CUAGRD503 Produce typographic design solutions

Release: 1

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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.

Application

This unit describes the skills and knowledge required to produce professional typography for a wide range of communication needs.

Typographic design solutions may include advertisements, headlines, logotypes, signage systems, posters, charts or mass text applications.

It applies to individuals who use a broad range of digital and print applications in many different graphic design industry contexts.

No licensing, legislative or certification conditions apply to this unit at the time of publication.

Unit Sector

Visual communication – graphic design

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Research type as visual communication	1.1 Research the history, theory and practice of typography and its application to graphic design practice 1.2 Assess the effects of typography trends or fashions on professional practice
2. Analyse design needs	2.1 Confirm communication objectives based on the design brief and consultation with relevant people 2.2 Evaluate design brief requirements 2.3 Source and evaluate legal considerations and other information pertinent to design brief

ELEMENT	PERFORMANCE CRITERIA
3. Develop ideas for typographic solutions	3.1 Assess typographic options in the context of the brief
	3.2 Identify and access sources of information and ideas about type to inform work
	3.3 Test different type fonts, faces and styles to determine suitability
	3.4 Explore hand drawing techniques and a range of media to create type based on the needs of the brief
	3.5 Consider production issues resulting from type selection and delivery platform
	3.6 Evaluate and select typographic approaches for their potential to meet the communication need
	3.7 Produce and present visual representations of design ideas and confirm as required
4. Manipulate and integrate type	4.1 Explore options for type design using essential typography theory and principles
	4.2 Use advanced features of software to confidently manipulate and arrange type
	4.3 Explore different ways of integrating type within the design
	4.4 Identify and resolve technical problems based on developing expertise
5. Integrate type within the overall design	5.1 Explore and integrate elements and principles of design into design solution
	5.2 Integrate other visual components and typographic elements into layouts
	5.3 Produce a final design that supports key communication objectives
	5.4 Establish and follow protocols for saving, exporting and storing work
6. Evaluate typographic design solutions	6.1 Evaluate functional and aesthetic qualities of typography in the overall design
	6.2 Evaluate the chosen solution and its potential to inform future work

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 2.1-2.3, 3.1, 3.2	• Interprets and evaluates complex textual and visual information from a range of sources to identify content relevant to own work
Writing	5.4	• Prepares information and instructions using relevant terminology, vocabulary and structure appropriate to purpose and audience
Oral Communication	2.1, 3.7	• Participates in discussions using active listening and questioning techniques to confirm understanding of design requirements • Presents detailed information using language, tone and pace appropriate to audience
Navigate the world of work	2.3, 5.4	• Considers legal requirements and responsibilities when planning responses to typographic briefs • Establishes and follows procedures for file management
Interact with others	2.1, 3.7	• Identifies and uses appropriate communication methods and practices to identify shared goals, reach agreement and present information
Get the work done	3.1-3.7, 4.1-4.4, 5.1-5.3, 6.1, 6.2	• Takes responsibility for organisation and sequence of tasks and processes within own workload • Makes a series of investigative and experimental choices and considers their effectiveness in order to produce preliminary visual concepts • Uses acquired knowledge and experience to manipulate typographic content that meets aesthetic and communication requirements, solving technical problems as they arise • Uses advanced software functions to produce technically resolved typography for integration into final designs • Appraises design solutions for potential to inform future work

PwC's Skills for Australia

Range of Conditions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD503 Produce typographic design solutions	CUVGRD503A Produce typographic design solutions	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	Equivalent unit

Links

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