Higher National Unit Specification

General information for centres

Unit title: Typography

Unit code: DV69 34

Unit purpose: This Unit is designed to introduce the candidate to the use of typography in a design context, by researching prominent typographers and understanding their influence on contemporary design. The candidate should have the skills to produce creative typographic solutions to a given brief/s. This Unit is particularly relevant to candidates undertaking a qualification within the area of Visual Communications.

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

1   Understand the influence of prominent typographers.
2   Manipulate letterforms to communicate ideas.
3   Produce an integrated creative typographic solution to a given brief/s.

Credit points and level: 2 HN Credit at SCQF level 7: (16 SCQF credit points at SCQF level 7*).

*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. It would be beneficial if the candidate had competence in basic typography.

Core Skills: There are opportunities to develop the Core Skills of Communication, Problem Solving and Working with Others at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Further details are provided in the support notes.

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: The assessment for this Unit will be product-based in the form of:

♦   written/verbal evidence for Outcome 1
♦   sketchbook/worksheets for Outcome 2
♦   project-based design solution/s for Outcome 3

Higher National Unit specification: statement of standards

Unit title: Typography

Unit code: DV69 34

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

Understand the influence of prominent typographers

Knowledge and/or skills

♦ Prominent typographers
♦ Influence of typographers on contemporary design

Evidence Requirements

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

♦ recognise prominent typographers
♦ describe their influence on contemporary typographic design

The report must be either of a written or oral nature and a minimum of two typographers must be researched. The report must be at least 1,000 words or 5–10 minutes in length with appropriate visual references also presented.

Assessment guidelines

The assessment for this Outcome will take the form of a report/s on a minimum of two prominent type designers. The report/s should include references that demonstrate an understanding of the influence of these typographers on contemporary typographic design.

Outcome 2

Manipulate letterforms to communicate ideas

Knowledge and/or skills

♦ Type selection
♦ Type manipulation

Higher National Unit specification: statement of standards (cont)

Unit title: Typography

Evidence Requirements

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

♦ select appropriate typeface for a given brief/s
♦ manipulate letterforms and typographic elements to communicate ideas and create emphasis

Candidates must produce a minimum of six A3 worksheets or the equivalent in sketchbook format. Evidence must be generated within structured studio sessions and within the Unit's notional self study hours. The solution/s produced for this Outcome be used as a starting point for Outcome 3.

Assessment guidelines

The assessment for this Outcome should take the form of a sketchbook or worksheets that demonstrate a developmental approach to type selection and manipulation that makes use of all knowledge and/or skills. In consultation with the class tutor candidates should be encouraged to develop their initial concepts towards the finished solutions stipulated within the brief and should respond to any feedback received. Candidates could use traditional freehand rendering techniques and materials and/or relevant software packages where appropriate. Candidates could make an interim client presentation.

Outcome 3

Produce an integrated creative typographic solution to a given brief/s

Knowledge and/or skills

♦ Type selection
♦ Type manipulation
♦ Typographic layout and composition

Evidence Requirements

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

♦ select appropriate typefaces for application to specific design brief/s
♦ manipulate typographic elements to produce creative solutions to specific design brief/s
♦ present a final solution for a given design brief/s

Evidence must be generated within structured studio sessions and within the Unit's notional self study hours. Candidates must produce a minimum of three finished typographical design solutions.

Higher National Unit specification: statement of standards (cont)

Unit title: Typography

Assessment guidelines

The assessment for this Outcome should take the form of a finished design solution for a given brief/s that makes use of all knowledge and/or skills. In consultation with the class tutor, acting as client, candidates should be encouraged to develop their initial thumbnails/sketches (referencing Outcome 2) towards the finished solutions stipulated within the brief/s. Candidates could use traditional freehand rendering techniques and materials and/or relevant software packages where appropriate. Candidates could make an interim client presentation to tutor and/or peer group before selection of concepts to be developed to finished solutions.

Administrative Information

Unit code: DV69 34

Unit title: Typography

Superclass category: KH

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Higher National Unit specification: support notes

Unit title: Typography

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 can be delivered as a stand alone Unit. It would, however, be more beneficial for candidates if delivered within a design context. The Unit is designed to: develop knowledge of prominent typographers and their influence on contemporary design; and develop skills in type selection and manipulation. Outcomes 2 and 3 should encourage realistic workplace practices and processes, and candidates should be encouraged to use industry standard hardware and software if required. The following information is intended for guidance and is not exhaustive.

Outcome 1

♦   Prominent typographers, eg Baskerville, Bayer, Bodoni, Brody, Caslon, Cooper, Didot, Frutiger, Garamond, Gill, Goudy, Lubalin, Morison, Peignot, Quay, Rand, Renner, Tschichold, Zapf.

Outcomes 2 and 3

Candidates should be encouraged to be experimental with type while still retaining its characteristics. Outcome 2 could be used to introduce a vector graphics package, or can be delivered using traditional methods; or could be a 3-dimensional solution. Candidates should produce a minimum of six A3 worksheets or equivalent in a sketchbook format. It is suggested that this should take the form of a minimum of two roughs for three typographic briefs/projects, for example film titles, poster headings, book titles, bar/restaurant names. A solution for Outcome 2 could be used as a basis for Outcome 3, or a new brief could be given.

It is suggested that Outcome 3 offers candidates the scope to apply typographic solutions to different design contexts, for example corporate identity, packaging, poster, book or magazine design, and that a minimum of three items be produced for the final solution.

Guidance on the delivery and assessment of this Unit

This Unit is practical in nature and Outcomes 2 and 3 should be delivered in a way that reflects the design process. The evidence for Outcome 1 takes the form of a research report/s into the subject matter.

Higher National Unit specification: support notes (cont)

Unit title: Typography

Outcome 1

Candidates should be provided with a list of reference books on the subject and should also be encouraged to search the internet. The assessment could ask for a report/s on specific typographers, specific eras and/or a comparative report on two or more typographers indicating their influence on contemporary design. The report/s should be visually referenced, can be written, verbal or interactive, and should be visually interesting. For the whole Outcome a minimum of 1,000 words is expected. The report/s should be assessed on the accuracy of the information presented and the knowledge presented by the candidate in relation to the influence of prominent typographers on contemporary design.

Outcomes 2 and 3

Candidates should be provided with a brief or project/s by the class tutor, who should act as client. This assessment should consist of a substantial amount of development work for a minimum of three titles for Outcome 2, and a minimum of three further items for Outcome 3. Candidates can produce the assessment using traditional methods or by using DTP or vector graphics packages, although thumbnails and roughs should be produced on paper. The final solution/s should be assessed on the interpretation of the requirement of the brief/project/s, the skill in using the chosen method of production (traditional or IT based) and the level of creativity used by the candidate in the final solution.

All assessment should be conducted in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

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. A range of exemplar materials could be provided in order that candidates could analyse and model their effectiveness to support work which meets the needs of projected purpose. 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:

Unit title: Typography

♦ 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
♦ negotiate rules for effective management of the group
♦ use working methods consistent with available resources
♦ 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 would be suited to open, distance and online learning if it was conducted under conditions where arrangements have been put in place to assure the authenticity of the candidate's work. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* (A1030).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. 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**.

General information for candidates

Unit title: Typography

This Unit is designed to introduce you to the use of typography within a design context, by introducing you to prominent typographers and their influence on contemporary design and by developing your skills in type selection and manipulation. On completion of this Unit you should be able to make an informed choice when selecting, using and manipulating type for a variety of design solutions.

For Outcome 1 you will produce a report/s on the influence of prominent typographers on contemporary graphic design. Your report/s will include visual reference material and be a minimum of 1,000 words or alternatively be a 5–10 minute oral presentation. You may make use of screen based technologies.

For Outcome 2 you will produce design solutions for a given brief/s that demonstrate a developmental approach to type selection and manipulation. You will produce a variety of thumbnails/sketches that should be presented as a minimum of six A3 worksheets or equivalent in sketchbook format. The work produced for this Outcome will form the basis for the development of work to be produced in Outcome 3.

For Outcome 3 you will produce an integrated creative typographic solution for a given brief/s that demonstrates skills in type selection, manipulation, layout and composition. You will be encouraged to experiment with type, respond to any feedback given and produce a final solution that meets the requirements of the brief.

On completion of the Unit you should be able to:

1   Understand the influence of prominent typographers.
2   Manipulate letterforms to communicate ideas.
3   Produce an integrated creative typographic solution to a given brief/s.

This is a 2 HN credits Unit. This means that you will be required to produce a substantial volume of work, allowing you to explore the Outcomes in depth.