

## Higher National Unit Specification

### General information for centres

**Unit title:** Typography: Advanced

**Unit code:** DX5X 36

**Unit purpose:** This Unit is designed to develop the candidate's ability to produce creative design solutions by applying the processes of research, conceptualisation, visualisation and critical analysis to a complex typographic brief.

On completion of the Unit the candidate should be able to:

- 1 Research complex typographic briefs.
- 2 Conceptualise and visualise complex bodies of information.
- 3 Create design solutions in response to complex typographic briefs.
- 4 Articulate ideas and thought processes.

**Credit points and level:** 2 HN Credits at SCQF level 9: (16 SCQF credit points at SCQF level 9\*).

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre but it would be beneficial if the candidate had undertaken the HN Units DV97 34 Graphic Design; DX36 35 Graphic Design Project or equivalent.

**Core Skills:** There are opportunities to develop the Core Skills of Communication and Problem Solving at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** This Unit will be assessed by means of:

- ◆ sketchbooks/folders/worksheets containing all research material, both textual and visual
- ◆ moodboards, and scale roughs
- ◆ finished client visuals
- ◆ formal and informal oral presentations
- ◆ a written report

## **Higher National Unit specification: statement of standards**

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Research complex typographic briefs

#### **Knowledge and/or skills**

- ◆ Research methods
- ◆ Analysis of research materials
- ◆ Using information for concept development
- ◆ Evaluating approaches to typographic communication.

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, in relation to a brief:

- ◆ apply appropriate research methods such as library, Internet, interviews, and analysis of primary sources
- ◆ present visual research material
- ◆ analyse and evaluate the research material

Candidates should compile a folder/sketchbook/series of worksheets containing all research material, both textual and visual. Annotation should evidence analysis and evaluation of the research material and point to possible approaches to concept and product development.

#### **Assessment guidelines**

The assessment of this Outcome could be through practical assignments working from a complex typographic brief which could be self-initiated and self-authored, or part of a professionally organised national or international competition, or undertaken through an external professional body or agency. Evidence should be generated within structured studio sessions and within the Unit's notional self study hours.

Candidates should plan and undertake relevant research and present the results in folder/sketchbook/worksheet form.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Typography: Advanced

### **Outcome 2**

Conceptualise and visualise complex bodies of information

#### **Knowledge and/or skills**

- ◆ Principles of typographic design
- ◆ Social, political, cultural and economic factors
- ◆ Current and historical developments
- ◆ Conceptualisation techniques
- ◆ Target market/audience
- ◆ Time management

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ organise their initial response to the brief and their research
- ◆ produce a substantial range of provisional design solutions
- ◆ select three appropriate solutions for development and produce a series of larger roughs
- ◆ select a solution for development
- ◆ develop a actual sized/scaled rough using appropriate methods and materials
- ◆ critically analyse their design solutions in terms of suitability for production and for the target market
- ◆ effectively manage their time

One solution should be selected for final development and produced as an actual size/scaled rough. Evidence should be generated within structured studio sessions and within the Unit's notional self study hours.

#### **Assessment guidelines**

The assessment of this Outcome could be through practical assignments working from a complex typographic brief which could be self-initiated and self-authored, or part of a professionally organised national or international competition, or undertaken through an external professional body or agency.

Candidates should produce concepts to explore both the target market and the personality of the brand/product and these should be presented to tutors through informal presentations early in the visualising process. Then through a series of roughs and mock-ups the candidate should develop and refine his/her solutions through their own critical analyses and in light of feedback from tutors and their peer group at informal interim presentations.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Typography: Advanced

### **Outcome 3**

Create design solutions in response to complex typographic briefs

#### **Knowledge and/or skills**

- ◆ Software/hardware
- ◆ Specification for production.
- ◆ Formats.
- ◆ Styles and techniques.
- ◆ Project and time management.

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ produce finished visuals that reflect the research and development from the previous outcomes
- ◆ use the suitable software/hardware to create their finished visual
- ◆ select or create formats appropriate to the brief
- ◆ accurately specify their work for production
- ◆ effectively manage their time
- ◆ present their work professionally

Candidates should produce finished client visuals and supply accurate specifications for all items/applications specified in the brief. Evidence should be generated within structured studio sessions and within the Unit's notional self study hours.

#### **Assessment guidelines**

The assessment of this Outcome could be through practical assignments working from a typographic brief which could be self-initiated and self-authored, or part of a professionally organised national or international competition, or undertaken through an external professional body or agency.

The finished client visual should be produced to a scale that is practicable and relevant to the requirements of the brief. Smaller items can be produced actual size but larger items would require to be scaled down to a specified ratio.

### **Outcome 4**

Articulate ideas and thought processes

#### **Knowledge and/or skills**

- ◆ Critical evaluation
- ◆ Presentation skills
- ◆ Vocational language/terminology

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Typography: Advanced

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ produce presentations/ written reports that critically evaluate the design rationale
- ◆ undertake formal and informal presentations on their design rationale
- ◆ use appropriate vocational language/terminology

### **Assessment guidelines**

The assessment of this Outcome should be through practical assignments working from a typographic brief which could be self-initiated and self-authored, or part of a professionally organised national or international competition, or undertaken through an external professional body or agency.

Candidates should produce a written report which explains the ideas and thought processes behind their design rationale and critically evaluates the final design solution. This, along with supporting audio or visual material, should form the basis for a formal oral presentation, although other informal oral presentations could be organised at interim stages of the brief.

## Administrative Information

**Unit code:** DX5X 36  
**Unit title:** Typography: Advanced  
**Superclass category:** KH  
**Original date of publication:** August 2006  
**Version:** 01

### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Typography: Advanced

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

### **Guidance on the content and context for this Unit**

This Unit is designed to allow candidates to explore the discipline of typography at a more advanced level and they should be encouraged to select, or initiate and author, a brief which demands in-depth research and a complex conceptual and visual response. Suitable subjects for this Unit could include font design, corporate identity, magazine design, publicity and promotion, multimedia and web design, and packaging. The brief could be commercially orientated or the final product could be a fine art object which uses the expressive potential of typography to enhance meaning.

If candidates elect to self-author the brief then this should be done prior to the start of the Unit and submitted to the tutor/course team for approval to ensure that it provides a suitable challenge and fulfils the requirements of the Unit. Where the candidates elects to undertake a brief from one of the national/international competitions (RSA, D&AD etc.) these should also be vetted for suitability by the course tutor/team. If the candidate elects to work with an external body or agency then the course tutor/team should liaise with the external body to ensure that they understand all the requirements of the Unit prior to devising the brief.

The complex nature of the brief refers to both the conceptual and technical challenge set by the brief. On the conceptual level this would involve extensive research into the diverse cultural associations of typography, including the psychological and emotional associations, relevant to the brief and the target market. The candidate would then begin a process of visualisation which demonstrated their ability to use type design/selection/manipulation expressively and to integrate type successfully with other expressive elements. If branding were involved candidates would require to address the brand proposition and take cognisance of the commercial competition to ensure differentiation and brand uniqueness. The target market would require to be thoroughly analysed in terms of mass market/niche market, youth/mature market, male/female, non-conformist, fashion conscious, inspirational etc. On the technical level candidates should consider creating unique or customised formats and forms and utilising unusual materials and techniques. The final solutions could be ephemeral or semi-permanent (sculptural) in nature, or could be digital, time-based solutions for screen presentation.

From the outset of the creative process candidates should participate in informal presentations and refine their solutions through their own critical analyses and in light of feedback from tutors and their peer group.

At the end of the Unit candidates should produce a written report explaining their design rationale and critically evaluating the final design solution. This along with other supporting audio or visual material would form the basis for a formal oral presentation.

## Higher National Unit specification: support notes (cont)

**Unit title:** Typography: Advanced

### Guidance on the delivery and assessment of this Unit

While the Unit may be delivered as a stand-alone qualification it is intended to be an optional unit in the HNC/D Visual Communication group award, where it is anticipated that it would be delivered towards the end of the course when it would provide the opportunity for candidates to explore their chosen specialisation at a deeper level.

It is recommended Outcomes 1 and 2 and 3 be delivered in sequence but elements of Outcome 4 should be delivered as and when required for the practical Outcomes.

The choice offered by the three options of obtaining the brief should allow candidates to undertake a project which they are particularly interested in and which allows them to generate a very individual response whilst fostering a deeper understanding of this professional discipline. Candidates should be encouraged to share their research findings from the outset so they can receive feedback from tutors and peers on possible areas of research they may have overlooked. Candidates should exploit the wider cultural/social/political knowledge within the peer group and use the peer group as a forum for testing ideas.

Assessment of Outcomes 1 – 3 should be by one or more instruments of assessment in the form of a complex typographic brief. Feedback from tutors and peer group will form formative assessment for Outcomes 2 and 3 throughout the delivery of the unit and the formal presentation in Outcome 4 provides the opportunity for summative assessment of Outcomes 1–3

#### *Opportunities for developing Core Skills*

Candidates will be required as they produce solutions to a given brief to analyse and seek solutions to a range of theoretical and practical problems and issues as they identify and work towards specific objectives. Identifying and considering the variables, including all available resources, and analysing the relative significance of each before identifying and justifying an appropriate strategic approach will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the potential impact of proposed approaches will be a critical aspect of underpinning knowledge and understanding, and candidates should be able to identify appropriate evaluative methods to measure achievement.

Communication skills are not formally assessed but candidates will be expected to design and present materials to a professional standard. Support in developing an effective search strategy for accessing and evaluating paper based and electronic sources of complex information on relevant issues and ideas will be of value. Accuracy, professional presentation and use of appropriate media and recognised format will be critical in the production of materials. The availability of suitable software packages to support accuracy and professional presentation could enhance communication skills development. There may be opportunities to foster co-operative working skills, by encouraging candidates to discuss and make interim practical presentations of proposed solutions with their peers, and:

- ◆ analyse the task and identify the elements comprising the task
- ◆ negotiate the nature and scope of goals, roles and responsibilities in group activities taking account of all resources including strengths and weaknesses of individuals
- ◆ use working methods consistent with available resources



## Higher National Unit specification: support notes (cont)

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- ◆ demonstrate and explain to others
- ◆ fulfil their own roles and responsibilities
- ◆ review and evaluate own contribution with justification, supporting conclusions with evidence

### Open learning

This Unit could be delivered by open learning provided additional planning and resources were put in place for candidate support, assessment and quality assurance. New authentication tools may have to be devised for assessment and re-assessment purposes.

There would also have to be a well defined brief which took into account any factors specific to open learning. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

### Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

## **General information for candidates**

### **Unit title:** Typography: Advanced

This Unit will develop your ability to produce creative design solutions in response to a complex typographic brief. The brief could be self-initiated and self-authored, or part of a professionally organised national or international competition, or undertaken through an external professional body or agency. Whichever option you undertake the brief will require to be vetted and approved by the tutor delivering the Unit to ensure it fulfils the requirements of the Unit.

For Outcome 1 you will undertake extensive research into the background of the brief using appropriate research methods such as library, Internet, interviews, and analysis of primary sources. All research material, both textual and visual, will be compiled in a folder, sketchbook or series of worksheets and annotated so that your tutor/peer group can share your research findings and provide feedback on possible areas of research you may have overlooked. The annotation should be both analytical and evaluative and point to possible approaches to concept development. You will participate throughout the creative process in informal presentations to tutors/peer group.

For Outcome 2 you will produce concepts which explores the target market and the brand/product personality and also any cultural factors relevant to the brief. You will then produce provisional solutions in sketchbook/worksheet form and select ideas for development through a series of detailed, actual sized/scaled roughs. You will select a solution for final development and produce more detailed visuals.

For Outcome 3 you will produce finished client visuals, to a scale that is practicable and relevant to the requirements of the brief, and supply accurate specifications for all items/applications specified in the brief.

For Outcome 4 you will produce a report, which explains the ideas and thought processes behind your design rationale and critically evaluates your final design solution. You will also undertake a formal presentation.