



National Unit specification: general information

Unit title: Art and Design: Graphic Design — Advertising (SCQF level 6)

Unit code: F9WK 12

Superclass: JC

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Summary

In this Unit candidates will develop the skills and techniques which will allow them to investigate and develop skills in the field of advertising through graphic design. Candidates will research advertising through project work before investigating and using materials and techniques to produce finished artwork through interpretation of a brief.

This Unit is suitable for candidates who:

- ◆ wish to develop basic knowledge and skills in the use of graphic design for advertising
- ◆ are undertaking a general programme of Art and Design Units

Outcomes

- 1 Research a given brief.
- 2 Develop roughs, colour and type specifications in response to the brief.
- 3 Produce finished artwork in response to the brief.
- 4 Produce a production specification to accompany the artwork.

Recommended entry

While entry is at the discretion of the centre, candidates would benefit from having previous experience of an Art and Design Course or Units.

General information (cont)

Unit title: Art and Design: Graphic Design — Advertising (SCQF level 6)

Credit points and level

1 National Unit credit at SCQF level 6: (6 SCQF credit points at SCQF level 6*)

**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 is no automatic certification of Core Skills in this Unit. Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

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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.

Outcome 1

Research a given brief.

Performance Criteria

- (a) Identify the main requirements of the brief.
- (b) Identify research sources with development potential.
- (c) Identify and select material with reference to function and timescales.
- (d) Collate and present gathered research material.

Outcome 2

Develop roughs, colour and type specifications in response to the brief.

Performance Criteria

- (a) Select a variety of research material with development potential for roughs.
- (b) Develop a range of initial ideas in colour in response to the brief.
- (c) Use selected media, materials and techniques effectively to produce a range of roughs.

Outcome 3

Produce finished artwork in response to the brief.

Performance Criteria

- (a) Select a final idea for production.
- (b) Identify and use selected media, materials and techniques effectively.
- (c) Present the finished artwork.

Outcome 4

Produce a production specification to accompany the artwork.

Performance Criteria

- (a) Select an idea for production specification.
- (b) Produce specification showing accurate information and standards.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Written and/or oral evidence and product evidence will be produced to demonstrate that candidates have achieved all of the Outcomes and Performance Criteria.

Candidates will produce a folio that includes:

- ◆ collated visual and annotated research material that demonstrates understanding of the main requirements of the given brief in graphic design: advertising
- ◆ annotated initial development studies in monotone and colour which demonstrate the investigation of selected media, materials and techniques in graphic design and which uses research material to inform the creative development process
- ◆ a finished artwork developed by candidates in response to the requirements of the brief. The artwork will be based on candidates' earlier development ideas and will demonstrate the applied and effective use of selected media, materials and techniques. The artwork will be presented in accordance with the requirements of the brief
- ◆ a simple product specification to accompany the finished artwork that shows accurate information using suitable typographical terms to known measurements and standards.

The evidence for this Unit must be produced under open-book conditions throughout delivery of the Unit, with progress monitored by teachers/lecturers on an ongoing basis.

The folio of work can be presented in a sketchbook, workbook or display board format and all assessment evidence must be retained along with a copy of the brief and the final artwork.

National Unit specification: support notes

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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 an optional Unit of the National Certificate in Art and Design at SCQF level 6. It can also be taken as a free-standing Unit.

The purpose of this Unit is for candidates to develop experience in using media materials and graphic design techniques, developing initial skills for graphic production and an understanding of the creative development process. This Unit should be delivered and taught within a creative art and design environment. To underpin this, the Outcomes follow the creative process of analysing a given brief for advertising in graphic design, completing investigative research and development work before producing and presenting of a final artwork and a production specification to accompany the artwork. The brief should be carefully constructed to allow for individual creative expression in the use and application of suitable graphic design media and techniques.

Guidance on learning and teaching approaches for this Unit

This is a specialist Unit which enables candidates to acquire, through project work, experience in the field of advertising design techniques. The following information gives further clarification regarding the context in which the Outcomes and Performance Criteria are to be achieved.

Outcome 1

Candidates should work in 2D, and drawing might well be included as part of the ongoing investigative process. The brief should be imaginative and well constructed to guide candidates through the creative process of researching and developing ideas and finished artwork for a defined purpose. It should be designed to allow for individual creativity, and any constraints should be clearly related to professional practice. When constructing candidate briefs teachers/lecturers should ensure that there are no artificial barriers to learning and assessment and candidate's special needs should be taken into account when planning learning experiences and preparing assessments.

National Unit specification: support notes (cont)

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The brief for advertising can involve the creation and development of a piece of graphics based on a theme or topic either specified by teachers/lecturers or negotiated with candidates. This may be linked with a defined advertising campaign which would inform the presentation of the final artwork and it could be developed as a class brief or for individual use. This brief should allow candidates to gather suitable research material with development potential before generating and developing ideas through the use of media, materials and graphic design techniques in response to the given brief. Teachers/lecturers should ensure that each candidate understands the main requirements of the brief before starting the developmental process. This understanding can be fostered through group or one to one discussions with candidates in addition to the ongoing monitoring, discussion and reviewing of the collated research materials with individual candidates.

Outcome 2

The investigation of techniques and materials should be approached to allow candidates to experience and investigate the use of a variety of media, materials and techniques for graphic design. As this Unit is intended as a specialist Unit these are likely to include the use of typography, roughs and other suitable graphic design techniques. The focus in this Outcome should be on developing direct experience of the creative use of media, materials and graphic design experimentation, and for this reason not all experiments will be necessarily successful. This process is instrumental to developing candidate's critical and aesthetic awareness and for this reason all investigative development work should include brief annotation which indicates the candidates growing critical awareness of their work. For candidates of graphic design using basic exercises such as roughs, working drawings, type mark up and production might be useful techniques to serve as away of developing their ideas.

Outcome 3

The final finished artwork as specified in the brief should be capable of being produced by candidates with little experience in graphic design. The artwork produced will therefore reflect candidates' experience of the subject area with the scale and ambition of the presented artwork taking secondary importance, to the earlier creative and investigative process. The completed work in graphic design will relate to the requirements of the given brief and should show increased confidence in the handling of media, materials and techniques from the earlier development work. The presentation of completed artwork will involve the display of candidates' work that meets the requirements of the brief.

Outcome 4

Candidates should produce a simple production specification which could show accurate information clearly expressed using correct typographical terms to known measurements and standards. This can also include accurate use of printing methods, use of paper, colour and type.

National Unit specification: support notes (cont)

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Opportunities for developing Core Skills

Candidates may have opportunities to develop aspects of the Core Skill of Communication through teacher/lecturer led group discussions and through commentary when researching advertising in graphic design through techniques and materials.

Candidates may have opportunities to develop aspects of the Core Skill of Problem Solving through investigation of the brief, the development process and ongoing reflective evaluation with reference to the requirements of the brief.

Guidance on approaches to assessment for this Unit

A suitable instrument of assessment for this Unit would be a practical exercise. The Outcomes may be assessed on an individual basis or a combined staged assessment can be used to cover all four Outcomes.

The brief should clearly indicate the scope of the activity, give guidelines to candidates on working to realistic timescales for completion of the key activities and should be constructed to provide candidates with some flexibility of choice and personalisation of the topic. A checklist for safe working practices can be used for the ongoing developmental and final practical activities.

Through open questions and group discussion graphic design techniques can be considered exploring the use of materials and media related to specific advertising methods.

Teachers/lecturers must be satisfied that the evidence submitted is the work of individual candidates. Although group work may be used as a learning and teaching approach, any work that contributes to a candidate's assessment evidence must be carried out on an individual basis to ensure authenticity.

Opportunities for the use of 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 e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

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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