



Australian Government

CUAGR302 Use typography techniques

Release: 1

CUAGRD302 Use typography techniques

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to use typography techniques in design work.

It applies to individuals working in many industries. They may provide 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 artwork for billboards, display banners and textile products. At this level, work would be undertaken independently, but within established guidelines.

No licensing, legislative or certification conditions apply to this unit at the time of publication.

Unit Sector

Visual communication – graphic design

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to undertake typographic work	1.1 Identify requirements for typographic work in briefing documentation and clarify requirements with relevant personnel 1.2 Source reference material on typefaces and typography relevant to the brief 1.3 Confirm equipment, materials and work space requirements 1.4 Take into account printing or output considerations when planning work 1.5 Set up work space and equipment according to safety requirements and organisational procedures

ELEMENT	PERFORMANCE CRITERIA
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 materials, tools and equipment to test approaches, styles and techniques 2.3 Trial typography techniques that may meet the requirements of the brief 2.4 Evaluate trials against criteria and select the preferred design approach
3. Complete typographic work	3.1 Develop the typographic work with the selected approach according to 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
4. Ensure quality of typographic work	4.1 Check spelling and grammar and ensure typography meets the technical production and/or printing requirements of the brief 4.2 Back up and store files and completed documentation according to organisational requirements 4.3 Present completed work within agreed time and quality parameters

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.5, 3.1, 3.2, 4.1, 4.2	- Interprets straightforward textual information from relevant sources to identify required information - Carefully proof reads typography for accuracy and compliance with specifications and identifies required corrections
Oral Communication	1.1, 1.3, 3.3	- Uses simple and relevant language to confirm information and requirements and seek feedback - Uses listening and questioning techniques to confirm understanding

Navigate the world of work	1.5, 4.2	Takes personal responsibility for following safe work practices and organisational requirements when planning and completing tasks
Interact with others	1.1, 1.3, 3.3	Follows accepted communication practices and techniques to confirm requirements and request feedback
Get the work done	1.2-1.4, 2.1-2.4, 3.1, 3.2, 4.2, 4.3	- Plans and implements routine and investigative tasks in a logical sequence - Analyses the scope of creative exploration required and evaluates the effectiveness of outcomes against established criteria - Selects final approach, reviews progress and refines work with input from others - Finalises work to meet organisational and project requirements and within established timeframes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD302 Use typography techniques	CUVGRD302A Use typography techniques	Updated to meet Standards for Training Packages and clarify intent.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAGRD302 Use typography techniques

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Performance Evidence

Evidence of the ability to:

- interpret briefs and source relevant reference information
- experiment with typography styles and techniques
- produce typography solutions that meet the creative and technical requirements of briefs and publishing processes
- perform quality checks and produce final product within timelines
- back up and store files according to requirements.

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:

- outline the characteristics and uses of a range of typefaces
- describe work space requirements for typographic work, including selection and set-up of work space
- outline physical properties and capabilities of a range of materials, tools and equipment used for typographic work
- list typographic output devices and processes
- describe procedures for working safely with typographic equipment and materials.

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:

- products that require the application of typographic techniques

- computers and software necessary to produce graphic designs
- opportunities for discussion and feedback.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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