Assessment Requirements for CUAGRD503 Produce typographic design solutions

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Performance Evidence

Evidence of the ability to:

- assess historical and contemporary information about typography for relevance to graphic design practice
- interpret and evaluate design requirements in briefs and other information sources
- manipulate type with a high level of technical proficiency using graphics software programs
- develop and present typographic concepts
- integrate typography and other visual components into final design or layout
- develop multiple pieces of professional standard typography that convey the visual communication objectives defined in client briefs
- evaluate the effectiveness of typography solutions.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify characteristics and styles of graphic design briefs, particularly in relation to typography requirements
- identify sources of information on typography and the range of typography options available to the graphic designer
- explain the fundamentals of typography production and application
- describe the effective application of elements and principles of design to typography
- outline the interrelationships between text and visuals and the role of typography in the overall design solution
- identify current software programs available to graphic designers and explain their advanced features

- explain opportunities and constraints of digital and manual typography techniques
- identify different delivery platforms for graphic design work and the technical constraints and considerations these impose.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- briefs for typography design
- information sources
- opportunities to present ideas to others
- software and digital equipment used in graphic design.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5