

National Unit Specification: General Information

UNIT Desktop Publishing (Higher)

NUMBER D976 12

COURSE

SUMMARY

This unit is aimed at those who need an advanced knowledge of desktop publishing and who are likely to be involved in the design and production of communication material. It is designed to further the candidates' competencies in the use of desktop publishing software and to extend their capabilities in the design of publications for print. It is also intended to broaden their capabilities in the design of publications for print. It is also intended to broaden their awareness of alternative publishing methods such as the internet and interactive multimedia.

The unit also introduces the principles and practices of design and typography together with elements of market research and the concept of deadlines. It will enable the candidate to manage the publishing process from inception to page make-up, including providing specifications to a commercial printer for final production.

OUTCOMES

- 1 Identify the current usage of desktop publishing technology for producing communication material.
- 2 Select and apply a design style appropriate to a specific type of publication.
- 3 Accurately prepare, electronically, a page for print within a set timescale.
- 4 Design, produce and accurately prepare a market-related publication for commercial print.

RECOMMENDED ENTRY

Candidates enrolling for this unit would find it advantageous to have completed the unit Desktop Publishing at Intermediate 2 level. It is also recommended that candidates have a basic knowledge of typographic design and commercial print processes.

Administrative Information

Superclass: KH

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CREDIT VALUE

1 credit at Higher

CORE SKILLS

Information on the automatic certification of any core skills in this unit is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

The achievement of this unit may contribute to the development of core skills, but the assessment arrangements for the unit do not guarantee that candidates will produce sufficient evidence of core skill achievement. This means that there is no automatic certification of core skills for this unit.

National unit specification: statement of standards

UNIT Desktop Publishing (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

Identify the current usage of desktop publishing technology for producing communication material.

Performance Criteria

- a) The differences, in desktop publishing usage, between commercial and in-house print design are clearly explained.
- b) Publishing methods for electronic media are explained correctly.
- c) Software and hardware relating to both commercial print production and multimedia design is identified accurately.

Evidence Requirements

Written or oral evidence that the candidate can identify the current usage of desktop publishing technology as detailed in performance criteria (a) to (c).

OUTCOME 2

Select and apply a design style appropriate to a specific type of publication.

Performance Criteria

- a) Exemplars of design styles appropriate to a specific type of publication are identified correctly.
- b) Each exemplar is accurately appraised in terms of design principles.
- c) A suitable design style is selected and applied correctly in relation to the specific type of publication.
- d) Fully specified layouts are created and drawn up accurately.

Evidence Requirements

Performance evidence that the candidate can identify the design styles of specific types of publications as detailed in performance criterion (a).

Written or oral evidence that the candidate can form an accurate appraisal of the design principles as detailed in performance criterion (b).

Performance evidence that the candidate can apply a specific design style as detailed in performance criterion (c).

Performance evidence that the candidate can produce page plans as detailed in performance criteria (d).

National unit specification: statement of standards (cont)

UNIT Desktop Publishing (Higher)

OUTCOME 3

Accurately prepare, electronically, a page for print within a set timescale.

Performance Criteria

- a) The page setup and grid parameters are set accurately in relation to the given layout.
- b) Typographical elements are specified and positioned accurately.
- c) Graphic elements are produced and placed accurately in relations to specifications.
- d) The on-screen phase of page make-up is completed within the set timescale.

Evidence Requirements

Performance evidence that the candidate can within a set timescale, electronically prepare a document for print as detailed in performance criteria (a) to (d).

OUTCOME 4

Design, produce and accurately prepare a market-related publication for commercial print.

Performance Criteria

- a) A publication design brief is analysed correctly and a concept produced in an appropriate design style.
- b) Instructional working drawings for page layouts are produced and specified accurately.
- c) On-screen page layouts are produced accurately to specifications.
- d) Composite page proofs are output, checked accurately for errors and any necessary modifications carried out correctly.
- e) Colour separation page proofs are output, checked accurately for errors and any necessary modifications carried out correctly.

Evidence Requirements

Performance evidence of having completed all stages of publication design as detailed in performance criteria (a) to (e). The publication designed should contain eight printed pages, to be produced in three spot colours.

National unit specification: support notes

UNIT Desktop Publishing (Higher)

This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

GUIDANCE ON CONTENT AND CONTEXT

It is advisable that candidates who wish to undertake this unit have completed the unit Desktop Publishing (Intermediate 2). It would also be beneficial to have completed units in typography and design for print.

Whereas the unit Desktop Publishing (Intermediate 2) is mainly concerned with the basic practical skills and processes involved in producing a publication, this unit, at Higher level, emphasis the design and conceptual skills underpinning effective print production. It provides an excellent foundation for those wishing to undertake further study at advanced level D particularly in the specialist area of print, graphic and multimedia design.

Outcome 1

Provides candidates with up-to-date knowledge of the commercial spectrum across which desktop publishing is currently being used. It is important that candidates are made aware that publishing is no longer confined to print and that multimedia authoring now offers an additional creative challenge to the designer.

Outcome 2

Offers the opportunity for design study and analysis of existing publications in relation to specific market requirements. For example, the tutor may wish candidates to compare a variety of in-house magazines in relation to their specific reader markets. Aspects of design would cover: size; format; grid; typeface and size in relation to reader; captions; display headings; white space; treatment of graphic and photographic content; stock; colour; print run. Having completed this, candidates should have a greater understanding of the design principles to be applied in the practical design work within the outcomes.

N.B. There is no requirement within this outcome for the design to be taken to page make-up stage. However, it is possible to integrate this assessment where in particular, PC (c) of Outcomes 2 and PC (b) of Outcomes 4 are common to each other.

Outcome 3

A fully marked-up visual and all necessary files, both graphic and text, should be provided by the assessor. It is suggested that prior to summative assessment candidates are given a series of set exercises where varying time limits are applied.

Outcome 4

Requires the candidate to integrate a variety of skills in undertaking the complete design process from inception to page preparation for print. As mentioned above, there is opportunity for the assessment of Outcome 2 to be integrated with that of Outcome 4.

National unit specification: support notes (Cont)

UNIT Desktop Publishing (Higher)

GUIDANCE ON TEACHING AND LEARNING APPROACHES

The delivery of this unit should be through a combination of candidate-centred practical work and tutor exposition.

It is not envisaged that a great deal of the candidate's work will be assessed on a formative basis but tutors may find it useful to prepare candidates for assessment of Outcome 3 by providing exercises where the candidates are required to work to a set timescale.

In relation to the practical work involved, candidates should have their own workstation as well as adequate facilities to allow the development of conceptual work and project analysis.

The recommended time allocation to each outcome is as follows:

Outcome 1	6 hours
Outcome 2	10 hours
Outcome 3	6 hours
Outcome 4	18 hours

GUIDANCE ON APPROACHES TO ASSESSMENT

Centres are free to use instruments of assessment, which they feel are appropriate to their needs. However, this section offers suggestions on possible instruments of assessment.

Outcome 1

An extended response question paper on the current usage of desktop publishing.

Outcome 2

A Project - This would allow performance criteria (a) and (b) to be carried out through group work.

The evidence for performance criterion (c) should be generated individually by the candidates.

Outcome 3

Practical exercise - The assessor would be required to provide the marked-up visual as well as all necessary graphic and text files.

Outcome 4

A project - This outcome would require the candidates to work individually.

National unit specification: support notes (Cont)

UNIT Desktop Publishing (Higher)

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* (SQA, 1998).