

Higher National Unit Specification

General information for centres

Unit title: Typography Project

Unit code: DX3C 35

Unit purpose: This Unit is designed to further develop the candidate's understanding of typography in a design context, by producing research and development for a final typographic solution. The candidate should have the skills to produce a cohesive, well-managed project that meets the requirements of the project brief/s.

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

- 1 Interpret and research a typographic brief/s.
- 2 Produce roughs and visuals for a given brief/s.
- 3 Present final typographic solutions for a given brief/s.

Credit points and level: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**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 completed Units Typography DV69 34 and Graphic Design DV62 34.

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

- ◆ moodboards/worksheets for Outcome 1
- ◆ sketchbook/worksheets and written project schedule for Outcome 2
- ◆ project-based design solution/s and oral or written critical analysis for Outcome 3

An exemplar instrument of assessment and marking guidelines has been produced to show the national standard of achievement at HN SCQF level 8.

Higher National Unit specification: statement of standards

Unit title: Typography Project

Unit code: DX3C 35

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

Interpret and research a typographic brief/s

Knowledge and/or skills

- ◆ Interpretation of content, context and style or mood of brief/s
- ◆ Research methods

Evidence Requirements

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

- ◆ interpret the requirements and purpose of a given typographic brief/s
- ◆ identify constraints of a given typographic brief/s
- ◆ produce relevant and valid research for a given typographic brief/s

Candidates must produce a minimum of two A2 annotated worksheets/moodboards or the equivalent in sketchbook format. The candidates' accurate interpretation of the brief will be assessed by informal oral/written presentations with the class tutor using an assessment checklist.

Assessment guidelines

The assessment for this Outcome should take the form of annotated worksheets/moodboards that demonstrate accurate interpretation of the content, context, and style or mood of a given typographic brief/s. In consultation with the class tutor candidates should identify an approach to research that allows them to source material that is valid and relevant to the brief/s.

If more than one brief is delivered the amount of research produced should be appropriate to the content of that brief.

Higher National Unit specification: statement of standards (cont)

Unit title: Typography Project

Outcome 2

Produce roughs and visuals for a given typographic brief/s

Knowledge and/or skills

- ◆ Creative concepts, roughs, visuals
- ◆ Problem-solving
- ◆ Time management
- ◆ Exploration of layout, type, colour and style
- ◆ Development of style and visual language
- ◆ Communicative value of typography

Evidence Requirements

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

- ◆ produce a substantial and varied range of concepts
- ◆ select appropriate concepts for development
- ◆ produce a series of roughs that show a progressive development of layout, style and visual language
- ◆ produce concepts that show creative awareness of the communicative value of typography
- ◆ demonstrate effective time management

Candidates must produce a minimum of six A3 worksheets or the equivalent in sketchbook format. Candidates should demonstrate time management by preparing and submitting a realistic project schedule signifying key stages of the development process through to the final presentation.

Assessment guidelines

The assessment for this Outcome should take the form of a sketchbook or worksheets 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/s and should respond to any feedback received. Candidates could make an interim client presentation before proceeding to Outcome 3.

If more than one brief is delivered, the amount of roughs and visuals produced should be appropriate to the content of that brief.

Higher National Unit specification: statement of standards (cont)

Unit title: Typography Project

Outcome 3

Present final typographic solutions for a given brief/s

Knowledge and/or skills

- ◆ Consistency of style and visual language
- ◆ Selection of appropriate typeface/s
- ◆ Layout and composition
- ◆ Use of colour
- ◆ Presentation
- ◆ Critical analysis

Evidence Requirements

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

- ◆ select appropriate typefaces
- ◆ maintain consistency of style and visual language
- ◆ create effective layout and composition
- ◆ use appropriate colour
- ◆ present final solutions to a professional standard
- ◆ use appropriate production methods for given brief/s
- ◆ critically analyse final solutions

Candidates should prepare a critical analysis of their final solutions that encompasses all of the evidence requirements for Outcome 3. This analysis should be written or oral (minimum 300 words or equivalent) and should be presented as part of the final submission.

Assessment guidelines

The assessment for this Outcome should take the form of a final presentation for the given brief/s that makes use of all knowledge and/or skills. The finished work should be to a professional standard and should be completed using software appropriate to the brief/s.

If more than one brief is delivered candidates need only do a presentation and analysis of one project.

Administrative Information

Unit code: DX3C 35
Unit title: Typography Project
Superclass category: KH
Original date of publication: August 2006
Version: 01

History of Changes:

Version	Description of change	Date

Source: SQA

© Scottish Qualifications Authority 2006

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Typography Project

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 however it would be more beneficial for candidates if it was delivered within a design context. The unit is designed to further develop the candidates skills and knowledge of typography by producing finished solutions for given brief/s. Candidates should be encouraged to adopt realistic workplace practices and to use industry standard hardware and software programmes to produce the final solutions to a professional standard.

The given brief/s should allow the candidates scope to produce solutions that fulfil all the Outcomes. The brief/s should take the form of a project that contains multiple elements, for example: Advertising brief with direct mail, brochure, poster, ambient media, webpage/s; publishing brief with magazine layout/s including cover, contents, double page spreads, adverts; corporate identity brief with stationery, advertising materials, promotional items. The project should allow for the handling of substantial quantities of text and give candidates the opportunity to explore grid systems, typographic hierarchy and typographic layout where appropriate to the brief/s.

For **Outcome 1** candidates should explore the requirements and purpose of the brief/s, identifying constraints, content, context and style or mood. They should be aware of the influence of trends and culture on typography styles and explore this within their research. The research should be targeted and valid to the content and context of the given brief/s.

For **Outcome 2** candidates should prepare a selection of concept designs that show a clear understanding of the requirements of the brief/s. Candidates will need to demonstrate time management by preparing a realistic project schedule signifying key stages of the development process through to the final presentation. In consultation with the tutor candidates should select appropriate ideas for development, and demonstrate a professional approach to producing full size colour visuals prior to the final product.

For **Outcome 3** candidates should use appropriate software to produce high quality final pieces for presentation, paying particular attention to production methods for output, i.e. file type/s, resolution and size appropriate to the brief. The final product should be to a professional standard and demonstrate full understanding of the requirements, constraints, context and style or mood of the brief/s.

Guidance on the delivery and assessment of this Unit

This Unit is practical in nature and should be delivered in a way that reflects the design process. Candidates should be provided with a brief/s by the class tutor who should act as client.

Higher National Unit specification: support notes (cont)

Unit title: Typography Project

Outcome 1

The assessment for Outcome 1 should consist of a minimum of two A2 annotated worksheets or moodboards or sketchbook equivalent. Candidates should be assessed on the validity and appropriateness of their research, and their ability to interpret the requirements of the brief/s with reference to the content, context and mood or style.

Outcomes 2

The assessment for Outcome 2 should consist of a substantial amount of development showing consistency of style, exploration of layout, colour, grids, and type hierarchy. The assessment could be produced using traditional or IT based methods, although a clear development from concepts to more finished visuals should be evident. The project schedule should be written and should be realistic, practical and achievable.

Outcome 3

The assessment for Outcome 3 should consist of final product evidence and presentation. Candidates should produce the assessment using relevant software packages. The final solution/s should be assessed on the interpretation of the requirement of the brief/s, the skill in using the chosen method of production and the level of creativity and professionalism used by the candidate in the final solution. The presentation of the final product can be done formally or informally to peers and/or class tutors, but should include a personal critical analysis, either oral or written, of the suitability of purpose of the final solution. The critical analysis should cover all evidence requirements of Outcome 3, ie

- ◆ select appropriate typefaces
- ◆ maintain consistency of style and visual language
- ◆ create effective layout and composition
- ◆ use appropriate colour
- ◆ present final solutions to a professional standard
- ◆ use appropriate production methods for given brief/s

An assessment checklist should be provided by the class tutor to ensure that the candidate responds to all of the above requirements.

Practical work could be supplemented by industrial visits to design studios, commercial printers, and guest speakers/practitioners.

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.

Higher National Unit specification: support notes (cont)

Unit title: Typography Project

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
- ◆ 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 in 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* which is available on SQA's website: www.sqa.org.uk.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

General information for candidates

Unit title: Typography Project

This Unit is intended to allow you to develop and apply your creative skills in the use of typography. Throughout the design process you will develop and apply your skills of critical analysis and reflection.

For **Outcome 1** you will interpret and research a typographic brief/s. You will explore the requirements and purpose of the brief, identifying content, context, constraints and style or mood. You should be aware of the influence of trends and culture on typographic styles and explore this within your research. The research should be targeted and valid to the content and context of the given brief/s.

For **Outcome 2** you should prepare a selection of concepts that show a clear understanding of the requirements of the brief/s. You will need to demonstrate time management by preparing a realistic project schedule. In consultation with your class tutor you will select appropriate ideas for development, and demonstrate a professional approach to producing full size colour visuals prior to the final product.

For **Outcome 3** you will produce high quality final pieces for presentation. The final product must be produced to a professional standard and demonstrate full understanding of the requirements, content, context, constraints and style or mood of the brief/s.

The final solution/s will be assessed on your interpretation of the requirement of the brief/s, your skills in using the chosen method of production and the level of creativity and professionalism evident in the final solution. The presentation of the final product will be given to peers and/or class tutors, and will include a personal critical analysis of the suitability of purpose of the final solution.