

Higher National Unit Specification

General information for centres

Unit title: Exhibition: Planning and Design

Unit code: DX06 34

Unit purpose: This Unit has been designed to enable candidates to develop skills in planning and designing an exhibition. Candidates will develop skills that will give them a sound understanding of the role and the responsibilities of the exhibition designer.

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

- 1 Produce a clear, concise brief, developed in conjunction with a client.
- 2 Plan a production schedule from client brief to installation/construction of an exhibition.
- 3 Demonstrate an ability to produce a design presentation for an exhibition.

Credit points and level: 1 HN 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.*

Recommended prior knowledge and skills: No prior knowledge is required. Access to this Unit is at the discretion of the Centre.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Working with Others 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: One holistic assessment may be used to cover Outcomes 1, 2 and 3 and an integrative project is encouraged.

Alternatively Outcomes 1 and 2 can be assessed separately by written or oral means and Outcome 3 evidenced by a portfolio of visual outputs.

Higher National Unit specification: statement of standards

Unit title: Exhibition: Planning and Design

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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

Produce a clear, concise brief, developed in conjunction with a client

Knowledge and/or skills

- ◆ Communicate ideas and thoughts
- ◆ Sources of information
- ◆ Research skills
- ◆ Project concepts and outputs
- ◆ Timescales and deadlines
- ◆ Legal restrictions and implications

Evidence Requirements

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

- ◆ communicate their ideas and thoughts to the client
- ◆ adopt appropriate procedures in relation to research and justify decisions
- ◆ use a method of communication, which reflects personal and original thoughts

Evidence should be presented through a portfolio recording sources of research material and data, and presented in a structured format supporting the creative design concept. The amount of evidence the candidate is required to produce should be equivalent to an illustrated report of not less than 500 words, or equivalent, and an annotated sketch book of not less than two pages of A3 paper or equivalent.

Assessment guidelines

The assessment of this Outcome may be combined with Outcomes 2 and 3 as part of a single holistic assessment. An illustrated report, a notated sketch book, a recorded presentation or other appropriate media may be used as supportive evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Exhibition: Planning and Design

Outcome 2

Plan a production schedule from client brief to installation/construction of an exhibition

Knowledge and/or skills

- ◆ Time management
- ◆ Duties and responsibilities
- ◆ Role of a project manager/co-ordinator

Evidence Requirements

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

- ◆ produce a planning schedule indicating a timeline for the creation and implementation of an exhibition
- ◆ produce a log which will contain a schedule of logistics
- ◆ present evidence through an illustrated portfolio, of no less than 4 x A3 pages of a sketch book or lay-out pad, demonstrating an awareness of current sector specific thinking

Assessment guidelines

The folio of work will record sources of research material and data and present them in a structured format supporting the creative design concept.

The assessment of this Outcome may be combined with Outcomes 1 and 3 as part of a single holistic assessment for this Unit. An illustrated report, a notated sketch book, a recorded presentation or other appropriate media may be used to provide supporting evidence.

Outcome 3

Demonstrate an ability to produce a design presentation for an exhibition

Knowledge and/or skills

- ◆ Requirements of a project brief
- ◆ Visual project concepts
- ◆ Concepts for development
- ◆ Communication of visual ideas

Evidence Requirements

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

- ◆ complete a design presentation
- ◆ produce a portfolio of creative output, which will be no less than 4 x A3 pages of a sketch book, lay-out pad or equivalent

Higher National Unit specification: statement of standards (cont)

Unit title: Exhibition: Planning and Design

Assessment guidelines

Specifically the candidate will address the important management task of providing output that clearly meets the requirements of the brief and provides creative solutions that meet the needs of clients within the exhibition sector.

The assessment of this Outcome can be combined with Outcomes 1 and 2 as part of a single holistic assessment for this Unit. An illustrated report, portfolio of visual concepts and sketchbook developments, a notated folder or other appropriate media may be used as supportive evidence.

Administrative Information

Unit code: DX06 34

Unit title: Exhibition: Planning and Design

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: Exhibition: Planning and Design

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

This Unit is intended to give candidates an insight into establishing a professional relationship with a client. It will enable them to develop communication skills in producing a meaningful brief; planning the development of a creative process from inception to construction/installation and articulation of visual proposals as creative solutions as to a variety of design problems.

The Unit is intended to be practical in its application and has been specifically developed to enable candidates to demonstrate their ability to initiate and implement a client presentation. The Unit has been designed to help candidates manage and co-ordinate a creative project from inception (a brief created in conjunction with a client) to completion of appropriate, industry specific, outputs.

Candidates will be expected to manage their time to meet deadlines in order to achieve progression through the Unit. Candidates should be able to access information, develop logical research strategies and process information. They should have an understanding of legal requirements relating to the exhibition industry.

Although not formally assessed an understanding of legislation, agreements and good practice with regard to copyright, intellectual copyright and the need to acknowledge the contribution of others to the work will be necessary.

Guidance on the delivery and assessment of this Unit

This Unit is designed to test the candidate's ability to articulate ideas and thoughts in a logical and informative manner. Candidates are encouraged to demonstrate an understanding of the exhibition industry by the preparation of information through a variety of output. The Unit should be delivered in a manner, which enables candidates to appreciate its relevance in solving design problems.

It is proposed that the Unit be delivered as a project based assessment and candidates should be encouraged to work as members of a team, but where individual candidate performance within any group structure can be readily assessed. The Unit is designed to encourage the use of appropriate visual media in the creation, development and completion of project output.

Candidates will identify and nominate a client, who will be required to be the main point of contact throughout the project. Candidates will be expected to develop a sound business relationship with the client and establish a recorded schedule or log of minuted meeting, planned processes and deadlines.

Opportunities for developing Core Skills

Elements of the core skill of Problem Solving should be naturally developed and enhanced as candidates undertake the practical work for the unit. Working to a specific client brief candidates have to plan the development of a creative process from inception to the construction, installation and articulation of visual proposals as creative solutions to a variety of design problems.

Higher National Unit specification: support notes (cont)

Unit title: Exhibition: Planning and Design

This will require that they analyse, select and justify suitable media, methods and resources. Researching and assessing the importance of all factors impacting on the interpretation of the brief, including legal and health and safety considerations will involve a high level of critical thinking. Applying and demonstrating knowledge and understanding and negotiating agreement with clients will involve a sophisticated level of creative thinking.

There are opportunities to foster co-operative working skills as candidates agree the nature and scope of aims and responsibilities with clients, demonstrating and explaining aspects of the process as they complete work to fulfil the brief. Throughout the unit candidates should be encouraged to review and evaluate their approaches to the Design process. On going evaluative consideration of the success of the project and the professionalism of the relationship developed with the client could involve discussion with the assessor to reinforce analytical and evaluative approaches to working practice.

Open learning

It may be suitable to deliver this Unit by open learning. It may be possible for candidates to access source information and complete written work electronically.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

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. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

Unit title: Exhibition: Planning and Design

This Unit is intended to prepare you for work as an exhibition designer. It will provide you with the vocational knowledge and skills necessary to work within an exhibition planning and design environment.

On completion of the Unit you will be able to:

- ◆ work with a client to produce a clear and concise brief
- ◆ plan a production schedule from brief to installation/construction
- ◆ produce a design presentation for an exhibition

In Outcome 1 you will develop an understanding of how to communicate and articulate your ideas and thoughts to a client. You will develop objective evaluation, positive thinking and creative flair. You will offer creative solutions to a variety of design problems. You will develop a positive relationship with your client which is imperative in gaining a successful outcome.

In Outcome 2 you will prepare and plan a production schedule, which will enable you to co-ordinate and log logistics involved in producing an exhibition. Your ability to manage a successful project will be demonstrated through your awareness of the design process.

In Outcome 3 you will demonstrate your ability to take a client brief, respond to its requirements and produce a design presentation for an exhibition using the knowledge and information gained in Outcomes 1 and 2.

To achieve this Unit you will produce a portfolio of creative output which reflects your ability to demonstrate technical and professional knowledge and skills relating to the exhibition industry.