Australian Government

Department of Education, Employment and Workplace Relations

ICPPP321C Produce a typographic image

Revision Number: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

ICPPP321C Produce a typographic image

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to typeset text in various sizes and shapes and images.

Application of the Unit

Application of the unit	This unit requires an individual to develop typographic images which are positioned correctly and proofed for errors. The typographic image would be produced under limited supervision.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	ICPPP221C Select and apply type.	

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. Select and evaluate typography	1.1. Typeface, type-size, letter and word, and line spacing are selected according to the design setting requirements
	1.2. Typeface and type-size are evaluated for their suitability to retain the required characteristics through the set of reproduction stages according to the design brief and printing process
2. Position images	2.1. Images are positioned accurately according to the design specifications
	2.2. The overall balance and emphasis of composition conform to the brief
3. Produce and proof type	3.1. Type is produced either on the keyboard from copy using the appropriate layout and design and typesetting technology or by transferring information from the electronic medium into the typesetting program
	3.2. Typographic *quality* is checked and adjusted to meet job specifications
	3.3. Proof reading is carried out to ensure the typesetting meets job specifications
	3.4. Proofs are marked up with correct proof reading marks and corrected
4. Assess text for punctuation and grammar	4.1. Text is read and errors in grammar, punctuation and word-breaks are identified
	4.2. Errors and omissions are corrected in consultation with the *client*

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Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- OHS in relation to operating machinery such as safely switching off machinery before cleaning is started
- communication of ideas and information by interpreting the brief to ensure that product matches implicit and explicit requirements
- collecting, analysing and organising information by matching information on font sizes and layouts with requirements of the brief
- planning and organising activities by evaluating type suitability for the reproduction stages
- teamwork when correcting errors in consultation with the client
- mathematical ideas and techniques by calculating fit, sizes and enlargement factors and costs
- problem-solving skills by adjusting fit and fonts to ensure a best possible result for client within restraints of production
- use of technology by using appropriate software correctly to ensure ease of subsequent processing

Required knowledge

- choice of typeface selected for this job influenced by the printing process or electronic medium influence on the choice of typeface selected
- type face design suited to the topic of the job
- appropriate number of characters generally accepted in a line of text type
- relationship between point size and column width
- viewing distance of the final product has an effect on point size selection
- kerning use and why
- considerations that must be made when selecting a type face to be used on a particular product
- ten proof reading marks and the meaning of each
- three different ways of writing "there" and their used
- uses of the apostrophe and how are apostrophes often misused
- manuals, safety and other documentation that are relevant to this task and where are they kept
- information that is included in these documents
- other sources of information that are available

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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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • typeface, size, letter, word and spacing all meet design specifications and substrate, reproduction and end use requirements. Overall composition meets the design brief • the underlying skill of applying typographic principles to setting and proofing copy and design should be transferable across the design and pre-press sectors. It is important that the substrate for reproduction is identified and that the competencies be demonstrated with a clear identification of printing processes • demonstrate an ability to find and use information relevant to the task from a variety of information sources • use manual or electronic equipment and suitable software to select, set, arrange, evaluate and modify type in TWO different design briefs according to the listed Performance Criteria.
Context of and specific resources for assessment	Assessment must ensure: • assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment • it is expected that special purpose tools, equipment and industry software packages for producing typographic images will be used where appropriate.
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: • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.
Guidance information for	Holistic assessment with other units relevant to the

EVIDENCE GUIDE	
assessment	industry sector, workplace and job role is recommended.

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.

Quality standards may include:	• should meet client requirements and enterprise and industry standards.
Clients may include:	• internal or external clients.
Input may include:	• producing and proofing type may involve hard copy or captured key strokes.
Application may include:	• design can be specific to publishing, consultancy, advertising or packaging in either hard copy or electronic media.
Complexity may include:	• routine typesetting with text in various sizes and shapes and images.

Unit Sector(s)

Unit sector	

Competency field

Competency field	Pre-press

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Co-requisite units

Co-requisite units		

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