CUVGRD603A Extend typographic design expertise

Release: 1

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Modification History

Version	Comments
CUVGRD603A	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to exploit the potential of typography to solve complex design challenges through research and exploration of advanced and specialised applications.

Application of the Unit

Graphic designers work in many different industry contexts. They may be employed in graphic design studios, commercial printing companies, advertising agencies, book and magazine publishers, television stations or in the marketing division of any business. Graphic designers also frequently offer their services on a freelance basis.

Graphic designers with a highly developed conceptual and technical understanding of type apply the skills and knowledge in this unit. They work with two-dimensional (2-D), three-dimensional (3-D) and virtual applications.

At this level, the designer is working independently, though is usually a member of a collaborative creative team.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	*Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.*

Elements and Performance Criteria

1. Research type to develop design solutions	1.1 Assess the ways in which type impacts on visual communication through historical and contemporary research
	1.2 Research and evaluate the range of detailed factors that impact on the successful use of typography
	1.3 Explore relationships between typographic form and related imagery across electronic and traditional formats
	1.4 Analyse own approach to typography in the context of research
2. Explore creative and complex applications of type	2.1 Explore and extend the *potential of typography* in own design practice
	2.2 Investigate the ways that typography influences meaning at a detailed level
	2.3 Analyse the interactions between text and other visual components in complex bodies of information
	2.4 Experiment with the *expressive potential of type*
	2.5 Evaluate typography in the context of current and emerging technologies in design practice
3. Evolve typography expertise in professional practice	3.1 Apply a highly developed command of typography to the needs of complex design projects
	3.2 Work effectively with complex, varied and large amounts of type
	3.3 Control typography hierarchy and systems within complex applications
	3.4 Create *specialised type* to meet particular design needs, including dynamic and sculptural type
	3.5 Develop typography for 2-D, 3-D and virtual applications
	3.6 Participate knowledgeably and critically in discussions with industry peers and professionals about typographic design

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to engage in professional discussions about typographic design
- critical thinking and analytical skills to:
  - research and evaluate information from a wide range of sources
  - develop professional opportunities from research
- initiative and enterprise skills to:
  - evolve professional practice based on typography expertise
  - consider new and different ways of achieving required design outcomes through typography
- literacy skills to interpret technical information about typography
- planning and organising skills to develop and monitor a logical workflow for the technical design process
- problem-solving skills to identify and resolve complex technical and conceptual issues in typographic design
- self-management and planning skills to manage the research process
- technology skills to use the advanced features of a range of industry-current software programs and emerging digital technologies.

Required knowledge

- history, theory and practice of typography at a detailed level
- commercial and creative potential for graphic designers with specialised typography expertise
- expressive potential of type
- features of specialised typography and how they are developed and used, including:
  - interactive type
  - animated type
  - sculptural type
- historical and contemporary trends in typography, and their impact on graphic design practice
- intellectual property issues and legislation to be considered in the context of typographic work.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • apply knowledge of typography to professional design practice • develop specialised typography for a range of 2-D, 3-D and virtual applications.
Context of and specific resources for assessment	Assessment must ensure access to: • current and emerging technologies used in graphic design.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • professional review of specialised typographic work produced by the candidate • evaluation of audience response to typography produced by the candidate • evaluation of processes used by the candidate to develop the work • evaluation of technical aspects of the designs • direct observation of work in progress, including use of software tools • evaluation of a candidate's visual diary or other forms of documentation showing the development of the designs • questioning and discussion about candidate's intentions and the work outcome • review of portfolios of evidence • review of third-party reports from experienced practitioners. Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling).

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Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Potential of typography may relate to:	• application across range of media • commercial opportunities • creative opportunities • relevance to particular clients and contexts • typography on the web.
Expressive potential of type may relate to:	• cultural meaning • relationship between sight and sound (e.g. musical qualities of type) • special effects, such as 3-D effects.
Specialised type may be:	• one-off creation for special purpose • interactive • motion type • sculptural type • type fusion • type design.

Unit Sector(s)

Visual communication – graphic design

Custom Content Section

Not applicable.

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