



National Unit Specification: general information

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

NUMBER D177 13

COURSE Graphic Communication (Advanced Higher)

SUMMARY

The purpose of this unit is to develop an understanding of the principles of effective visual communication related to industrial and commercial practice, and to apply these principles in the production of a Graphic Presentation.

OUTCOMES

- 1 Evaluate the application of design principles in professional graphics presentations.
- 2 Design and produce a professional Graphic Presentation for a client group.
- 3 Desktop Publishing characteristics are identified and their functions described correctly.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained Higher Graphic Communication at grade A or B, or relevant experience in desk-top publishing.

CREDIT VALUE

1 credit at Advanced Higher.

Administrative Information

Superclass: CE

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National Unit Specification: general information (cont)

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

CORE SKILLS

There is no automatic certification of core skills or core skills components in this unit.

Additional information about core skills is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

National Unit Specification: statement of standards

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

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 the Scottish Qualifications Authority.

OUTCOME 1

Evaluate the application of design principles in professional graphics presentations.

Performance criteria

- (a) Different styles of presentation are selected and their main elements clearly described.
- (b) The application of design principles in the selected graphic presentation is comprehensibly analysed.
- (c) Compare and contrast the application of design principles in selected professional graphic presentations.

Evidence requirements

Written and graphical evidence of the candidate's ability to evaluate the application of visual communication design principles within a professional graphical presentation specified within PCs (a) to (c).

OUTCOME 2

Design and produce a professional Graphic Presentation for a potential client group.

Performance criteria

- (a) A potential client group is identified and a background portfolio produced.
- (b) An appropriate design process is clearly described and detailed for the selected client group.
- (c) An effective design solution is developed for the perceived needs of the selected client group.
- (d) Appropriate computer page specifications are established and effective design elements and principles developed.
- (e) An effective professional graphic presentation is produced to meet the perceived requirements of the selected client group.

Evidence requirements

Written and graphical evidence of the candidates ability to design and produce a professional Graphic Presentation to successfully meet the specification as detailed in PCs (a) to (e).

National Unit Specification: statement of standards (cont)

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

OUTCOME 3

Desktop Publishing characteristics are identified and their functions described correctly.

Performance criteria

- (a) The use of alternative file formats is correctly described in the context of Desktop Publishing.
- (b) Digital imaging terms are correctly explained in the context of Desktop Publishing.
- (c) Desktop features are correctly identified and their characteristics described correctly.
- (d) Typographic terms are correctly explained in the context of Desktop Publishing.
- (e) Commercial printing terms are correctly described in the context of Desktop Publishing.

Evidence requirements

Written evidence of the candidate's ability to demonstrate knowledge and understanding of desktop publishing terminology and basic printing terms across PCs (a) to (e).

National Unit Specification: support notes

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

This part of the unit specification is offered as guidance. The support notes are not mandatory.

While the time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON CONTENT AND CONTEXT FOR THIS UNIT

The Graphic Presentation invites a wide range of candidate responses that may reflect their personal interests, areas of expertise or the resources that are available to the candidate.

The candidate should gain an appreciation of the levels of competence, understanding and skill that might be found in a business environment. Any situation in which information is presented graphically may be used as a context for the presentation.

The Graphic Presentation requires the candidate to show initiative, creativity, analysis and synthesis in the production of a multi-page document through independent investigation and study. The structure of this unit would embrace effective project management, processing of data, market research, acquisition of relevant concepts and knowledge, reasoned choice of content, the application of graphic techniques and evaluation.

Outcome 1

Demonstrate knowledge and understanding of visual communication design elements and principles in the context of professional graphic presentations. Examples of professional presentations include:

- Styles: informational; technical; leisure; promotional
- Elements: target audience; message; presentational features

Outcome 2

Design and produce a professional Graphic Presentation incorporating text and graphics for a specific client group. The Graphic Presentation should incorporate a minimum of three graphics, one scanned, one imported from CD-ROM, Internet or similar, one candidate – motivated. The evidence produced should be presented both as a hard copy and in file format.

Outcome 3

Desktop Publishing characteristics are identified and their functions described correctly. Computer terminology in the context of desk top publishing.

National Unit Specification: support notes (cont)

UNIT Computer-Aided Graphic Presentation (Advanced Higher)

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

A candidate-centred learning approach should be adopted by allowing the candidate to research current usage of DTP, using specialist publications and materials. The candidate should be given the opportunity to gain hands-on experience of a desktop publishing station. Approximately five hours should be spent dealing with the design aspects of DTP and examples of good practice should be shown and demonstrated as the basis for tutor-led discussion. Taught aspects may include aspects of effective visual communication, composition and visualisation.

The candidate should be encouraged to collect samples of modern printed materials, handouts, books/manuals produced by desk-top publishing manufacturers, to help build an appreciation of design principles. Regular group discussions are an important part of the design element of the module.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

National Assessment Bank materials have been created specifically to assess knowledge and understanding for each outcome. Assessments can take place either at the completion of an outcome or as an end test.

Assessment will be based upon the Graphic Presentation produced.

SPECIAL NEEDS

This unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special 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 Special Assessment and Certification Arrangements for Candidates with Special Needs/Candidates whose First Language is not English* (SQA, 1998).