XSQA

Arrangements:

Higher National Certificate in Visual Communication

Group Award Code: G86V 15

and

Higher National Diploma in Visual Communication

Group Award Code: G8C4 16

Validation date: December 2005 and June 2006

Date of original publication: April 2007

Version: 06 (May 2015)

Acknowledgement

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a Unit is revised by another Unit:

♦   No new centres may be approved to offer the Unit which has been revised.
♦   Centres should only enter candidates for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version number	Description	Date
06	**Revision of Unit**: DE1K 33 Workplace Communication in English has been revised by H8T2 33 and finishes on 31/07/2016.	12/05/15
05	**Revision of Unit**: D77G 34 *Communication: Practical Skills* revised by H7MB 34 finishing 31/07/2016.	06/11/14
04	**Revision of Unit:** DM0V 34 *Creative Industries: An Introduction* has been revised by H4A1 34 and will finish on 31/07/2015.	24/09/13
03	**Changes to codes:** *Visual Communication: An Introduction* from DV6A 34 *(lapse date 31/07/2013, finish date 31/07/2015)* to H386 34. *Creative Project for Artists and Designers* from DX2Y 35 *(lapse date 31/07/2013, finish date 31/07/2015)* to H381 35. Art and Design Project from DV5W 35 *(lapse date 31/07/2013, finish date 31/07/2015)* to H380 35. *Typography: An Introduction* from DV6Y 34 *(lapse date 31/07/2013, finish date 31/07/2015)* to H385 34. *Web Design: An Introduction* from DV5M 34 *(lapse date 31/07/2013, finish date 31/07/2015)* to H383 34. *Art and Design: Desktop Publishing and Layout* from DV95 34 *(lapse date 31/07/2013, finish date 31/07/2015)* to H382 34. *2D Computer Animation* from DV5N 35 *(lapse date 31/07/2013, finish date 31/07/2015)* to H31E 35. **Changes to codes and titles:** *Photography: Image Editing 1* from DW86 34 *(lapse date 31/07/2013, finish date 31/07/2015)* to *Photography: Image Editing* H37X 34. *Photography: Image Editing 2* from DW87 35 *(lapse date 31/07/2013, finish date 31/07/2015)* to *Photography: Advanced Image Editing* H37V 35.	19/02/13
02	Addendum added to page 19: changes to Unit codes and framework options	28/03/11

Contents

1   Introduction

This is the Arrangement Document for the new Group Awards in Visual Communication which were validated in December 2005 and June 2006. The Higher National Certificate and Higher National Diploma Awards were validated separately — the HNC in December 2005 and the HND in June 2006. This document includes: background information on the development of the Group Awards, their aims, guidance on access, details of the Group Award structures, and guidance on delivery.

These new qualifications are presented to meet the challenges of the design industry in the 21st century. They are designed to meet employers' and candidates' expressed needs and priorities. They will develop practical creative competencies within the discipline of Visual Communication along with appropriate technical skills through in-depth study of the current design industry.

Candidates undertaking this HNC/HND will examine the subject from a number of perspectives. They will have an opportunity to develop their creativity, study appropriate business areas as well as technology. In addition, candidates will undertake and present credible research in areas of practice offering potential future employment.

The HND develops further the knowledge, skills and competencies of the HNC qualification while focusing on specific aspects of the industry. These aspects are key to preparing candidates for roles that require creativity, creative thinking, critical analysis, planning, and reflection. The qualification demands a high level of self-management and responsibility for action, which is distinct from the HNC award.

These Group Awards provide opportunities for candidates to prepare themselves for careers within the creative industries as, in the main, designers. They will equip those seeking such a career with a rigorous and relevant educational experience to enhance their aims and career goals. These awards will also give a very sound foundation from which to progress onto a degree level course.

2   Rationale for the development of the award

2.1   Rationale for Change

The demand for courses within the areas of graphic design, illustration, new media and graphic information has grown substantially in popularity since the 1980s. The advent of the computer as a design tool opened many new doors within the area of Visual Communication broadening the interest of the subject to a whole new audience. In the last 20 years technology has influenced the creative process and the areas of multimedia, web design and computer animation have evolved within the area of Visual Communication. Graphic Design and Illustration have also developed substantially within their genre and a wealth of different employment opportunities within the creative industries for talented and creative individuals has been created.

HNC and HND qualifications in this area are delivered in colleges across Scotland. Over 30 awards within the remit of Visual Communications are currently offered across Scotland. The creation and implementation of these two new awards will rationalise the number of Units and courses currently offered. The new awards in Visual Communication will not only offer greater flexibility to candidates but there

will be a greater understanding of the content and standard of the awards by both employers and Higher Education establishments.

Furthermore, because the Group Awards comprise of Units that are written in a generic fashion there is flexibility in design and delivery. The core Units within the awards share a great deal of commonality with the other four awards that have been developed under the Review: HNC/HND Computer Arts and Design; HNC/HND 3D Design; HNC/D Art and Design and HNC/HND Contemporary Art Practice. The decision to create this level of commonality was made jointly by the Qualification Design Teams (QDTs). By doing this it will lead to greater flexibility for candidates as it is now possible to undertake an HNC in Visual Communication and then undertake an HND in another area of Art & Design. The group of core Units which can be commonly found throughout the five awards within the HN Art & Design Review have been written in such a manner that the style and genre are not specified. This in turn has given greater flexibility within the manner in which they are interpreted and delivered.

This growing demand demonstrates confidence in the awards and justifies the changes made — these were designed to meet the needs of users, providers and industry. Furthermore, there is a growing need for designers and professionals with creative skills to exemplify the ability to develop entrepreneurial skills, as well as demonstrate an understanding of commercial possibilities within their area of expertise.

Creative and artistic talent is abundant in Scotland, and with the demands of the design market it is essential that designers have the skills to actively gain employment or set themselves up as a company and to market and promote themselves if they choose to do so. Professional practice is of paramount importance within the area of Visual Communication. The new HNC and HND place a strong focus on the skills that are required to work at a professional level and this emphasis on professionalism is evident throughout all the subject areas within the awards. The awards offer four key routes of specialism within them which are supported by a substantial group of optional subjects which will complement the candidates' development within their chosen area of focus. This approach ensures that the Group Awards have greater flexibility than their predecessors which tended to be much more prescriptive. This format also ensures the longevity of the awards and their continued relevance for many years to come.

2.2 Market Research and Consultation

2.2.1 Consultation Process

Extensive consultation was carried out at all stages of the review process to ascertain the relevance of the new frameworks and the individual Units. The findings were then considered during the subsequent development of the frameworks, Unit structure and content.

This consultation involved:

♦ colleges offering the current HNs in Graphic Design, Illustration, New Media and Information Graphics Awards
♦ employers and industry bodies in the field of visual communication
♦ candidates who had recently completed a Higher National award
♦ Higher Education institutions to which successful candidates could articulate

2.2.2   Feedback of consultation

The consultation confirmed the usefulness of the awards and the proposed frameworks to candidates entering the profession or Higher Education and highlighted their practical base as a main strength from employers.

The Qualification Design Team responded to feedback by ensuring that the successful elements of the original awards were retained, whilst opportunities were provided to reflect the demands of employers and users of the awards.

The review process involved initial meetings with all interested parties to discuss the validity of the current awards and to evaluate their strengths and weaknesses. During the process the individual Units were discussed and their validity evaluated.

Many outdated subject areas were removed from the frameworks, and a small number of Units in relevant subject areas were identified as being in need of either major or minor revisions.

The new Group Awards reflect the skills most in demand for designers in the creative industries today. For example, graphic designers working in the contemporary design industry must have an understanding of the business issues that may affect their success; this includes knowledge concerning areas such as copyright, promotion and marketing. They must also be able to understand technology, and production processes ie for both print and screen based design and ICT.

A substantial number of new Units were identified for development within the new awards.

2.2.3   Revised HN Visual Communication

As a result of the consultation and research findings, the new frameworks were designed to meet the needs of all stakeholders. In the first year of study, the HNC/HND Visual Communication Awards share common core elements with four other Group Awards - HNC/HND Computer Arts and Design, HNC/HND 3D Design, HNC/HND Art & Design and HNC/HND Contemporary Art Practice.

Two of the common mandatory Units address the creative industries directly - these are *Creative Industries: An Introduction* and *Working in the Creative Industries*. The rationale for this is twofold. Firstly, Visual Communication is part of a larger grouping of subjects within the creative spectrum and therefore the Qualification Design Team felt that an understanding of what constitutes the creative industries was necessary. Secondly, these two Units are written in a generic manner and it is anticipated that they will be used within other frameworks addressing these industries, for example Computer Arts and Design and 3D Design.

Management of the review and development of the awards was undertaken by the Qualification Design Team, who presented the awards to the Validation Panel.

3 Aims of the awards

The Scottish Credit and Qualifications Framework (SCQF) has been given due consideration in the design of these Group Awards. This has resulted in the HND being broadly equivalent to the second year of a Scottish degree. All new Units have been allocated a SCQF level; generally the first year HNC/HND is level 7 while the second year HND is level 8.

Practical skills are developed in the vast majority of individual Units, most of which require a final demonstration of skills before an assessor and an appropriate audience. This regular requirement for formal and less formal presentation will develop an awareness of how to improve the presentation of the candidate and their work as well as building their confidence.

Self-evaluative skills are developed through an integrated approach to assessment. The mandatory Units at HNC/HND level require regular self-assessment, which will be monitored and evaluated on a regular basis. This will provide candidates with the skills and discipline necessary to identify areas of strength and weakness in their studies, and an opportunity to produce strategies and targets for improvement.

With regard to potential employment and success, it is felt that although formal qualifications are one route and show a progression of the basic skills required by employers, they are arguably of less importance than demonstrable talent and the evidence of a strong portfolio of work. The nature of the employment market is such that work in this area is often self-employed, or through employment for short periods on specific project briefs. To gain such employment, the appropriate characteristics and aptitudes must be proven on demand. The awards have therefore been designed to reflect the diversity of the jobs market by integrating skills in each of the Graded Units.

3.1 General aims of the award

The HNC/HND Group Awards have a range of general aims as well as some specific aims. These general aims are to:

1 develop communication and interpersonal skills
2 develop candidates' skills as either, graphic designers, illustrators, new media designers or creative personnel
3 develop self-presentation skills
4 develop self-evaluative skills, enabling professional development
5 develop analytical skills
6 develop the ability to work independently and as part of a team
7 develop self-assurance and the confidence to perform to potential
8 develop professional attitudes
9 enhance employment prospects and/or facilitate progression to Higher Education
10 enable progression within the Scottish Credit Qualification Framework (SCQF)

3.2   Specific aims of the awards

The aims of the HN Visual Communication Group Awards are to develop the following areas of skills and knowledge:

1   ability to analyse and synthesise knowledge and skills acquired through study
2   ability to develop study, organisational and research skills
3   ability to develop innovation, originality and creativity
4   build proficiency in time management and professional practice and promote accuracy in the presentation of design work
5   ability to develop critical analysis; to reflect on own work and continually strive for best practice
6   ability to integrate these skills in practical or business application
7   ability to develop competencies in a range of specialised areas in line with preferred career aims
8   enable progression to further study in a visual communication related discipline
9   enable the adoption of innovative practices and creativity in work and ability to respond quickly to the challenges posed by changes in the visual communication industry
10   ability to develop personal skills and follow creative industry protocol

Other key aims are to:

♦   prepare candidates for interview for employment
♦   prepare candidates for progression to Higher Education
♦   develop self-assurance and confidence and to meet the needs of the labour market

Four main clusters of specialism were identified within the HNC qualification. While it is not mandatory for the HNC award to be structured by the clusters it is highly recommended that centres do select subject areas from the award(s) that will allow candidates to have a main area of focus and expertise — see *Figure 1*.
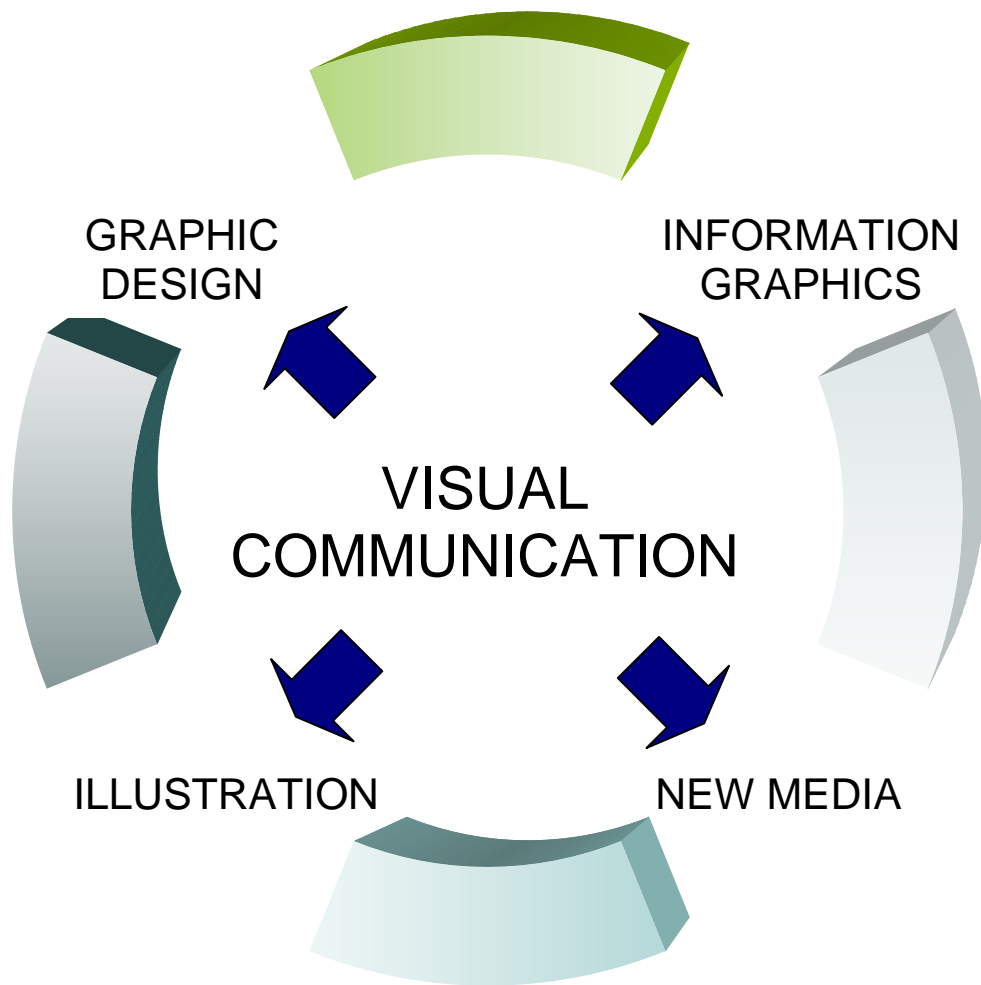
Figure 1 — The four Main Cluster areas that define the Visual Communication Awards at both HNC and HND level.

The HND award also follows a similar structure giving a selection of eight cluster groups, two clusters within each of the four areas of expertise, to choose from along with an extensive selection of Optional Units. This will give candidates the opportunity to gain extremely advanced skills within a Visual Communication specialism which will strongly enhance the candidate's prospects of successful progression into both employment and Higher Education.

Candidates will be encouraged to evaluate, research, develop and contextualise their concepts and designs in response to their subject choice.

Other subject-related aims are to:

♦ develop an understanding of the influence and contribution made by Visual Communication within the 20th and 21st Centuries
♦ develop knowledge and understanding in at least three disciplines within Visual Communication
♦ develop an understanding of interdisciplinary connections between the various subject areas within Visual Communication
♦ demonstrate that by combining perspectives from more than one subject, particular themes can be examined, explained and thereby understood in a more comprehensive manner
♦ develop an open-minded, critical and evaluative approach to study
♦ develop investigation and research skills
♦ gain knowledge and understanding of different research methods
♦ gain knowledge of competing views, perspectives, theories and evidence from a variety of subjects to enable the candidate to adopt as comprehensive an approach as possible

Having experience of different subjects within the context of Visual Communication will allow candidates to make informed choices for later specialisation if so desired. However, if needed for articulation purposes, it will be possible for candidates to choose a variety of different subject areas within each Group Award rather than focusing on a dedicated specialism.

3.3   Target groups

The awards are designed for those who wish to pursue a career within one of the key areas of Visual Communication and who seek the relevant training in ancillary subjects. The HNC/HND awards are aimed at those who have some previous experience, perhaps through a lower level qualification, or who show potential and demonstrate a strong interest to develop their skills and is intended to facilitate progression to employment within the industry or to Higher Education. These awards are also appropriate for candidates who may be:

♦ school leavers
♦ adults returning to education
♦ adults in employment who wish to enhance their career prospects

3.4   Employment opportunities

The awards provide the skills and knowledge demanded of a modern work environment. The following occupational areas accepted the relevance of these awards and stated that candidates who gained an HNC or HND in Visual Communication could successfully progress into employment:

♦ Graphic Designers
♦ Design Agencies
♦ Illustrators
♦ Web Designers
♦ Multimedia Designers
♦ Commercial Printers
♦ Publishers
♦ Computer Animation Companies

♦   Game Design Companies

It is important to note that these Awards consist of core and cluster Units. The Awards also include a large variety of options to ensure provision can be made to match employer demand.

3.5   Articulation with Degree Programmes

An HND award can lead to articulation into year 3 of a degree programme but this is at the discretion of each university and is based on the portfolio evidence presented by the individual candidate at interview. Articulation to year two of a degree programme with an HN award is also a popular route of progression.

4   Access to awards

4.1   Prior Qualifications

As with all SQA qualifications, access to the awards is at the discretion of the centre. The following recommendations are for guidance only. Examples of appropriate formal entry qualifications are specified below. They are not exhaustive or mutually exclusive and may be considered in a variety of combinations.

♦   SQA National Units and courses in relevant areas at Higher level
♦   SQA Scottish Group Award (SGA) in Art and Design at Intermediate 2 level, with additional appropriate Highers
♦   SQA SGA in Art and Design, at Higher level
♦   SQA SGA at Advanced Higher level, or other relevant awards
♦   GCE 'A' level in Art and Design related subjects and other relevant GCE awards
♦   specialisms appropriate to the HNC/HND Visual Communication evidenced by appropriate qualifications

Formal academic achievements will not, in themselves, represent adequate entry criteria. A more accurate prediction of candidate attainment may be achieved through appraisal, which includes an element of guidance. This will normally include a formal interview where applicants should demonstrate their artistic and creative ability to SQA 'Higher' level by presenting a portfolio of work. This sort of contact will enable an appropriate and realistic assessment of suitability for these Group Awards. For example, an applicant may apply and be interviewed. During the interview it becomes apparent to the interviewer that the skills and interests of this particular applicant are more suited to computer arts with a focus on multimedia and web production. In this scenario the applicant will be guided to and informed of this option.

Academic staff with experience in course tutorship, student counseling, advice and guidance, work placement and post-qualification career monitoring may also carry out a non–academic assessment interview.

This informally structured, adaptive interview process will allow candidates to form a realistic perception of the Group Awards and their demands in terms of workload, content and assessment methods. This will improve retention and allow for earlier career planning and development.

4.2   Work Experience

Mature candidates may bring other qualities and qualifications, which may be appropriate. Prior or experiential learning may also be considered appropriate in some circumstances.

4.3   Entry to Year 2 HND

Ideally full-time students should be encouraged to achieve 15 credits in each year of study. However, wider access should be provided to cater for the needs of those, for example, who have achieved the HNC at day release or evening classes or in other centres. Candidates would therefore be expected to have a minimum of 12 credits on entry to year 2 and these would include the HNC mandatory Units.

4.4   Core Skills Entry Profile

The minimum recommended Core Skills entry profile for the HNC/HND Visual Communication awards is:

- ♦ Communication   SCQF level 5
- ♦ Information Technology   SCQF level 4
- ♦ Numeracy   SCQF level 4
- ♦ Problem Solving   SCQF level 5
- ♦ Working with Others   SCQF level 5

CORE SKILLS

Numeracy

Communication

Information Technology

Working with Others

Problem Solving
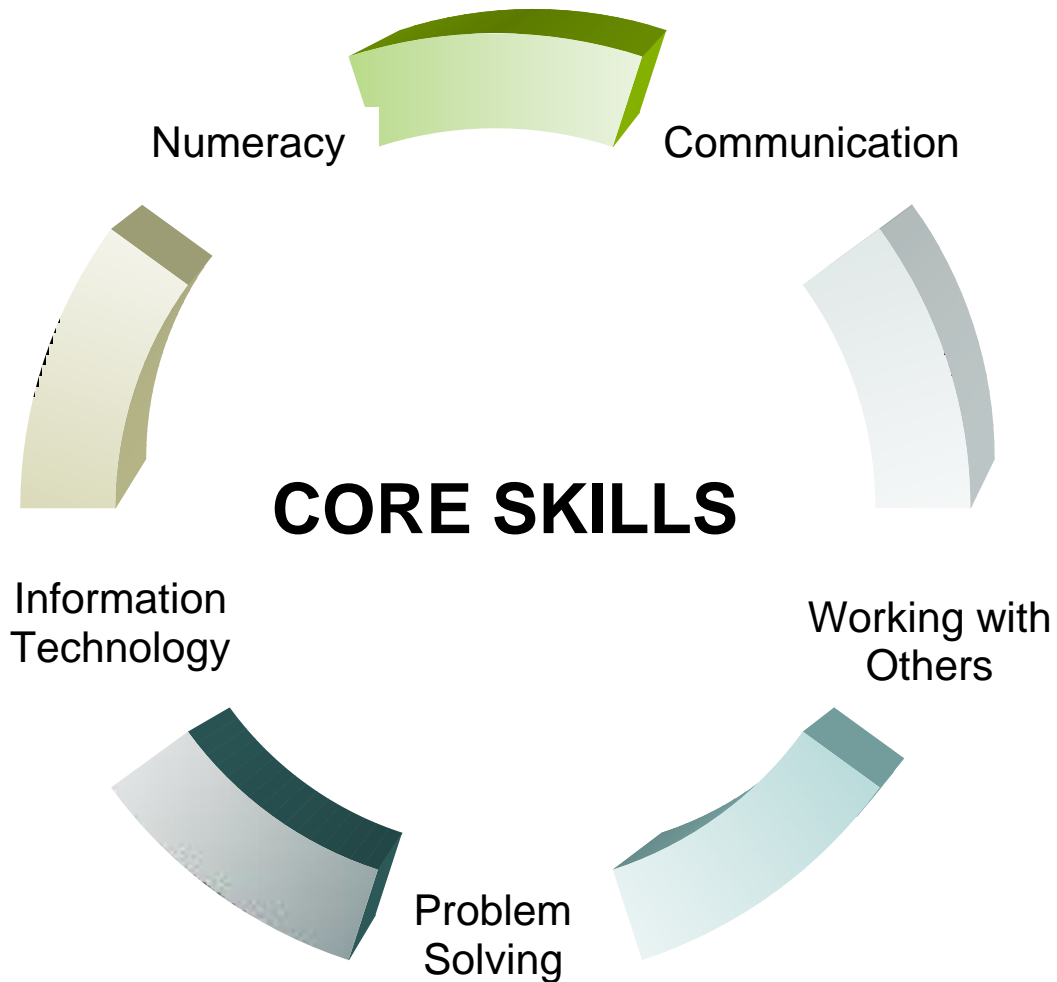
Many candidates will have entry profiles beyond the minimum requirements, and selection interviews will additionally focus on a high level of personal qualities essential to success in the vocational area.

The general aims of the Group Awards include developing a range of personal and key skills to improve creative and critical thinking, self-awareness and employability. Team working, achieving personal targets and time management are attributes essential to success in the creative industries.

Additional qualities recognised as critical by employers and Higher Education, such as creativity, meeting deadlines, personal management skills, and the ability to learn from other professionals, are not precisely reflected in the SQA Core Skill specifications. Awareness and development of these skills is incorporated into the Group Awards by the requirement for candidates, supported by tutors, to take responsibility for their learning programmes, and to work with a range of others on a variety of projects. Personal Development Planning (PDP) is also highly encouraged within the awards and opportunities exist to undertake a formal Unit within the award frameworks. The Graded Units also provide further opportunities for candidates to demonstrate transferable key skills and a high level of achievement.

4.5 English as an additional language

For candidates where English is not their first language it is recommended that they possess English for Speakers of other Languages (ESOL) SCQF level 5 or a score of 5.5 in IELTS.

4.6 Inclusion

Existing Art and Design courses have a tradition of offering opportunities to applicants who may be without formal qualifications and who may have experienced social exclusion. Therefore, centres are encouraged to support fully the tradition of social inclusion and continue to provide opportunities for applicants from non-traditional programmes. In such cases, centres are encouraged to take into account experience, life skills and potential ability.

5 Awards structure

Both Group Awards adhere to the design principles given below.

5.1 Design Principles for HNCs and HNDs

SCQF level and credit points

♦ HNCs shall be designed to be at SCQF level 7 and shall comprise 96 SCQF credit points
♦ HNDs shall be designed to be at SCQF level 8 and shall comprise 240 SCQF credit points
♦ HNCs should incorporate at least 48 SCQF credit points at SCQF level 7
♦ HNDs should incorporate at least 64 SCQF credit points at SCQF level 8

Core Skills

♦ HNC and HND programmes shall incorporate opportunities for candidates to develop Core Skills
♦ HNCs and HNDs should clearly include opportunities for candidates to develop Core Skills to levels required by the occupations or progression pathways the HNs support. This would mean that all five Core Skills should be developed in every HN programme.

Mandatory Section

♦ HNCs should include a mandatory section of at least 48 SCQF credit points including a Graded Unit
♦ HNDs should include a mandatory section of at least 96 SCQF credit points, including Graded Units

Graded Units

♦ HNCs should include one Graded Unit of 8 SCQF credit points at SCQF level 7
♦ HNDs should include one Graded Unit of 8 SCQF credit points at SCQF level 7, plus 16 SCQF credit points of Graded Unit(s) at SCQF level 8

In the first year of the Visual Communication Group Awards candidates will learn about the development of the creative industries in *Creative Industries: An Introduction;* the type of businesses that constitute these industries, their role and characteristics. In *Working in the Creative Industries* candidates will analyse the skills that are required for entry to and the commercial and legal considerations of these industries. They will then create a strategy for personal career development. This will be the basis for general personal development and will underpin studies throughout the Group Awards.

Legal issues concerned with copyright, contracts and health and safety are central features of the creative industries and ownership of intellectual property is key to understanding how these industries work. Insofar as the visual communication industries are concerned legal safeguards are required to be in place to protect the products of these industries — people, their designs, artwork or creativity. Therefore, it is important for anyone entering these industries to have a broad understanding of the issues and why they are important, whether it is a graphic designer, illustrator or multimedia designer. These Units will give the candidate that broad knowledge.

These mandatory Units reflect the importance of an understanding of the creative industries as well as the skills necessary for anyone working professionally in this field. The study therefore focuses on this knowledge and stresses the importance of the skills essential to those entering the profession.

The Units *Digital Imaging* and *Digital Imaging Project* along with *Art and Design Project* and *Creative Project for Artists and Designers* which are core Units within the Visual Communication Awards can also be found in the mandatory core of the HNC/HND in Computer Arts & Design and HNC/HND 3D Design.

The HNC and HND awards both follow a similar structure. Both have a mandatory core with a value of six credits. There is then a choice of four clusters: graphic design, illustration, new media and graphic information, each of which has a value of 4 credits. While the clusters are not mandatory, it is highly advised that candidates are encouraged to follow a focused route of study through the awards. At HND level the subject areas of the 4 clusters remain the same but the specialisms are offered at SCQF level 8. An extensive range of optional Units are available at both HNC and HND level for the candidate to gain the remaining credits for their award.

5.2 Frameworks

5.2.1 Structure of HNC Visual Communication
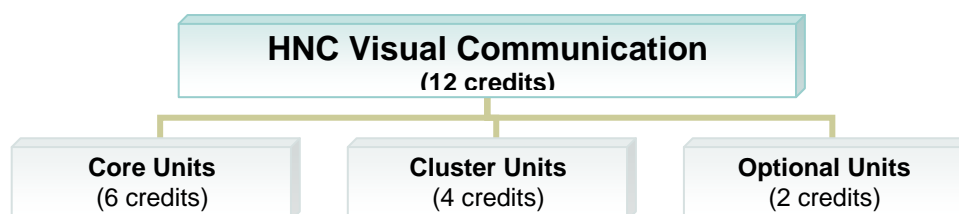
Figure 2– Structure of the HNC Visual Communication Award

Mandatory Units	Code	SCQF credit points	SCQF level	SQA credit value
Visual Communication: An Introduction	H386 34**	8	7	1
* Digital Imaging	DV60 34	8	7	1
* Art and Design Context	DV5R 34	8	7	1
Art and Design Project	DV5W 34**	8	7	1
*Creative Industries: An Introduction	H4A1 34	8	7	1
* Visual Communication: Graded Unit 1	DW9X 34	8	7	1

All of the above Units must be undertaken = **6 credits**

* Please refer to page 19 for notes in relation to new Unit codes.
**Refer to History of Changes for revision changes.

Specialist Clusters — Graphic Design	Code	SCQF credit points	SCQF level	SQA credit value
Typography	DV69 34	16	7	2
Graphic Design	DV97 34	16	7	2

Specialist Clusters — Illustration	Code	SCQF credit points	SCQF level	SQA credit value
Developmental Drawing	DV96 34	8	7	1
Mixed Media	DV67 34	8	7	1
Illustration	DV64 34	16	7	2

Specialist Clusters — New Media	Code	SCQF credit points	SCQF level	SQA credit value
Web Design	DV6C 35	16	8	2
New Media	DV68 34	16	7	2

Specialist Clusters — Information Graphics	Code	SCQF credit points	SCQF level	SQA credit value
Drawing Systems	DV61 34	8	7	1
Design of Charts and Diagrams	DV5Y 34	8	7	1
Illustrative Diagram: Parallel Projection	DV65 34	8	7	1
Illustrative Diagram: Perspective Projection	DV66 34	8	7	1

It is highly recommended that **one** cluster is undertaken = **4 credits**

Please Note: The clusters are not mandatory.

An additional two optional credits are required from:

Optional Units	Code	SCQF credit points	SCQF level	SQA credit value
2D Computer Animation	DV5N 34**	16	8	2
3D Computer Animation	DV94 34	16	8	2
Art and Design: Desktop Publishing and Layout	H382 34**	8	7	1
Art and Design: Creative Process	DV5T 34	8	7	1
Communications: Practical Skills	H7MB 34**	8	7	1
Employment Experience 1	D7HJ 34	8	7	1
Graphic Design: Three Dimensional	DV97 34	8	7	1
Graphic Production for Commercial Printing	DV63 34	8	7	1
Life Drawing	DV98 34	8	7	1
Observational Drawing	DV9A 34	8	7	1
Personal Development Planning	DE3R 34	8	7	1
Photography: Image Editing	H37X 34**	8	7	1
Photography: An Introduction	DW6C 34	8	7	1
Portfolio Production	DV9C 34	8	7	1
Printmaking and Producing Print	DV92 34	8	7	1
Specialist Illustration	DV93 34	8	7	1
Typography: An Introduction	H385 34**	8	7	1
Web Design: An Introduction	H383 34**	8	8	1
Work Experience	DV0M 34	8	6	1
Creative Art Project: Development	FF31 34	16	7	2
Creative Art Project: Production	FF30 34	16	7	2

**Refer to History of Changes for revision changes.

While it is highly recommended that candidates follow a focused route of study candidates can undertake the main core Units along with any **six** Units taken from either within the clusters or list of optional Units. The HNC award with the addition of 3 bridging credits forms the first year of the HND award — *Figure 3*.

5.2.2 Structure of HND Visual Communication

HND1 Visual Communication
(15 credits)

Core Units	Cluster Units	Optional Units	Bridging Units
6 credits	4 credits	2 credits	3 credits
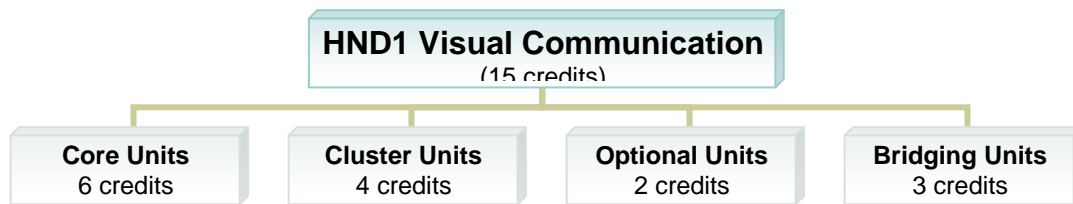
Figure 3 — Structure of the first year of the HND Visual Communication Award (HND1)

While it is highly recommended that candidates follow a focused route of study using the cluster structure it is feasible for candidates to undertake the mandatory Units along with any 18 credits, 2 of which must be at level 8, taken from either within the clusters or list of optional Units — *see Figure 4.*

HND Visual Communication
(30 credits)

HNC Core Units	HNC Graded Unit	HNC Cluster Units	Optional Units
(5 credits)	(1 credit)	(4 credits)	(10 credits)
HND Core Units (4 credits)	**HND Graded Unit** (2 credits)	**HND Cluster Units** (4 credits)	
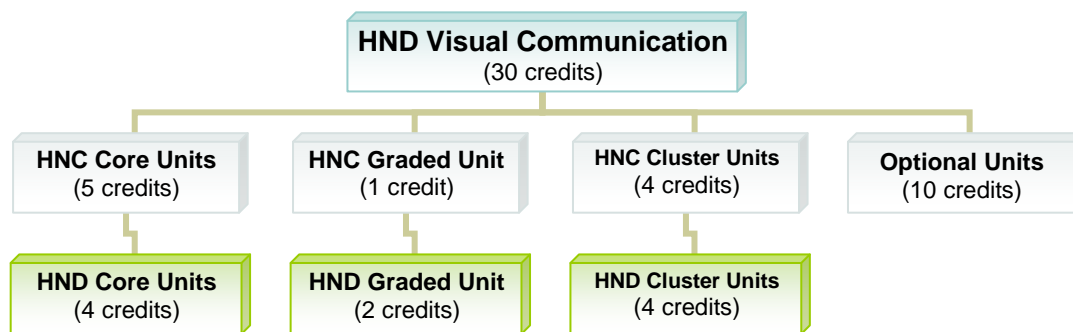
Figure 4 — Recommended route of study for HND.

Mandatory Units	Code	SCQF credit points	SCQF level	SQA credit value
Visual Communication: An Introduction	H386 34**	8	7	1
* Digital Imaging	DV60 34	8	7	1
* Art and Design: Context	DV5R 34	8	7	1
Art and Design: Project	H380 34**	8	7	1
*Creative Industries: An Introduction	H4A1 34	8	7	1
* Visual Communication: Graded Unit 1	DW9X 34	8	7	1
Digital Imaging Project	DX33 35	8	8	1
Creative Project for Artists and Designers	H381 35**	8	8	1
Design Production	DX30 35	8	8	1
Working in the Creative Industries 2	DM2L 35	8	8	1
Visual Communication: Graded Unit 2	F0H9 35	8	8	2

All of the above Units must be undertaken = **12 credits**

* Please refer to Addendum on page 19 for new Unit codes.
** Refer to History of Changes for revision changes.

Specialist Clusters — **Graphic Design** level 1	Code	SCQF credit points	SCQF level	SQA credit value
Typography	DV69 34	16	7	2
Graphic Design	DV97 34	16	7	2

Specialist Clusters — **Graphic Design** level 2	Code	SCQF credit points	SCQF level	SQA credit value
Typography Project	DX3C 35	16	8	2
Graphic Design Project	DX36 35	16	8	2

Specialist Clusters — **Illustration** level 1	Code	SCQF credit points	SCQF level	SQA credit value
Developmental Drawing	DV96 34	8	7	1
Mixed Media	DV67 34	8	7	1
Illustration	DV64 34	16	7	2

Specialist Clusters — **Illustration** level 2	Code	SCQF credit points	SCQF level	SQA credit value
Developmental Drawing Portfolio	DX31 35	8	8	1
Mixed Media Portfolio	DX5J 35	8	8	1
Illustration Project	DX5N 35	16	8	2

Specialist Clusters — New Media level 1	Code	SCQF credit points	SCQF level	SQA credit value
Web Design	DV6C 35	16	8	2
New Media	DV68 34	16	8	2

Specialist Clusters — New Media level 2	Code	SCQF credit points	SCQF level	SQA credit value
Web Design Project	DX5R 35	16	8	2
New Media Project	DX68 35	16	8	2

Specialist Clusters — Information Graphics level 1	Code	SCQF credit points	SCQF level	SQA credit value
Drawing Systems	DV61 34	8	7	1
Design of Charts and Diagrams	DV5Y 34	8	7	1
Illustrative Diagram: Parallel Projection	DV65 34	8	7	1
Illustrative Diagram: Perspective Projection	DV66 34	8	7	1

Specialist Clusters — Information Graphics level 2	Code	SCQF credit points	SCQF level	SQA credit value
Drawing: Aids to Construction	DX5G 35	8	8	1
Drawing: Developing Diagrammatic Imagery	DX5V 35	8	8	1
Information Graphics Project	F01H 35	16	8	2

It is highly recommended that **two** clusters are undertaken = **8 credits**

Please Note: The clusters are not mandatory.

An additional 10 optional credits are required and they may be obtained by:

♦   completing two further clusters (2 x 4 credits)
♦   completing one further cluster (4 credits) plus additional Unit credits from either within a cluster or from the following Optional Units table below
♦   selecting Units from within the clusters or from the Optional Units list to the total of 8 credits

Optional Units	Code	SCQF credit points	SCQF level	SQA credit value
2D Computer Animation	H31E 34**	16	8	2
2D Computer Animation for Visual Communication: Advanced	DX3D 36	16	9	2
3D Computer Animation	DV94 34	16	8	2
3D Computer Animation for Visual Communication: Advanced	DX3E 36	16	9	2
Advanced Bitmap Graphics for Creative Multimedia Design	DE2P 35	16	8	2
Advanced Vector Graphics for Creative Multimedia Design	DE2R 35	16	8	2
Art and Design: Desktop Publishing and Layout	H382 34**	8	7	1
Art and Design: Desktop Publishing and Layout Project	DX3F 35	16	8	2
Art and Design: Creative Process	DV5T 34	8	7	1
Client Initiated Design Project	DX3G 35	8	8	1
Communications: Practical Skills	H7MB 34**	8	7	1
Employment Experience 1	D7HJ 34	8	7	1
Employment Experience 2	D77H 34	8	7	1
Digital Audio for Artists and Designers	DX32 35	8	8	1
Digital Video for Artists and Designers	DX34 35	8	8	1
Graphic Design – Three Dimensional	DV97 34	8	7	1
Graphic Design – Three Dimensional Project	DX3A 35	8	8	1
Graphic Design – Three Dimensional: Advanced	DX37 36	16	9	2
Graphic Design: Advanced	DX35 36	16	9	2
Graphic Production for Commercial Printing	DV63 34	8	7	1
Graphic Production for Print: Advanced	DX5L 36	16	9	2
Illustration: Advanced	DX5D 36	16	9	2
Information Graphics: Advanced	DX5C 36	16	9	2
Life Drawing	DV98 34	8	7	1
Life Drawing Portfolio	DX39 35	8	8	1
New Media: Advanced	DX58 36	16	9	2
Observational Drawing	DV9A 34	8	7	1
Observational Drawing Portfolio	DX38 35	8	8	1
Personal Development Planning	DE3R 34	8	7	1
Photography: An Introduction	DW6C 34	8	7	1
Photography Image Editing	H37X 34**	8	7	1

**Refer to History of Changes for revision changes.

Optional Units	Code	SCQF credit points	SCQF level	SQA credit value
Photography Advanced Image Editing	H37V 35**	8	8	1
Photography: Advertising	DW7V 35	16	8	2
Portfolio Production	DV9C 34	8	7	1
Printmaking and Producing Print	DV92 34	8	7	1
Printmaking with Multiple Layers	DX64 35	8	8	1
Printmaking: Advanced	DX66 36	16	9	2
Scientific Illustration Project	DX62 35	8	8	1
Specialist Illustration	DV93 34	8	7	1
Typography: Advanced	DX5X 36	16	9	2
Typography: An Introduction	H385 34**	8	7	1
Web Design: An Introduction	H383 34**	8	8	1
Work Experience	DV0M 34	8	7	1
Creative Arts Project: Development	FF31 34	16	7	2
Creative Arts Project: Production	FF32 34	16	8	2
Work Role Effectiveness (2003)	DG6E 34	24	7	3
Work Role Effectiveness (2003)	DG6G 35	24	7	
Workplace Communication in English	H8T2 33**	8	6	1

**Refer to History of Changes for revision changes.

Ten 'Advanced' Units at SCQF level 9 have been included within the Optional Units. These Units have been written in order to offer candidates the opportunity to focus their chosen area of specialism to a higher level of complexity and creative conceptuality. While there is a choice of ten advanced Units it is recommended that candidates only undertake one SCQF level 9 Unit due to the advanced level of study that is required.

The level 9 Units have been included within the award to offer candidates who intend to progress onto an HEI degree course a stronger potential route of progression. It was felt by the QDT that if candidates were given the opportunity to study at an Advanced level within the HND award that it would not only encourage stronger progression to Higher Education but also make the transition from Further Education to Higher Education much smoother for the candidates involved.

Addendum 28/03/11

The following Units have been revised and recoded for delivery from August 2011:

Digital Imaging FD69 34
Art and Design Context FD63 35
Visual Communication Graded Unit 1 FA6E 34

The following new Units have been added to the optional frameworks:

Creative Arts Project: Development FF31 34
Creative Arts Project: Production FF30 34

5.2.3 Graded Units

The purpose of the Graded Unit is to assess the candidate's ability to retain and integrate the knowledge and/or skills gained in the mandatory Units, to assess that the candidate has met the principal aims of the Group Award and to grade candidate achievement.

Candidates will undertake one credit Graded Unit at SCQF level 7 for the HNC/first year HND and a two credit Graded Unit at SCQF level 8 for the second year HND.

5.2.4 Type of Graded Unit

Graded Unit 1

The level 7 Graded Unit is a project in the form of a practical assignment. This should be delivered in the latter part of the academic year. This Unit will cover a range of knowledge and skills achieved through studying the mandatory Units.

In Graded Unit 1 candidates will research and develop concepts for a specified client brief. Candidates will be asked to select their strongest concept which is most appropriate to the design brief and develop it through to a finished design solution, culminating in the creation of client visual artwork. The work and ability necessary to undertake this assignment will combine the knowledge and skills acquired throughout the HNC/first year of the HND Visual Communication Group Award. Candidates will identify the requirements essential to create design work for a client presentation. They will employ skills developed through a combination of the mandatory Units from this Group Award. Candidates will also submit a written evaluation of the design work and the process undertaken in order to create the final design solution.

Graded Unit 2

The level 8 Graded Unit is also a project in the form of a practical assignment. This should be presented to candidates at the latter part of the second year so that the outcome of this Unit fully reflects the ability of the candidates. This Unit will again cover a range of knowledge and skills achieved through studying the mandatory Units.

Graded Unit 2 will give candidates the opportunity to synthesise knowledge and skills acquired throughout the second year Units of the HND Visual Communication Group Award. They will employ skills developed through a combination of the mandatory Units from this Group Award. Candidates will work to a specified design brief which will require them to work with a variety of skills: creative, research, development, presentation and written, which they will have developed in a holistic manner while undertaking the awards.

The assessment of Graded Unit 2 will be in the creation and presentation of design work appropriate to the requirements of a specified design brief. Candidates will also give verbal and written analysis and justification for their design solutions.

Each candidate must provide their individual written responses to the practical assignment, and assessors must be satisfied that the work has been completed by the individual candidate. This should be presented in the form of a structured logbook in the first stage and in the form of a report for the latter stage.

Centres may supplement any written evidence with oral evidence obtained from each candidate, which should be recorded on a high quality format and kept as evidence for external moderation.

5.2.5 Rationale for Graded Unit Assessments

Within the Creative Industries the most common method of gaining employment as a designer is through an interview and the presentation of a portfolio of work. It is essential therefore to have the ability to demonstrate knowledge of, and skills in, the techniques associated with the creation of client visual artwork. This may relate to the use of computer applications and ICT and therefore candidates should have knowledge of hardware and software where appropriate. This demonstration of skills is the most common method of gaining employment as, for example, a graphic designer or web designer. This is generally also the case in progressing to Higher Education to study creative industries programmes.

The Qualification Design Team agreed that the Graded Units would provide an ideal opportunity for candidates to integrate the knowledge and skills gained in the mandatory Units, and focus them within their own chosen area of specialism. The first year Graded Unit is in the form of a practical assignment involving the candidate working to a client brief. The second year Graded Unit is also in the form of a practical assignment but in this case involves the preparation of a portfolio of work and then interview by a prospective employer or higher education establishment. This approach demonstrates a clear articulation between Graded Units because the specific client brief at HNC level requires candidates to undertake substantial and suitable research and development in order to arrive at an appropriate design concept. It also requires the candidate to work to stringent deadlines and adhere to professional working practices. The ability to evaluate and analyse the design process and the success of the design work is also asked of the candidate. On the other hand at HND level, a presentation of a portfolio of work and interview demands from candidates a high level of discrimination and the ability to focus on individual strengths. They will have a limited time to 'best' represent themselves in a presentation to a specific target market, be it a prospective employer or Programme Leader of a degree course within a Higher Education establishment.

The candidate is required to participate in authentic and relevant experiences when undertaking each of the Graded Units. For example, candidates will produce designs and client visuals for a particular and specific client brief. The presentation and evaluation of the candidate's design solution is the requirement of Graded Unit 1.

To enhance prospects further in seeking work or gaining entry to Higher Education, candidates must demonstrate originality and creativity of thought within their work along with a professional application of appropriate design skills. To be in a position to take advantage of work and progression opportunities candidates will have to put together a portfolio of work that best showcases their work. Graded Unit 2 enables candidates to address the challenges of realising their vocational or academic goals.

5.3   Mapping information

Core Skills

Core Skills are not formally assessed in the HNC/HND Group Award. However, candidates completing these awards will have developed verbal, written and visual communication to a high level. Similarly, interaction in a variety of situations will develop social skills such as working with others and problem solving and, through the use of technology, computer skills in ICT will be developed. Competencies in these areas are crucial for success.

Candidates completing these awards will have opportunity to develop Core Skills at the undernoted levels:

♦   Communication   SCQF 6
♦   Problem Solving   SCQF 6
♦   Working with Others   SCQF 6
♦   Numeracy   SCQF 6
♦   Information Technology   SCQF 6

Detail of Core Skill mapping to individual Units is given in Appendix 1.

5.4 Articulation, professional recognition and credit transfer

5.4.1 Articulation to Higher Education

Articulation into degree level programmes has been established with a number of universities across Scotland. The following list of programmes demonstrates the possible routes of progression from the HN Group Awards in Visual Communication.

BA (Hons) Design: Visual Communication
BSc (Hons) Graphic Design
BSc (Hons) Design for Digital Media
BDes (Hons) Graphic Design
BA (Hons) Design: Illustration
BA (Hons) Design: Animation
BA (Hons) Design: Time Based Art
BSc (Hons) Design for Interactive Media
BSc (Hons) Interactive Product Design
BSc (Hons) Computer Arts
BA (Hons) Applied Graphics Technology with Multimedia
BA (Hons) Computer Animation and Digital Art
BA (Hons) Computer Animation and Multimedia
BA (Hons) Design and Craft — Visual Communication
BA (Hons) Design and Craft — Photographic and Electronic Media
BA (Hons) Multimedia Development
BA (Hons) Publishing
BA (Hons) Digital Art
BA (Hons) Digital Art and Animation
BA Design

5.4.2 Progression to Employment

While a substantial number of candidates do choose to progress to Higher Education an increasing number of candidates successfully gain employment directly on the completion of their course(s). Those who have progressed into employment or were in employment while studying for the predecessor Group Awards confirm the usefulness of the skills they gained on their course to employment prospects.

5.4.3 Credit Transfer Transition Arrangements

It is anticipated that during the transition period (up to 2008) that some candidates may wish to transfer from an old (1988) design rule HNC (or first part of an HND) into the new HND in Visual Communication. To facilitate this, it has been agreed that such candidates need only achieve the HND Graded Unit of 16 SCQF credit points at level 8, and that they are **not** required to achieve the HNC Graded Unit of 8 SCQF credit point at level 7.

Centres should:

♦ Agree with candidates which Units within the new HND Group Award structure require to be undertaken to meet the conditions of the new award. This must include the level 8 Graded Unit (16 SCQF Credit Points).
♦ Enter or transfer the candidate to the new HND award.
♦ Assess the candidate for the remaining Units including the level 8 Graded Unit.

♦ Process the results as normal, listing the Units of the new award which have been achieved or credited.

The alternative route for candidates transferring from predecessor HNC/1st year of HND to the second part of the revised HND is exemplified in the diagram below – *Figure 5*.

These awards replace over forty awards and potentially hundreds of Units. For candidates to get Accreditation of Prior Learning, centres who transfer candidates onto the new awards will have to create a credit transfer profile for each candidate.

Candidates who are given credit transfer between current HNC/HND Units and the new HN Units must still satisfy all other conditions of the award stated within the new principles for HNC/HND. This includes fulfilling the requirements of the mandatory Units along with gaining the correct number of credits at the appropriate SCQF level.
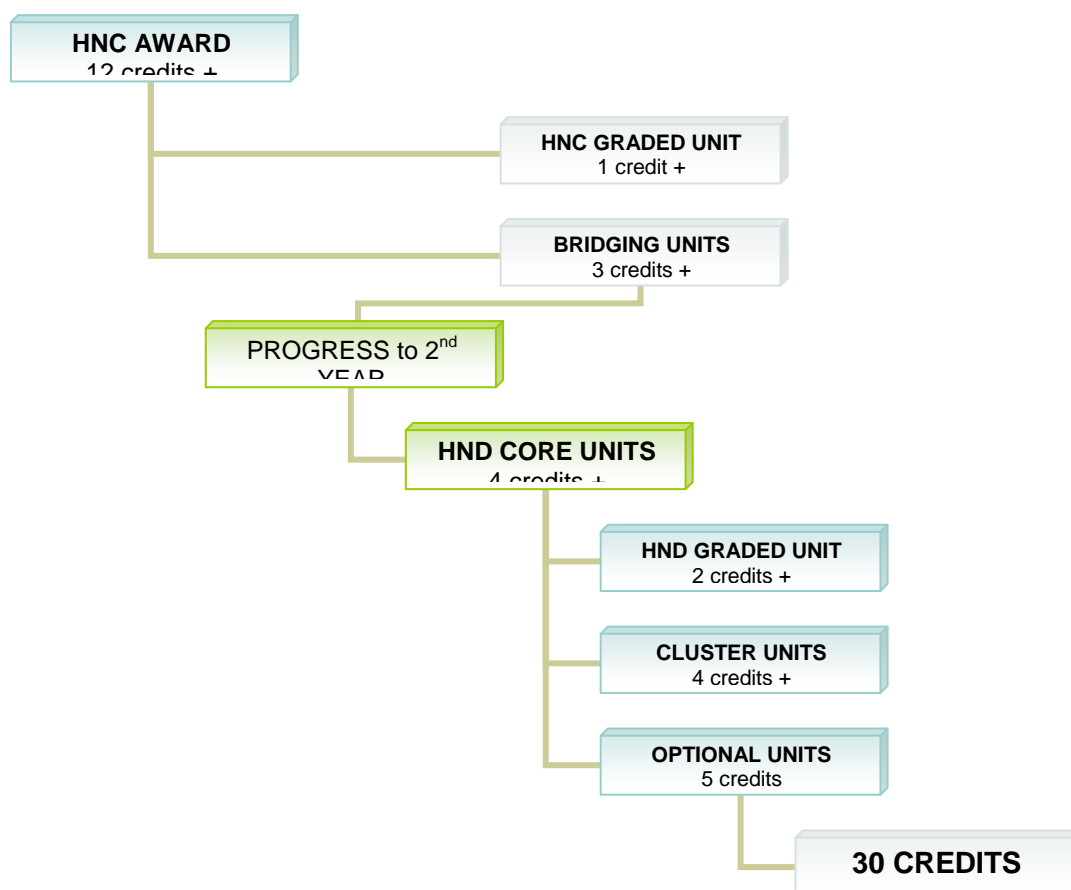

Figure 5 — Credit Transfer: Alternative Route for Candidates progressing with an HNC from the old (1988) design rules.

6 Approaches to delivery and assessment

In these Group Awards, the aim of the curriculum design is to provide a balance between, an awareness and understanding of key skills and concepts required by the creative industries, and practical and technical skills range for working within an area of visual communication.

This balance is intended to develop candidates' ability to identify and apply individual skills and to facilitate these abilities in their chosen specialism within the visual communication and creative industries, thereby enhancing future employability and opportunities for progression to Higher Education.

Although centres can choose in what order to teach the Units within the Group Awards, it is envisaged that the primary elements of the mandatory Units in the first year are delivered prior to delivering the Graded Unit. It is important that these elements of the mandatory Units have been delivered before the Graded Unit is assessed, although in some centres some elements of the mandatory Units may be delivered concurrently with the Graded Unit.

In the HND, candidates will be required to identify the main focus of their year ie to gain employment or to progress to Higher Education. This will play a fundamental part in the creation of the portfolio for the Graded Unit. Candidates will need to ascertain which elements of the mandatory Units should be included in their final presentation as well as prepare for the assessment interview necessary to achieve the Graded Unit.

The assessment strategy of the SQA Design Principles - to encourage a more holistic approach to assessment — has been adopted in these Group Awards. The new HN Unit specification places the emphasis on reducing the assessment load for both candidates and centres by devising assessments that assess the entire Unit or combine the assessments of Outcomes together.

There is also the opportunity to integrate some assessments across Units. The logistics of this will depend on the programmes in individual centres.

Unit specifications detail the exact Evidence Requirements and assessment procedures for each assessment event. Should centres wish to use a different mode of assessment from the recommendation they should seek prior moderation from SQA. Assessment exemplars will be produced for mandatory Units indicating to centres what is required from the assessment instrument.

6.1 Open Learning

Open Learning may be feasible for some Outcomes within some Units. These opportunities are highlighted within the Unit specifications. The great majority of Outcomes rely, however, on developing practical skills in the presence of a lecturer and/or fellow candidates. Practical work and workshop activities underpin much of the learning, and so the opportunities for distance learning are limited. Technological advances may address the current impracticalities of delivering the Units by Open/Distance Learning.

Because of the specialist nature of many of the Units, candidates many struggle to gain access to the appropriate facilities in order to undertake many of the Units, hence creating further limitations on distance learning although part-time provision within a college environment is achievable.

For information on normal open learning arrangements, please refer to the *SQA guide Assessment and Quality Assurance of Open and Distance Learning* which is a

6.2   Opportunities for Core Skills Development

This document signposts the opportunities to develop Core Skills in the context of the mandatory Units and an indication of additional enhancement in options is also provided *(see Appendix 1).*

All practical teaching and learning activities will provide a context for developing and tailoring relevant generic elements of the Core Skills to meet the specific vocational demands of the disciplines within visual communication. Candidates will use advanced strategies to work with a range of other people, integrating numeracy through preparing costings and literacy in the form of verbal communication and evaluative written reports. Critical analysis, performance and evaluation review with a focus on the continuous problem solving involved in practical project work will be essential activities which will be further demonstrated in the context of the Graded Units. This will provide further opportunity to understand, explore and demonstrate a high level of achievement in components of the Core Skills as they relate to future destinations.

Candidate will also have the opportunity to undertake the Unit 'Communication: Practical Skills' — SCQF 7 as part of their HN Award if they wish to gain a formal qualification in communications.

6.3   Assessment Moderation

All instruments of assessment used within this Group Award should be internally moderated including exemplar material provided using the appropriate policy within the centre and the guidelines set by SQA. This will ensure the validity and reliability of the instruments of assessment used within the centre.

Assessment Exemplars have been produced for the mandatory and cluster Units by the SQA. These are available from the SQA's secure website. The SQA Coordinator in your centre has access to these documents and can download them for you.

Additional resources in the form of Learning and Teaching Packs have been developed by the SQA in the following areas: Typography: An Introduction; Graphic Design — Three Dimensional; Specialist Illustration; Web Design: An Introduction; Printmaking and Producing Print; Observational Drawing; Art and Design Desktop Publishing and Layout; Graphic Production for Commercial Printing; 2D Computer Animation; 3D Computer Animation.

External moderation will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

For further information on internal and external moderation refer to the SQA *Guide to Assessment and Quality Assurance for Colleges of Further Education* which is available to download from SQA's website**: www.sqa.org.uk**.

7 General information for centres

7.1 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**.

7.2 Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* (**www.sqa.org.uk**).

7.3 Approval

Centres wishing to gain approval to deliver these Group Awards must follow SQA approval documentation and submit to SQA through their SQA Co-ordinator. (Refer to *Guide to Approval for Training Providers and Employers* which is available to download from SQA's website: **www.sqa.org.uk**.

8 General information for candidates

The HNC and HND in Visual Communication have been devised as national awards that will be delivered in Further Education Colleges across Scotland. The awards will supersede all courses currently on offer within areas such as Graphic Design, Illustration, New Media, and Visual Information.

By bringing these subject areas together within one main framework for Visual Communication you will have the opportunity to undertake a much greater choice of subject areas and therefore broaden your learning experience.

The opportunity for specialising within a specified subject area, such as Graphic Design, Illustration, New Media or Information Graphics, will be retained within the awards but the frameworks also offer the opportunity for more creative collaboration of subjects which will meet with the growing demands of employers and industry. Evidence gathered through market research identified support for the restructuring of the existing awards into a stronger and more comprehensive framework which allows for greater areas of integration which will greatly assist you in the completion of the award.

It is recognised that Further Education has to cater for a variety of different candidate requirements and aspirations. Many candidates continue to use the HNC and HND programmes as stepping stones to Higher Education and therefore it is essential that creativity of thought as well as professional practice is delivered within such programmes of study.

Core Skills will be signposted within the context of each Unit giving you the opportunity to achieve a high level of competence in the areas of Communication, Numeracy, Information Technology (IT), Problem Solving and Working with Others, while maintaining a focus on your subject specialism. Maintaining a high level of Core Skills is essential within the awards in order to ensure you are fully prepared, academically, to progress into Higher Education or to gainfully find employment. It is anticipated that the new structure will provide strong pathways of progression if you wish to access Higher Education. This will be in line with the current Scottish Credit and Qualifications Framework (SCQF).

The new awards continue to meet with the requirements of employers and industry. In recent years the number of candidates leaving at both HNC and HND level to embark upon a career as a designer has increased rapidly and therefore the changes within the new framework are a direct response to the advancements within the area of Visual Communication.

Career opportunities may include the following:

♦ Graphic Designers
♦ Illustrators
♦ Web Designers
♦ Multimedia Designers
♦ Production Managers
♦ Freelance Designers
♦ running own business, possibly combining employment with freelance work

The breadth of opportunity provided by these Awards will equip you with a broad range of skills. Attainment of the requisite standards will demand the use of a range of study techniques as well as the development of personal skills and attitudes which will be of general value in life and work.

The Awards are designed, in the first instance, to be delivered as full time study programmes but they been designed in such a manner as to accommodate part-time delivery and modes of flexible and distance learning.

8.1 Progression Pathways

The modern HN awards have two distinct pathways: to provide candidates with a through and comprehensive education that can lead to vocational employment and to offer candidates the opportunity to establish a strong and creative educational foundation from which to further their studies within a degree programme.

8.1.1 Progression to Employment

HNCs and HNDs are normally designed to meet the needs of the occupational sector by developing the knowledge and skills which candidates need to gain entry into employment. The feedback and guidance gained from undertaking market research in the employment sector has been of vital importance in the construction of the awards. As a result of the research findings it is imperative that candidates are recommended to undertake Units in subjects such as Work Experience, Graphic Production for Commercial Printing, etc in order to gain the practical skills and experience required in order to gain employment on completing their studies. The optional Units therefore play a key role in focusing the award in the chosen pathway. The diagram below shows a proposed selection of Units for a candidate undertaking an HND in Visual Communications, specialising in Graphic Design, who intends to progress into Employment on completion of the award — *see Figure 6.*

CORE UNITS Year 1
Digital Imaging
Art & Design Context
Art & Design Project
Visual Communication: An Introduction
Introduction to the Creative Industries
HNC Graded Unit

CORE UNITS Year 2

Digital Imaging Project
Design Production
Creative Project for Artists & Designers
Working in the Creative Industries
HND Graded Unit

HND VISUAL COMMUNICATION
Graphic Design

OPTIONAL UNITS

Employment Experience 2
Graphic Production for Commercial Printing
Graphic Design — Three Dimensional
Web Design
Photography: An Introduction
Client Initiated Design Project
Graphic Design: Advanced

CLUSTER Year 1

Typography

Graphic Design

CLUSTER Year 2
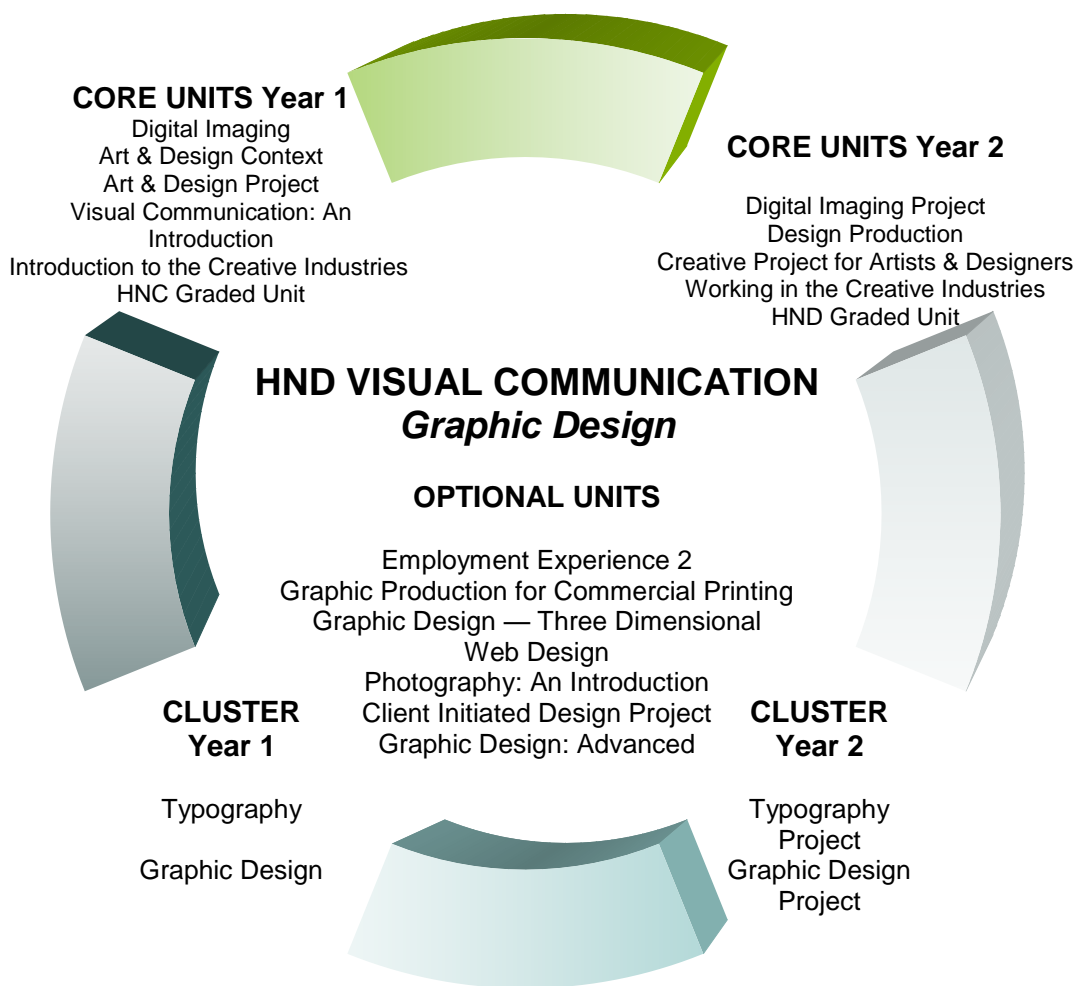
Typography Project
Graphic Design Project

Figure 6 — Progression route to Employment

8.1.2 Progression to Higher Education

The other main pathway of HNC and HND awards is to provide candidates with the knowledge and skills required for further study in degree programmes. The requirements of candidates who intend to continue with their studies in Higher Education are quite different from those who wish to gain employment. In a subject area such as visual communication it is of vital importance that candidates are given the opportunity to develop their creativity; personal development; innovation and expressive visual language. Subjects such as Personal Development Panning would allow candidates the opportunity to explore, document and analyse their progression through their studies and the decisions they have made within their educational journey. This would also help prepare candidates for the transition into an HE programme of study where the rational and emphasis of a degree level programme is very much focused on personal development within their chosen area of study. The diagram below shows a proposed selection of Units for a candidate undertaking an HND in Visual Communications, specialising in Illustration, who intends to progress to a degree programme on completion of the award – *see Figure 7.*

CORE UNITS Year 1

Digital Imaging
Art & Design Context
Art & Design Project
Visual Communication: An Introduction
Introduction to the Creative Industries
HNC Graded Unit

CORE UNITS Year 2

Digital Imaging Project
Design Production
Creative Project for Artists & Designers
Working in the Creative Industries
HND Graded Unit

HND VISUAL COMMUNICATION
Illustration

OPTIONAL UNITS

Personal Development Planning
Art & Design Creative Process
Portfolio Production
Life Drawing
Life Drawing Portfolio
Photography: An Introduction
Printmaking and Producing Prints
Specialist Illustration
Illustration: Advanced

CLUSTER UNITS Year 1

Developmental Drawing
Mixed Media
Illustration

CLUSTER UNITS Year 2

Developmental Drawing Portfolio
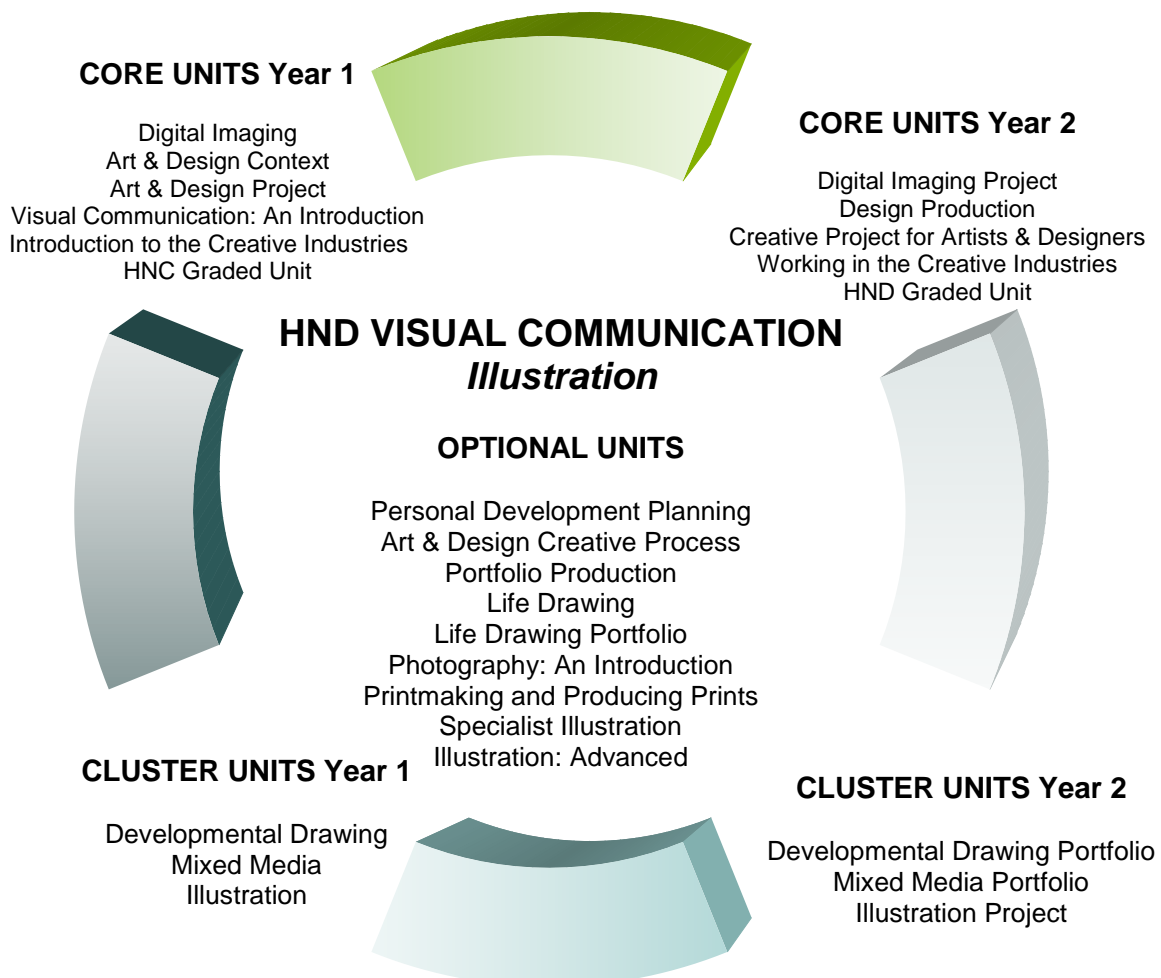Mixed Media Portfolio
Illustration Project

Figure 7 — Progression route to Higher Education

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at **www.scqf.org.uk**

SCQF credit points: One HN credit is equivalent to 8 SCQF credit points. This applies to all HN Units, irrespective of their level.

SCQF levels: The SCQF covers 12 levels of learning. HN Units will normally be at levels 6–9. Graded Units will be at level 7 and 8.

Subject Unit: Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Graded Unit: Graded Units assess candidates' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage candidates to retain and adapt their skills and knowledge.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the HNC/HND from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised HNCs and HNDs are those developments or revisions undertaken by a group of centres in partnership with SQA.

Specialist single centre and specialist collaborative devised HNCs and HNDs are those developments or revisions led by a single centre or small group of centres who provide knowledge and skills in a specialist area. Like consortium-devised HNCs and HNDs, these developments or revisions will also be supported by SQA.

10 Appendices

Appendix 1: Core Skills Mapping — Page 33

Appendix 1

Core Skills Mapping

The following table shows where Core Skills are signposted with the HNC/HND Mandatory Units and Cluster Units within the Visual Communication Award.

Unit No	Unit Name	Written Communication - Reading	Written Communication - Writing	Oral Communication	Using Graphic Information	Using Number	Using IT	Problem Solving– Critical Thinking	Problem Solving – Planning and Organising	Problem Solving – Reviewing and Evaluating	Working with Others
DV6A 34	Visual Communication: An Introduction	X	X	X				X	X	X	
DV60 34	Digital Imaging			X			X				
DV5R 34	Art and Design Context	X	X	X			X	X	X	X	
DV5W 34	Art and Design Project	X	X	X			X	X	X	X	X
DM0V 34	Introduction to the Creative Industries	X	X	X		X	X	X	X	X	X
DW9X 34	Visual Communication: HNC Graded Unit	X	X	X		X	X	X	X	X	X
DX33 35	Digital Imaging Project	X	X	X			X	X	X	X	
DX2Y 35	Creative Project for Artists and Designers	X	X	X			X	X	X	X	X
DX30 35	Design Production	X	X	X		X	X	X	X	X	X
DJ3A 34	Working in the Creative Industries	X	X	X		X	X	X	X	X	X
FOH9 35	Visual Communication: HND Graded Unit	X	X	X		X	X	X	X	X	
DV69 34	Typography	X	X	X		X	X	X	X	X	
DV97 34	Graphic Design	X	X	X	X	X	X	X	X	X	X
DX3C 35	Typography Project	X	X	X		X	X	X	X	X	X
DX36 35	Graphic Design Project	X	X	X	X	X	X	X	X	X	X
DV96 34	Developmental Drawing		X	X				X	X	X	

Unit No	Unit Name	Written Communication - Reading	Written Communication - Writing	Oral Communication	Using Graphic Information	Using Number	Using IT	Problem Solving– Critical Thinking	Problem Solving – Planning and Organising	Problem Solving – Reviewing and Evaluating	Working with Others
DV67 34	Mixed Media	X	X	X			X	X	X	X	X
DV64 34	Illustration	X	X	X			X	X	X	X	X
DX31 35	Developmental Drawing Portfolio	X	X	X			X	X	X	X	X
DX5J 35	Mixed Media Portfolio	X	X	X			X	X	X	X	
DX5N 35	Illustration Project	X	X	X		X	X	X	X	X	X
DV68 34	New Media	X	X	X	X	X	X	X	X	X	X
DV6C 34	Web Design	X	X	X	X	X	X	X	X	X	X
DX68 35	New Media Project	X	X	X			X	X	X	X	
DX56 35	Web Design Project	X	X	X			X	X	X	X	
DV61 34	Drawing Systems	X	X	X	X		X	X	X	X	
DV5Y 34	Design of Charts and Diagrams	X	X	X	X		X	X	X	X	
DV65 34	Illustrative Diagram: Parallel Projection		X	X	X	X	X	X	X	X	
DV66 34	Illustrative Diagram: Perspective Projection		X	X	X	X	X	X	X	X	
DX56 35	Drawing: Aids to Construction		X	X	X	X	X	X	X	X	
DX5V 35	Drawing Diagrammatic Imagery		X	X	X	X	X	X	X	X	
FO1H 35	Information Graphics Project	X	X	X	X	X	X	X	X	X	X