



Higher
Course
Specification



Higher Graphic Communication Course Specification (C735 76)

Valid from August 2014

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Please refer to the note of changes at the end of this Course Specification for details of changes from previous version (where applicable).

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Course outline

Course title: Higher Graphic Communication

SCQF: level 6 (24 SCQF credit points)

Course code: C735 76

Mandatory Units

The course comprises the following mandatory Units:

H27V 76 2D Graphic Communication (Higher) 9 SCQF credit points

H27W 76 3D and Pictorial Graphic Communication (Higher) 9 SCQF credit points

Course assessment 6 SCQF credit points

This Course includes six SCQF credit points to allow additional time for preparation for Course assessment. The Course assessment covers the added value of the Course. Further information on the Course assessment is provided in the Assessment section.

Recommended entry

Entry to this Course is at the discretion of the centre. However, learners would normally be expected to have attained the skills, knowledge and understanding required by one or more of the following or by equivalent qualifications and/or experience:

- ◆ National 5 Graphic Communication Course

Progression

This Course or its Units may provide progression to:

- ◆ other SQA qualifications in Graphic Communication or related areas
- ◆ further study, employment and/or training

Further details are provided in the *Course Support Notes*.

Equality and inclusion

This Course Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. For further information, please refer to the *Course Support Notes*.

Rationale

All new and revised National Courses reflect the Curriculum for Excellence values, purposes and principles. They offer flexibility, provide more time for learning, more focus on skills and applying learning, and scope for personalisation and choice.

In this Course, and its Units, there will be an emphasis on skills development and the application of those skills. Assessment approaches will be proportionate and fit for purpose and will promote best practice, enabling learners to achieve the highest standards they can.

This Course provides learners with opportunities to continue to acquire and develop the attributes and capabilities of the four capacities as well as skills for learning, skills for life and skills for work.

All Courses provide opportunities for learners to develop breadth, challenge and application, but the focus and balance of the assessment will be appropriate for the subject area.

Relationship between the Course and Curriculum for Excellence values, purposes and principles

The Higher Graphic Communication Course offers a broad and creative experience in the subject of graphic communication and graphic design. This diverse and multi-faceted Course provides scope for personalisation and choice.

The Course allows learners to broaden and deepen their skills base and to widen their horizons regarding a range of vocations and careers. It provides opportunities to further acquire and develop the attributes and capabilities of the four capacities, including: creativity, flexibility and adaptability; enthusiasm and a willingness to learn; perseverance, independence and resilience; responsibility and reliability; and confidence and enterprise.

Learners are encouraged to exercise imagination, creativity and logical thinking. They will develop an awareness of graphic communication as an international language. They will find that the skills they acquire by successfully completing this Course will be invaluable for learning, for life and for the world of work.

The Course provides skills that are complementary to other curricular areas, such as expressive arts, sciences, and mathematics. It provides skills that are valuable for learners in the other areas of study in the technologies.

The Course provides progression from the National 5 Graphic Communication Course.

Purpose and aims of the Course

The Course provides opportunities for learners to initiate and develop their own ideas graphically. It allows them to develop skills in reading and interpreting graphics produced by others. Learners will continue to develop graphic awareness in often complex graphic situations thus expanding their visual literacy.

The Course is practical, exploratory and experiential in nature. It combines elements of creativity and communicating for visual impact with elements of protocol and an appreciation of the importance of graphic communication standards, where these are appropriate.

The Course allows learners to engage with technologies. It allows learners to consider the impact that graphic communication technologies have on our environment and society.

The aims of the Course are to enable learners to develop:

- ◆ skills in graphic communication techniques, including the use of equipment, graphics materials and software
- ◆ creativity in the production of graphic communications to produce visual impact in meeting a specified purpose
- ◆ skills in evaluating the effectiveness of graphics in communicating and meeting their purpose
- ◆ an understanding of graphic communication standards protocols and conventions, where these apply
- ◆ an understanding of the impact of graphic communication technologies on our environment and society

Information about typical learners who might do the Course

This Course is a broad-based qualification, suitable for learners with an interest in graphic communication — both digital and paper-based. It is suitable for those wanting to progress on to higher levels of study in the subject.

The qualification is largely learner-centred and includes practical and experiential learning opportunities. Because the world of graphic communication covers such a wide variety of styles and modes of communication, there is a broad scope for personalisation and choice within the Course for each learner.

On completing the Course, learners will be able to: initiate, develop and communicate often complex ideas graphically and with clarity; interpret often complex graphic communications initiated by others; select and use appropriate graphic communication equipment with skill and confidence, employ software and materials effectively in tasks; and apply knowledge and understanding of graphic communication standards and protocols, where these apply.

In addition, learners will have developed: graphic design skills, including creativity; an understanding of the impact of graphic communication technologies on our environment and society; graphic spatial awareness and visual literacy; and skills in constructively evaluating the effectiveness of graphic communications.

Course structure and conditions of award

Course structure

The Course is practical, exploratory and experiential in nature. On completing the Course, learners will have developed skills in 2D and 3D graphics, as well as pictorial graphics. They will be able to apply these skills with discernment in order to produce graphics with visual impact and graphics that require the effective transmission of information.

Units are statements of standards for assessment and not programmes of learning and teaching. They can be delivered in a number of ways.

As well as the Course assessment, the Course includes two mandatory Units. Both Units are designed to provide progression to the corresponding Units at Advanced Higher.

2D Graphic Communication (Higher)

This Unit helps learners to develop their creativity and presentation skills within a 2D graphic communication context. It will allow learners to initiate, plan, develop and communicate ideas graphically, using two-dimensional graphic techniques. Learners will develop a number of skills and attributes within a 2D graphic communication context, including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics. Learners will evaluate the effectiveness of their own and given graphic communications to meet their purpose.

3D and Pictorial Graphic Communication (Higher)

This Unit helps learners to develop their creativity and presentation skills within a 3D and pictorial graphic communication context. It will allow learners to initiate, plan, develop and communicate ideas graphically, using three-dimensional graphic techniques. Learners will develop a number of skills and attributes within a 3D graphic communication context, including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics. Learners will evaluate the effectiveness of their own and given graphic communications to meet their purpose.

Across both Units, learners will develop an understanding of how graphic communication as an activity, and graphic technologies by their use, impact on our environment and society.

Conditions of award

To gain the award of the Course, the learner must pass all of the Units as well as the Course assessment. The required Units are shown in the Course outline section. Course assessment will provide the basis for grading attainment in the Course award.

Skills, knowledge and understanding

Further information on the assessment of the skills, knowledge and understanding for the Course is given in the *Course Assessment Specification*. A broad overview of the mandatory subject skills, knowledge and understanding that will be assessed in the Course is given in this section. These include:

- ◆ replicating familiar and some new graphic forms with some complex features in 2D, 3D and pictorial representations
- ◆ applying recognised graphic communication standards, protocols and conventions in straightforward but unfamiliar contexts
- ◆ initiating, planning and producing preliminary, production, promotional, and informational graphics in both familiar and new contexts, with some complex features
- ◆ applying graphic design skills, including creativity, when developing solutions to graphics tasks with some complex features
- ◆ understanding the application of colour, illustration and presentation techniques in a broad range of graphics contexts
- ◆ critically reviewing graphics work as it progresses and evaluating completed task work suggesting strategies for improvement
- ◆ extending visual literacy by interpreting unfamiliar graphic communications — some with complex features or combinations of views
- ◆ extending graphic spatial awareness in unfamiliar 2D, 3D and pictorial graphic situations including those with complex features
- ◆ selecting, managing, and using graphic communication equipment, software and materials effectively across tasks
- ◆ understanding a broad range of computer-aided graphics techniques including commercial/industrial practice
- ◆ an informed understanding of the impact of graphic communication technologies on the environment and society

Skills, knowledge and understanding to be included in the Course will be appropriate to the SCQF level of the Course. The SCQF level descriptors give further information on characteristics and expected performance at each SCQF level (www.sqa.org.uk/scqf).

Assessment

Information about assessment for the Course is included in the *Course Assessment Specification*, which provides full details including advice on how a learner's overall attainment for the Course will be determined.

Unit assessment

All Units are internally assessed against the requirements shown in the *Unit Specification*.

They can be assessed on a Unit-by-Unit basis or by combined assessment.

They will be assessed on a pass/fail basis within centres. SQA will provide rigorous external quality assurance, including external verification, to ensure assessment judgments are consistent and meet national standards.

The assessment of the Units in this Course will be as follows.

2D Graphic Communication (Higher)

In this Unit, evidence will be required that the learner can plan and produce a series of 2D graphics, to a given standard, in familiar and some new contexts with some complex features. The learner will take initiative in evaluating their work in progress and on completion, and apply suggestions for improvement. Knowledge and understanding will also be assessed.

3D and Pictorial Graphic Communication (Higher)

In this Unit, evidence will be required that the learner can plan and produce a series of 3D and pictorial graphics, to a given standard, in familiar and some new contexts with some complex features. The learner will take initiative in evaluating their work in progress and on completion, and apply suggestions for improvement. Knowledge and understanding will also be assessed.

Course assessment

Courses from National 4 to Advanced Higher include assessment of [added value](#)¹. At National 5, Higher and Advanced Higher, the added value will be assessed in the Course assessment. The added value for the Course must address the key purposes and aims of the Course as defined in the Course Rationale. It will do this by addressing one or more of breadth, challenge or application.

In the Higher Graphic Communication Course, added value will focus on:

- ◆ breadth
- ◆ challenge
- ◆ application

¹ Definitions can be found here: www.sqa.org.uk/jargonbuster

The learner will draw on, extend and apply the skills, knowledge and understanding they have developed during the Course. These will be assessed through a combination of an [assignment](#)² and a [question paper](#)³.

The Graphic Communication assignment adds value by introducing challenge and application. Learners will draw on their range of skills, knowledge and understanding from the Units in order to produce an effective overall response to the assignment brief. The brief for the project will be sufficiently open and flexible to allow for personalisation and choice.

The question paper introduces breadth to the assessment. It requires depth of understanding and application of knowledge from the Units.

² Definitions can be found here: www.sqa.org.uk/jargonbuster

³ See link above for definitions.

Development of skills for learning, skills for life and skills for work

It is expected that learners will develop broad, generic skills through this Course. The skills that learners will be expected to improve on and develop through the Course are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Course where there are appropriate opportunities.

2 Numeracy

2.2 Money, time and measurement

4 Employability, enterprise and citizenship

4.2 Information and communication technology (ICT)

5 Thinking skills

5.3 Applying

5.4 Analysing and evaluating

5.5 Creating

Amplification of these skills is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills will be appropriate to the level of the Course. Further information on building in skills for learning, skills for life and skills for work for the Course is given in the *Course Support Notes*.

Administrative information

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History of changes to National Course Specification

Course details	Version	Description of change	Authorised by	Date
	1.1	Removal of part of last bullet ' <i>and their likely impact in the future</i> ' from the Skills, knowledge and understanding section.	Qualifications Development Manager	April 2014

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