Assessment Requirements for CUAGRD603 Extend typographic design expertise

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.

Performance Evidence

Evidence of the ability to:

- research and assess technical and conceptual use of typography to inform own ideas
- investigate and experiment with different functions of typography
- use research findings and investigative and exploratory outcomes to extend the use of typography in professional design practice
- develop specialised typography for a range of two-dimensional (2-D), three-dimensional (3-D) and virtual applications.

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:

- fully explain how typography theory and practice influences own practice
- outline historical and contemporary trends in typography and their impact on graphic design practice.
- describe the commercial and creative potential for graphic designers with specialised typography expertise
- describe the expressive potential of type
- outline features of specialised typography and describe how they are developed and used, including:
  - interactive type
  - animated type
  - sculptural type.

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:

- historical and contemporary information about typography
- technologies 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