NPA WEB DESIGN FUNDAMENTALS
GROUP AWARD CODE: G8HD 45
(SCQF LEVEL 5)

Publications Code: CB4370

RATIONALE

The National Progression Award (NPA) 'Web Design Fundamentals' at SCQF level 5 addresses the demand for an entry-level qualification in web design, especially one that may be gained through short-course provision.

This NPA offers candidates a foundation in web design and provides a qualification that will allow progress to a higher level of study, such as a National Certificate in Computing with Digital Media (or similar). It should also enable successful candidates to progress into employment at a junior level in the web design industry.

The qualification focuses on technical skills in the creation of websites, animation, graphics, and interactive media — but also emphasises the importance of the design process and 'soft skills', such as interviewing and responding to feedback. Successful candidates would be expected to have an appreciation of important employability skills such as collaboration, communicating with a client, problem solving, and reflective practice — as well as being able to produce aesthetically pleasing and accessible designs.

The individual units that make up the NPA Web Design Fundamentals at SCQF level 5 have been matched against the National Occupational Standards in Interactive Media published by Skillset (the sector skill council). The units meet a significant number of the fundamental criteria of those standards.

PRINCIPAL AIMS

- To meet client demands and provide industry with well-qualified and competent junior designers in the specialist area of web design
- To provide students with the specialist skills required for careers in web design — both now and in the future
- To ensure that advances in software skills are matched by advances in employability skills such as working with clients, receiving feedback, and responding to change
- To promote and maintain the importance of the iterative design process in the design and development of websites and web-based content
- To provide students with a new pathway to higher-level studies in web design and related subjects, through short-course provision
- To develop an understanding of the legal and design issues related to website design and development
- To provide students with access to industry-standard software and principles

GUIDANCE ON STRUCTURE AND TIMING

The following table outlines the Units included in the NPA at SCQF level 5.

Unit title	Code	SCQF credit points	SCQF level	Notional hours
Computing: Website Graphics	H614 45	6	5	40
Computing: Web Design and Development	F182 11	6	5	40
Computing: Interactive Multimedia for Website Development	F180 11	6	5	40

SQA SUPPORT MATERIALS

The NPA Web Design Fundamentals was created to match the requirements of the vendor curriculum, Digital Design: Foundations of Web Design from Adobe (formerly Macromedia). This curriculum provides resources and learning materials which may be used in the delivery of the NPA Web Design Fundamentals Unit H614 45.

Materials have been donated to support this qualification from Adobe as part of SQA's DIVA project. CD-ROM copies of the Adobe materials can be ordered using the publication code CB4370 at a competitive price of £5 from the SQA Customer Contact Centre (customer@sqa.org.uk)

GUIDANCE FOR ASSESSMENT

An integrated approach to assessment is recommended for the NPA Web Design Fundamentals. The individual Units of the NPA were designed to ease integration of assessment, while the practical assessments were designed to allow a single combined project.

The assessment of Outcome 1 of Unit H614 45 *Computing: Website Graphics* lends itself to assessment via a series of restricted response questions (eg multiple choice), and therefore, would be a suitable choice for delivery through e-assessment.

FOR FURTHER INFORMATION ABOUT THE QUALIFICATION, PLEASE CONTACT:

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