National Unit Specification: General Information

UNIT	Two Dimensional Design: Typography 2 (Higher)

NUMBER D964 12

COURSE

SUMMARY

This unit is designed to enable the candidate to acquire a deeper understanding of typography and typographical layout. The unit involves the production of a magazine design that accurately communicates the requirements of a given brief. The candidate must convey an understanding of typographical layout by supplying fully marked up working drawings, that can then be produced into client presentation colour visuals. It is also intended to introduce the candidate to computer based applications to aid their working drawings.

OUTCOMES

1   Produce design solutions for a given brief.
2   Use grid systems in a typographic layout.
3   Utilise a computer application to support the process of producing a layout.
4   Produce colour visuals.

RECOMMENDED ENTRY

Candidates enrolling for this unit would require Basic Typography 1 or prior knowledge of typography. Experience of information technology would be an advantage.

CREDIT VALUE

1 Credit at Higher.

Administrative Information

Superclass: KH

Publication date: December 1998

Source: Scottish Qualifications Authority

Version: 01

Additional copies of this specification can be purchased from the Scottish Qualifications Authority. The cost is £2.50.

CORE SKILLS

Information on the automatic certification of any core skills in this unit is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

The achievement of this unit may contribute to the development of core skills, but the assessment arrangements for the unit do not guarantee that candidates will produce sufficient evidence of core skill achievement. This means that there is no automatic certification of core skills for this unit.

National unit specification: statement of standards

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Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1
Produce design solutions for a given brief.

Performance Criteria
a)   Comprehensive research is collected.
b)   Appropriate typography for both headline and body text is selected.
c)   Design constraints are identified correctly.
d)   Various design solutions are produced accurately.

Evidence Requirements
Written and/or oral evidence that the candidate can undertake the design process as detailed in performance criteria (a) to (d). The brief should be related to the area of magazine design.

OUTCOME 2
Use grid systems in a typographic layout.

Performance Criteria
a)   A selection of symmetrical and asymmetrical grids are referenced correctly.
b)   A symmetrical grid drawing is produced accurately.
c)   An asymmetrical grid drawing is produced accurately.
d)   Printers layouts are produced accurately.

Evidence Requirements
Written and/or oral evidence that the candidate can select and describe suitable grid systems as detailed in performance criteria (a) to (d).

OUTCOME 3
Utilise a computer application to support the process of producing a layout.

Performance Criteria
a)   Input techniques are applied correctly.
b)   Graphic images are cropped and/or scaled correctly.
c)   Composite proofs are checked for correct spelling and grammar.

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Evidence Requirements
Written and/or oral evidence that the candidate can use software as detailed in performance criteria (a) and (b).

Performance evidence that the candidate can output composite proofs as detailed in performance criterion (c).

OUTCOME 4
Produce colour visuals.

Performance Criteria
a)   All relevant scans and fonts are attached correctly to the design document.
b)   Colour page composites are correctly output for assessment.
c)   Presentation of the work is clean and professional.

Evidence Requirements
Written and/or oral evidence that the candidate can identify and describe the process of saving files for output as detailed in performance criteria (a) to (c).

National unit specification: support notes

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This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

GUIDANCE ON CONTENT AND CONTEXT
The purpose of the unit is to enable candidates to develop their design skills in the field of magazine design. During the unit candidates will develop skills in the design of grid systems that play a crucial role in the design of any publication. As an aid to production of client visuals, the candidate will be introduced to a page layout computer application to aid their design visual.

Outcome 1

Performance criterion (a)
This requires the candidate to research suitable text and pictorial imagery for a given design brief. The candidate could collate the research in a rational manner for assessment.

Performance criteria (b) and (c)
The candidate could supply written and/or oral evidence of knowledge and understanding by accurately identifying the parameters of the format and the constraints on colour and text.

Performance criterion (d)
As with all design the candidate must present several solutions to the given brief, investigating alternative typographic solutions and various design layouts. The exact requirements could be at the discretion of the tutor but be within reason.

Outcome 2

Performance criteria (a), (b) and (c)
This outcome requires the candidate to research and produce master grid systems for both symmetrical and asymmetrical layouts in the form of working drawings. When working toward this outcome the tutor may find the opportunity to discuss aspects of grid design, involving exemplars for recognised magazines.

Performance criterion (d)
This requires the candidate to supply the assessor with a fully marked-up (in pencil) printers layout giving all relevant dimensions. The final standard of presentation could be at the discretion of the tutor.

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Outcome 3

Performance criteria (a) and (c)
The criteria requires the candidate to input text via an appropriate page layout application. Sufficient evidence should be presented as to demonstrate understanding of the requirements. The candidate must supply the assessor with composite proofs of corrected text for assessment.

Performance criterion (b)
The criterion requires the candidate to scan and crop pictorial images, these will be used in his/her final magazine design. The number of scans required is at the discretion of the candidate but must be within reason. For example time allocation and memory requirements may affect file size and file management.

Outcome 4

This outcome integrates the use of a suitable page layout application in the production of colour visuals. It assesses the candidate's ability to utilise and manage files for output at an external source.

Performance criteria (a), (b) and (c)
These outcomes require the candidate to manage files for output. The candidate will be required to demonstrate basic understanding of file formats for output. The assessment will be based on the final colour output which could demonstrate the candidate's competency.

GUIDANCE ON TEACHING AND LEARNING APPROACHES
The initial stage in the delivery of this unit is the introduction of a design brief which would require the candidate to research relevant text and pictorial information. It is suggested that the tutor as far as possible could explain and demonstrate each criteria of the brief allowing the candidates time to develop their research into design layouts in the form of working sketches.

The second stage in the delivery of this unit, could be an introduction in grid systems and the various styles of design layout (symmetrical and asymmetrical) within magazine publications. Ideally the tutor could show examples of magazine designs and the use of symmetrical and asymmetrical grid systems, explaining their attributes and recognised limitations. At this stage the candidates could create several grid systems that may be used in relation to their working drawings.

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On completion of the grid systems, it is recommended that the candidates produce a fully marked-up printers layout of their design, incorporating body copy, display copy, scaled and cropped pictorial images. The printers layouts will then be used as working drawings that can be accurately transferred onto a computer page layout application. As far as possible each function should be explained and demonstrated. Where it is not possible to demonstrate the tutor could have adequate reference material to describe and illustrate particular stages.

The following information provides a guide to the time that could be allocated to each outcome.

Outcome 1 and 2   25 hours
Outcome 3   10 hours
Outcome 4   5 hours

GUIDANCE ON APPROACHES TO ASSESSMENT
Outcome 1 could be assessed by an assignment-based project brief where the candidate is asked to:

(a)   supply relevant research in relation to the brief that is collated and presented in a folder;
(b)   appropriate typography is applied;
(c)   correctly describe the constraints of the brief;
(d)   supply various design visuals that incorporate research.

Either written and/or oral response to the above would be acceptable. In the case of an oral response the assessor could record the candidate's performance by means of a checklist.

Outcome 2 requires the candidate to provide evidence that he/she can devise a suitable grid system for both symmetrical and asymmetrical layouts, that are clear and appropriately marked –up with printer's instructions. A checklist could record evidence of the candidate's ability to perform the specific tasks.

It is recommended that the above assessments takes place after the candidates have a minimum of 25 hours of combined theoretical and practical experience in the use of grid systems and typography.

Outcome 3 requires the candidates to utilise a computer application to support the process of producing a layout. The candidate could be assessed on his/her ability to supply the assessor with a composite proof of a chosen design. It is preferable that the assessor uses an observation checklist to record all aspects of the candidate's performance.

It is recommended that 10 hours are allocated to this assessment.

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Outcome 4 requires the candidate to provide the assessor with full colour presentation visuals. As an aid to measuring performance the assessor should record achievement by means of a checklist.

It is recommended that 5 hours are allocated to this assessment.

SPECIAL NEEDS

This unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special 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 Special Assessment and Certification Arrangements* (SQA, 1998).