



Australian Government

CUAGR603 Extend typographic design expertise

Release: 1

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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 exploit the potential of typography to solve complex design challenges through research and exploration of advanced and specialised applications.

It applies to individuals with a highly developed conceptual and technical understanding of type. They work in many different industry contexts including design studios, commercial printing, advertising, publishing, television and marketing. They work with two-dimensional (2-D), three-dimensional (3-D) and virtual applications. At this level, the designer is working independently, though is usually a member of a collaborative creative team.

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. Research type to develop design solutions	1.1 Assess the function and effect of type on visual communication using historical and contemporary research 1.2 Research and evaluate detailed technical and aesthetic factors that influence the successful use of typography 1.3 Explore relationships between typographic form and related imagery across digital and traditional media 1.4 Analyse own approach to typography in the context of research
2. Explore creative and	2.1 Explore and extend the potential of typography in own design

ELEMENT	PERFORMANCE CRITERIA
complex applications of type	practice 2.2 Investigate the ways that typography conveys messages at a detailed level 2.3 Analyse the interactions between text and other visual components in complex forms of information 2.4 Experiment with the expressive potential of type 2.5 Evaluate typography in the context of current technologies in design practice
3. Extend typography expertise in professional practice	3.1 Apply typography to the needs of complex design projects 3.2 Work effectively with complex, varied and large amounts of type 3.3 Control typography hierarchy and systems within complex applications 3.4 Create specialised type to meet particular design needs, including dynamic and sculptural type 3.5 Develop typography for 2-D, 3-D and virtual applications 3.6 Participate knowledgeably and critically in discussions with industry peers and professionals about typographic design

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, 1.3	Interprets detailed and varied visual and textual information from a range of sources to extend understanding and inform design solutions
Oral Communication	3.6	- Uses listening and questioning skills to confirm understanding - Participates in exchange of ideas and information using appropriate tone and clear and detailed language
Interact with others	3.6	Identifies and uses appropriate communication methods and practices to participate in informed discussion and debate with industry practitioners
Get the work	1.3, 1.4, 2.1- 2.5,	Develops and implements plans to meet the needs of particular design projects

done	3.1-3.5	• Identifies typographic concepts and features used in other contexts and evaluates their potential to inform own designs and solutions • Develops new and innovative ideas about the use of type through exploration, analysis and critical thinking • Makes decisions about appropriate type for complex projects using systematic analysis of aesthetic and creative objectives and technical requirements • Uses advanced features of digital technologies to develop a range of typography for specific communication needs
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD603 Extend typographic design expertise	CUVGRD603A Extend typographic design expertise	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 CUAGRD603 Extend typographic design expertise

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Performance Evidence

Evidence of the ability to:

- research and assess technical and conceptual use of typography to inform own ideas
- investigate and experiment with different functions of typography
- use research findings and investigative and exploratory outcomes to extend the use of typography in professional design practice
- develop specialised typography for a range of two-dimensional (2-D), three-dimensional (3-D) and virtual applications.

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:

- fully explain how typography theory and practice influences own practice
- outline historical and contemporary trends in typography and their impact on graphic design practice.
- describe the commercial and creative potential for graphic designers with specialised typography expertise
- describe the expressive potential of type
- outline features of specialised typography and describe how they are developed and used, including:
 - interactive type
 - animated type
 - sculptural type.

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:

- historical and contemporary information about typography
- technologies used in graphic design.

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

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