Australian Government

Department of Education, Employment and Workplace Relations

CUVGRD302A Use typography techniques

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUVGRD302A Use typography techniques

Modification History

Version	Comments
CUVGRD302A	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 use typography techniques in design work. It includes a general knowledge of typography and its application to different design briefs.

Application of the Unit

People working in many industries apply the skills and knowledge outlined in this unit. They may work as individuals providing administrative support within an enterprise, or they may work in specialist design and printing companies where print jobs vary from brochures and corporate stationery to the artwork for billboards, display banners and textile products.
At this level, work would be undertaken independently but within established parameters. Supervision or guidance is available as required.

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. Prepare to undertake typographic work	1.1 With reference to **briefing documentation**, clarify design requirements for **typographic work** in consultation with **relevant personnel**
	1.2 Source **reference material** on typography pertinent to the brief
	1.3 Confirm **equipment, materials** and **work space** requirements
	1.4 Take account of the requirements for different publication **processes** when planning work
	1.5 Set up work space and equipment with due regard to safety considerations and organisational procedures
2. Test and explore a range of typographical techniques	2.1 Identify possible approaches to typography design and establish **criteria** for the selection of a final approach
	2.2 Select appropriate materials, tools and equipment for the testing of approaches and **techniques**
	2.3 Trial typography techniques that may meet the requirements of the brief
	2.4 Evaluate trialling against criteria and select the preferred design approach
3. Complete typographic work	3.1 Develop the typographic work ensuring consistency with the selected approach and the brief
	3.2 Review work in progress against project objectives and specifications
	3.3 Seek and use feedback on work in progress to make adjustments to typographic work as required
4. Ensure quality of typographic output	4.1 Check that typography meets the requirements of the brief, including grammar and technical production and/or printing requirements
	4.2 Finalise operations in line with **organisational procedures**
	4.3 Present completed work within agreed time and quality parameters

Required Skills and Knowledge

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

Required skills

- communication skills to:
  - clarify written and verbal instructions
  - complete routine workplace documentation
- initiative and enterprise skills to experiment with typographical elements and techniques that best respond to design specifications
- learning skills to improve own skills in using typography based on feedback and experimentation
- literacy skills to:
  - interpret specifications and briefs for typographic work
  - apply a knowledge of spelling and grammar to proofreading text
- numeracy skills to calculate layout requirements, font sizes and enlargement factors
- planning and organising skills to:
  - plan work tasks in a logical sequence
  - organise resources
- problem-solving skills to adjust fit and fonts to ensure best possible results
- self-management skills to prioritise work tasks and complete work within time and quality parameters
- technology skills to use a broad range of typographical features of industry-standard software.

Required knowledge

- evolution and history of type at an overview level
- characteristics of, and uses for, a range of typefaces
- work space requirements for typographic work, including selection and set-up of work space
- physical properties and capabilities of a range of materials, tools and equipment used for typographic work
- typographic output devices and processes
- elements and principles of design and how they may be used in the development of ideas for typographic work
- intellectual property issues and legislation associated with typographic work
- sustainability issues associated with the materials, tools and equipment used in typographic work
- OHS requirements relevant to 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 typography in line with design concepts and briefs - produce typography that can be reproduced and transferred across design and pre-press sectors.
Context of and specific resources for assessment	Assessment must ensure access to: - a range of products that require the application of typographic techniques - computers and industry-standard software.
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: - evaluation of typography work produced by the candidate in response to particular brief - 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).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: - CUFDIG304A Create visual design components - CUVGRD301A Prepare files for publication.

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.

Briefing documentation may contain information, such as:	• aesthetic considerations
	• background information about clients
	• clients' needs
	• constraints:
	   • budget
	   • end use for typographical work
	   • timeframe
	   • availability of support services
	• copy
	• creative and design objectives
	• details of type fonts required
	• legal, contractual, ethical and copyright considerations
	• equipment
	• materials
	• medium
	• personnel involved in the project
	• purpose of or audience for final product
	• relevant statutory requirements
	• scope for making adjustments
	• technical objectives
	• technology
	• timeframe.

Typographic work may be generated by manual or electronic means and can be targeted towards:	• advertising or promotion for large or small scale projects, such as:
	   • banners
	   • billboards
	   • brochures
	• identity and branding
	• labelling
	• packaging
	• publishing
	• websites.

Relevant personnel	• art department

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may include:	- client - creative director - designer - director - manager - mentor - other technical or specialist personnel - producer - production manager - project manager - representative of organisation commissioning the work - supervisor - technical director.
Reference material may include:	- functions, practice and use of typeface in historical and contemporary contexts - information on the main typefaces - legal, ethical contractual and copyright considerations - market analysis and strategies - moral issues - new technology - role of text (copy) in visual communication.
Equipment may include:	- brushes - calligraphy pens - CDs - computer - discs - DVDs - printer - scanner - software.
Materials may include:	- a range of: - papers - board - plastics - textiles - drawing materials, such as: - pencils - pens - inks.
Work space requirements may	- consideration of OHS issues, including: - ergonomics

include:	• lighting
	• ventilation
	• process space specific needs, such as:
	• equipment
	• materials
	• tools
	• wet and dry areas.
Publication processes may include:	• any hard copy printing process
	• electronic platforms, such as:
	• CD
	• DVD
	• games console
	• internet
	• kiosk
	• mobile phone
	• other video playback devices
	• personal digital assistant (PDA)
	• video players (iPods).
Criteria may include:	• access to materials, tools and equipment required for typographic work
	• choice of typography that is consistent with specifications in the brief
	• ease of production or outputting
	• personal affinity with materials, tools and equipment.
Techniques may include:	• applying colour for specific effects
	• applying variations to the display of typeface, such as:
	• bold
	• captions
	• headlines
	• scale
	• titles
	• applying variations to the properties of a given typeface
	• composing type with overlays and tints
	• kerning
	• positioning typeface and images
	• serif or sans serif
	• size
	• slope
	• techniques that accentuate the message, such as:
	• font size and position

	• font type • use of images • use of white space • weight • use of typesetting technology.
Organisational procedures may relate to:	• completing routine workplace documentation • cost control • making backup copies of files • managing typographic work to facilitate effective storage, retrieval and output by manual or digital means • process-specific procedures • recycling • removing debris • replacing protective covers and lids • reporting • safety • use of materials • washing and drying tools.

Unit Sector(s)

Visual communication – graphic design