



National Unit specification: general information

Unit title: Art and Design: Introduction to Graphic Design
(SCQF level 5)

Unit code: F9VJ 11

Superclass: JC

Publication date: September 2010

Source: Scottish Qualifications Authority

Version: 01

Summary

In this Unit candidates will develop basic graphic design skills and experiment with materials, techniques and processes allowing them to produce graphic design work in response to a given brief.

Candidates will explore, develop and generate ideas for a given brief working towards graphic design solutions within a selected graphic design discipline. Candidates will be involved in experimenting with a range of graphic design materials, techniques and processes before producing and formally presenting graphic design work.

This Unit is suitable for candidates who:

- ◆ wish to gain basic knowledge and skill in the use of graphic design
- ◆ wish to undertake a general programme of Art and Design Units

Outcomes

- 1 Research a given graphic design brief.
- 2 Develop visual ideas and concepts in response to the graphic design brief.
- 3 Produce and present graphic design work.

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)

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Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5*)

**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

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 component in this Unit.

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 graphic design brief.

Performance Criteria

- (a) Identify the main requirements of the brief.
- (b) Identify research areas with experimental potential in response to the brief.
- (c) Gather and collate resource material in response to the brief.

Outcome 2

Develop visual ideas and concepts in response to a given graphic design brief.

Performance Criteria

- (a) Identify graphic design skills used in a selected graphic design discipline.
- (b) Select graphic design materials, techniques and processes for experimentation.
- (c) Produce progressive creative experimentation using selected techniques, materials tools and equipment.

Outcome 3

Produce and present graphic design work in response to a given brief.

Performance Criteria

- (a) Select and refine ideas or concepts in response to the brief.
- (b) Demonstrate competent and safe handling of materials and techniques.
- (c) Present graphic design work.

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 demonstrate the ability to select and use skills, materials and techniques appropriate for graphic design work in response to a given brief.

Candidates will produce a folio of work, which includes:

- ◆ identification of the main requirements of the given brief (eg theme, scale, etc).
- ◆ a variety of sketches, drawings and/or photographs, and written/annotated research and resource material.
- ◆ experimental development work that shows the creative use of selected resource materials, techniques and skills appropriate to the graphic design discipline.
- ◆ initial layout concepts and ideas that show the applied use of a variety of materials, techniques and processes.
- ◆ refined concepts that demonstrate safe and competent handling of materials and techniques.
- ◆ formal presentation of graphic work. This will be presented in accordance with the requirements of the given discipline and design brief.

The folio of work may be presented in a sketchbook, workbook, or display board. The evidence will be produced under open-book conditions throughout the Unit. Evidence must be retained along with a copy of the brief.

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.

If this Unit is being delivered as part of a programme of art and design based Units, then it is recommended that centres consider an integrated delivery approach with other Units in the award.

The Unit is designed to offer an introduction to an area of specialist study and it should be seen as a vehicle for creative experimentation within a specific discipline. The intention is to provide an opportunity for candidates to participate in an area of specialist study, of which they may have no previous experience, and to allow them to explore that area creatively, without undue emphasis being placed on the technical rigours associated with it.

The Unit offers candidates the opportunity to explore and build skills and knowledge within their selected graphic design discipline. The aim is to allow candidates to creatively experiment with the skills, materials and techniques available to them. Candidates should be able to apply and manipulate the skills they have learned in the production of graphic design work. Candidates must also present their graphic design work in a manner appropriate to the selected discipline, this may involve mounting work on boards, in a folio or on display.

Guidance on learning and teaching approaches for this Unit

Teachers/lecturers should provide practical demonstrations of the use of selected media and techniques and visual exemplars of graphic design work relevant to the specified discipline area. Class discussion and the use of industrial visits can be used to reinforce graphic design working practices and methods. These approaches can be used to provide a stimulating visual launch to this Unit.

Teachers/lecturers can advise candidates on the choice of suitable research and source material that best fulfils the requirements of the given brief.

Candidates should have the opportunity to explore a range of available materials, techniques and processes within a selected graphic design discipline. Teachers/lecturers can indicate the standard of work that is expected and provide examples and guidance on presenting work.

The folio of evidence should show the research, exploration and development of candidates' creative experimentation in a selected graphic design discipline. The folio should also show candidates' ability to apply their skills in manipulating the materials, techniques and processes before producing and presenting refined graphic design work.

National Unit specification: support notes (cont)

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The Unit should be centred on an assignment that will be drawn up by teachers/lecturers. Candidates should work individually with ongoing guidance from teachers/lecturers.

Opportunities for developing Core Skills

Candidates may have opportunities to develop aspects of the Core Skill of *Problem Solving* through participation in the creative development process and in the critical evaluation of developing ideas before selecting final ideas and/or concepts for production and presentation.

Candidates may have opportunities to develop aspects of the Core Skill of *Communication* through oral discussions during tutorial sessions and through the annotation of development and ongoing practical work. Oral Communication skills could also be developed during the presentation of the graphic design work.

Guidance on approaches to assessment for this Unit

A suitable instrument of assessment for this Unit would be a series of practical exercises.

Candidates should be aware of all assessment requirements and arrangements. Continuous assessment in the form of candidate/teacher/lecturer reviews may be used to assist candidates in the progression of their work.

Although assessment may be ongoing teachers/lecturers should assist candidates to prepare for the final assessment by advising and guiding them in the selection and presentation of the work to be assessed. Candidates should demonstrate the ability to select and use resources, materials techniques and processes and develop the skills required to produce successful graphic design work.

Assessment evidence can be gathered and linked with other mandatory and/or optional Units for centres delivering the National Certificate in Art and Design at SCQF level 6.

Teachers/lecturers must be satisfied that the evidence submitted is the work of individual candidates. Although group work may be used as learning and teaching approach, any work that contributes to candidate 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)*.

National Unit specification: support notes (cont)

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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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