Australian Government

Department of Education, Employment and Workplace Relations

CUVCRS05B Use typography techniques for design work

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUVCRS05B Use typography techniques for design work

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit describes the skills and knowledge required to use typography techniques for design work. It outlines how typography can be applied to a range of design contexts in response to a brief. It is a support unit for specialisations. The skills and knowledge are not restricted to a particular specialisation but apply across all specialisations depending on the work context. This work would usually be carried out independently, although guidance would be available if required.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units   It is highly recommended this unit be assessed in conjunction with the following unit:

- CUVDES05B Interpret and respond to a brief and other units relating to graphic design.

Employability Skills Information

Employability skills   This unit contains employability skills.

Elements and Performance Criteria Pre-Content

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.

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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 **Interpret the brief for typographic work**.	1.1 Correctly interpret the *specifications* of *the brief*.
	1.2 Determine client/designer's requirements for the brief.
	1.3 Determine and clarify *parameters* and/or *constraints* of the brief.
	1.4 Source reference material on typography *pertinent* to the brief.
2 **Organise resources for typographic work**.	2.1 Correctly identify the resources required for the development of *typographic work*, including *work space*, tools and equipment.
	2.2 Prepare and care for resources in accordance with safety requirements and organisational requirements.
	2.3 Follow storage and inventory procedures in accordance with organisational procedures.
3 **Test and explore a range of techniques for typography**.	3.1 Identify the attributes of a range of typefaces and their suitability for different purposes.
	3.2 Identify possible approaches to typography design and establish *criteria* for the selection of the final approach.
	3.3 Select appropriate *materials*, *tools* and *equipment* for the testing of approaches and techniques.
	3.4 Trial typography *techniques* that may meet the requirements of the brief.
	3.5 Evaluate trialling against selection criteria and select the preferred approach based on the requirements of the brief.
4 **Produce typography**.	4.1 Select and organise equipment, tools, materials and techniques for typographic work in accordance with the design approach.
	4.2 Develop the typographic work ensuring consistency with the selected approach and the brief.

ELEMENT	PERFORMANCE CRITERIA
5 **Ensure quality of typographic product**.	5.1 Check and monitor that typography conforms to brief, including grammar and technical production and/or printing requirements.
	5.2 Manage typographic work to facilitate effective storage, retrieval and output by manual or digital means.
	5.3 Identify constraints and requirements of specified reproduction or diffusion processes (for print or electronic submission) and take action accordingly.
	5.4 Present the work in accordance with the brief specifications.

Required Skills and Knowledge

Required Skills and knowledge

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

Required skills:

- literacy skills sufficient to explore and apply a range of techniques for a typography
- numeracy skills sufficient to calculate layout issues.

Required knowledge:

- work space requirements for typographic work, including selection and set up of work space
- detailed knowledge of physical properties and capabilities of a range of materials, tools and equipment used for typographic work
- the characteristic of different materials under different treatments and the potential of these characteristics to achieve different effects
- the elements and principles of design and how these may be used, adapted and challenged in the development of concepts for typographic work
- some knowledge about the evolution of type
- copyright, moral rights and intellectual property issues and legislation associated with typographic work

Required Skills and knowledge

- environmental issues associated with the materials, tools and equipment used in typographic work
- organisational and legislative occupational health and safety procedures in relation to typographic work
- relevant output devices and processes.

Evidence Guide

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.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	The following evidence is critical to the judgement of competence in this unit: • application of typography consistent with concept and brief • production of typography that can be reproduced and transferred across design and pre-press sectors.
Context of and specific resources for assessment	The assessment context must provide for: • practical demonstration of skills using required equipment, tools and materials to produce typography for a specific brief • presence of time constraints that reflect industry practice and standards.
Method of assessment	Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include: • direct observation of typographic work in progress • evaluation of typography work produced by the candidate • questioning and discussion about candidate's intentions and the work outcome

EVIDENCE GUIDE

- verbal and written reports
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Assessment of this unit requires access to the materials resources and equipment needed to produce typography.

Range Statement

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.

Specifications would be articulated in the brief and may refer to:	• audience • cost use • mediums • site • size.
The brief:	• describes and specifies the work to be completed • is usually prepared by a commissioning body or organisation, e.g. supervisor, client, community organisation.
Parameters or constraints may refer to:	• audience/user limitations • availability to support services • cost of final production (including size, materials, tools and equipment required, specification costs) • fabrication costs.
Information ***pertinent*** to the brief may include:	• information on the main type groups • legal, ethical contractual and copyright considerations • market analysis and strategies • moral issues • new technology • the functions, practice and use of typeface in historical and contemporary contexts • the role of text (copy) in visual communication.

RANGE STATEMENT

Typographic work may be generated by manual or electronic means and can be targeted towards:	• advertising/promotion for large or small scale projects e.g. billboards, banners, brochures • labelling • packaging • publishing.
Work space may include considerations of:	• consideration of health and safety issues including ergonomics • dry areas • lighting • process space specific needs, e.g. materials, tools and equipment • ventilation • wet areas.
Criteria may include:	• access to materials, tools and equipment required for the typography • consistency with the brief for choice of typography • ease of production/outputting • personal affinity with materials, tools and equipment.
Materials may include:	• a range of drawing materials, e.g. pencils, pens, inks • a range of papers, board, plastics, plastic coated paper/board, textiles • binders and extenders • glues, fixatives, finishes, stains • watercolour, gouache.
Tools and ***equipment*** may include:	• appropriate software • brushes, spatulas • calligraphy pens • computer, scanner, printer • discs, CDs.
Techniques may include:	• applying colour for specific effects

RANGE STATEMENT

	• applying variations to the display of typeface, e.g. scale, bold, headlines, captions, titles
	• applying variations to the properties of a given typeface, which are
	• composing type with overlays and tints
	• kerning
	• positioning typeface and images
	• size, weight, serif/sanserif, slope
	• techniques which accentuate the message, e.g. use of white space, font type, font size and position, use of images
	• use of typesetting technology.
Workplace procedures may relate to such things as:	• cost control
	• process specific procedures
	• recycling
	• reporting
	• safety
	• use of materials.
The concept may encompass:	• aesthetic considerations
	• choice of medium and materials
	• design solutions
	• the parameters of the brief.
Managing the electronic type system involves:	• the maintenance of type software and files to ensure an operative system.
Maintaining and storing materials, tools and equipment may involve:	• removing debris
	• replacing protective covers and lids
	• washing and drying tools.

Unit Sector(s)

Not Applicable