
- ◆ *Visual Communication: Social Media* (SCQF level 7)
- ◆ *Preparing for a Role in the Field of Visual Communication* (SCQF level 8)

### Assessment Guidelines

In Outcome 1, candidates should utilise the basic elements of visual communication and should develop their most successful examples. These examples with the application of colour could be developed for Outcome 2.

Assessment materials developed for Outcome 2 should allow candidates to work independently in line with the given brief.

Candidates should generate evidence by applying colour possibilities to more developed designs produced in from the experimental artwork created in Outcome 1.

Assessment materials developed for Outcome 3 should allow candidates to work independently on a brief enabling the candidate to produce a range of design possibilities from Outcomes 1 and 2. Candidates should generate evidence by selecting and developing design elements to a minimum of four design concepts. The final four design concepts should progress the knowledge and skills developed in Outcomes 1 and 2. Candidates will evaluate each design concept with reference to the design process.

Assessment evidence could be presented in a sketchbook or digital workbook, or a combination of both.

### Online and Distance Learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence.

## Higher National Unit specification: support notes (cont)

**Unit title:** Visual Communication: An Introduction

### Opportunities for developing Core Skills

Elements within the Core Skill of *Problem Solving*, namely planning and organising, critical thinking, and reviewing and evaluating could be developed and enhanced as candidates undertake this Unit. For example, there are opportunities to apply knowledge and skills while visually exploring a range of design possibilities. When identifying possible areas for development, they will use critical and creative thinking skills.

### 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](http://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: Visual Communication: An Introduction

This Unit is an introduction to the field of visual communication and you will develop knowledge and practical skills using basic elements of visual communication.

In Outcome 1 you will be given a design brief and will experiment with the basic elements of visual communication in thumbnail/sketch form. You will explore the expressive, organic and geometric qualities of the basic elements of visual communication. You will use traditional and/or digital rendering techniques and materials in developmental form. Your evidence will be produced in a sketchbook/workbook which can be in hard copy, digital format, or a combination of both.

In Outcome 2 you will work to a given brief and develop work produced in Outcome 1. This will be a process of exploration and discovery, and you will explore the expressive, harmonious and contrasting qualities of colour. You will use traditional and/or digital rendering techniques and materials in developmental form. Your evidence will be produced in a sketchbook/workbook which can be in hard copy, digital format, or a combination of both.

In Outcome 3 you will develop ideas from Outcomes 1 and 2 and use the design elements, balance and composition to produce a minimum of four developed concepts. You will use traditional and/or digital rendering techniques. You will evaluate these concepts in relation to the design process.