



Australian Government

CUAGR312 Use typography techniques

Release: 1

CUAGRD312 Use typography techniques

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

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

It applies to those who work in the creative industries that require visual communication solutions. Typography may be applied in print jobs such as brochure and publication layout, poster and logo design or to websites, motion graphics and information graphics. At this level, work would be undertaken independently, but within established guidelines and with guidance as required.

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. Plan typographic work	1.1 Identify requirements for typographic work in briefing documentation and clarify requirements with required personnel 1.2 Collect reference material on typefaces and typography according to briefing documentation 1.3 Organise workspace and equipment according to safety requirements and organisational procedures
2. Test and explore a range of typographic techniques	2.1 Identify approaches to typography design and establish criteria for selection of final approach 2.2 Select materials, tools and equipment that test approaches,

ELEMENT	PERFORMANCE CRITERIA
	styles and techniques 2.3 Trial typography techniques that meet the design brief 2.4 Evaluate trials against criteria and select design approach that meets the design brief
3. Complete typographic work	3.1 Develop typographic work in response to the design brief 3.2 Review work in progress in relation to the design brief 3.3 Seek and use feedback on work in progress and make adjustments to typographic work as required 3.4 Confirm typography meets briefing requirements 3.5 Back-up and store files and completed documentation using standard industry procedures 3.6 Present completed work within agreed time and quality as established by the design brief

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	- Interprets straightforward textual information from required sources and identifies required information - Reviews spelling and grammar accuracy and compliance with specifications - Identifies required corrections to typography
Oral Communication	- Confirms information and requirements using simple and industry standard language - Confirms understanding using listening and questioning techniques
Self-management	Takes personal responsibility for following safe work practices and organisational requirements when planning and completing tasks
Teamwork	Follows accepted communication practices and techniques, confirms requirements and requests feedback
Planning and organising	- Plans and implements routine and investigative tasks in a logical sequence - Considers scope of creative exploration required and evaluates effectiveness of outcomes against established criteria

Unit Mapping Information

Supersedes and is equivalent to CUAGRD302 Use typography techniques.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAGRD312 Use typography techniques

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- apply one or more typography techniques according to at least two different briefing requirements.

In the course of the above, the candidate must:

- interpret briefing documentation and collect relevant reference material
- experiment with typography styles and techniques
- produce typography techniques that meet the creative and technical requirements of briefing documents and publishing processes
- perform quality checks and produce final product within timelines
- back up and store files according to requirements.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- typographic classifications, vocabulary and definitions
- characteristics and uses of a range of typefaces
- criteria to evaluate a range of approaches to typography design
- workspace requirements for typographic work, including selection and set-up of workspace
- properties and capabilities of a range of materials, tools and equipment used for typographic work.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes 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 education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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