

Higher National Unit specification

General information for centres

Unit title: Design for Print: Advanced Typography for DTP

Unit code: F1V1 35

Unit purpose: This Unit will enable candidates to combine typographic elements to communicate ideas. Candidates will create typographic design solutions based on an analysis of the history and characteristics of type. This Unit is primarily intended for candidates in printing, publishing, and graphic design.

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

- 1 Analyse the evolution of letterforms and the characteristics of type.
- 2 Apply advanced typographical rules to create design solutions for print.

Credit points and level: 1 HN credit at SCQF level 8: (8 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 will be at the discretion of the centre. However, it is recommended that candidates should have some prior knowledge and skills in Computing and/or Information Technology. This may be evidenced by the possession of IT or Desktop Publishing Units at SCQF level 7, an equivalent qualification or work experience.

Core Skills: There are opportunities to develop the Core Skill of Information Technology at SCQF level 5, and the component 'Written Communication' of the Core Skill of Communication at SCQF level 5 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: Outcome 1 could be assessed by means of a report and the completion of pro-formas. Outcome 2 should be assessed by means of a practical project. The evidence for Outcome 2 should include: thumbnail scamps, and digital composite proofs. Much of the evidence should arise naturally out of the task/s set for the candidate.

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

Analyse the evolution of letterforms and the characteristics of type

Knowledge and/or Skills

- ◆ Evolution of the alphabet
- ◆ Pictograms and ideograms
- ◆ Evolution of letterforms
- ◆ Characteristics of type
- ◆ Components of a type family

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can analyse and deconstruct one seminal typeface, identify the designer and place them in the context of the evolution of type, classify pictograms and ideograms, and identify and describe the various characteristics of type and terms used in typography.

Candidates should analyse and complete a tutor-set assignment, which will demonstrate an accurate and detailed knowledge of the evolution of the alphabet and letterforms, and the characteristics of type that will include:

- ◆ correct use of terminology
- ◆ accurate analysis of one typeface
- ◆ accurate description of at least three type family components and at least six type characteristics
- ◆ correct identification of one typeface designer and their contribution to typography
- ◆ accurate explanation of the evolution of the alphabet and letterforms with reference to the chosen typeface
- ◆ correct identification of at least three pictograms and three ideograms

The assessments should be carried out under unsupervised, open-book conditions. Candidates may draw on experience, textbooks, presentations, personal notes and the internet.

Assessment Guidelines

This Outcome could be assessed by means of a tutor-set assignment. The assessment for this Outcome may consist of a report of a minimum of 800 words, or the completion of a series of pro formas. If a report is used the submission may be in any form, with the prior approval of the tutor.

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Apply advanced typographical rules to create design solutions for print

Knowledge and/or Skills

- ◆ Desktop publishing package
- ◆ Design brief
- ◆ Design solutions
- ◆ Typeforms and letterforms
- ◆ Typographic rules
- ◆ Colour
- ◆ Typographic and graphic elements
- ◆ Flightchecking

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can create effective design solutions by combining typographic and graphic elements. Candidates should interpret a minimum of two tutor-set briefs, create draft documents showing progress in the form of thumbnail scamps, and finished layouts in the form of hard copy proofs. Digital files suitable for output by external printers should also be submitted. The assessments should show effective utilisation of:

- ◆ page setup
 - columns; margins; gutters
- ◆ typography appropriate to the text
 - type family
 - symmetry/asymmetry
 - letter, word and line spacing
 - alignment
 - text colour
- ◆ composition
- ◆ colour
- ◆ images appropriate to the text
- ◆ flightchecking

The assessment should be carried out under unsupervised, open-book conditions. Candidates may draw on experience, textbooks, presentations, personal notes and the internet.

Assessment Guidelines

The presentation and form of the design solution may be in any format, subject to the prior agreement of the tutor. The evidence could include: thumbnail scamps, digital composite proofs, and digital files.

Prior to hard proofing, it would be desirable for the tutor to view work onscreen at various stages of development and advise where necessary.

Administrative Information

Unit code: F1V1 35

Unit title: Design for Print: Advanced Typography for DTP

Superclass category: KH

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Higher National Unit specification: support notes

Unit title: Design for Print: Advanced Typography for DTP

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 40 hours.

Guidance on the content and context for this Unit

This Unit was developed for the HND Digital Media Group Award framework. It is primarily intended for those who have or are taking a printing pre-press qualification at SCQF level 7 or who have experience in this or related fields and wish to further their knowledge and experience. It provides an opportunity to extend their skills in Information Technology. The Unit adopts a structured approach to the process of advanced typography for DTP. It prepares candidates for this role by providing them with the underpinning knowledge required to work effectively in a design and pre-press environment. It is intended for candidates in printing, publishing, and graphic design. It would also be relevant to those with appropriate work experience such as the use of desktop publishing, digital imaging or computer graphic packages. Candidates will be expected to exercise a degree of autonomy in carrying out the tasks required for the Unit. Most of the evidence for Outcome 2 will be generated and gathered as part of the practical work undertaken.

There are no prescriptive software and hardware facilities. However, tasks should replicate working practices for design and digital pre-press in terms of software and hardware used in the printing, publishing, and design industries. The relevant facilities should be available to the candidate throughout the duration of the Unit.

It is acceptable for the candidate to provide their own text and image files (subject to lecturer approval).

Proof output should be produced by candidates. First proofs may be in monochrome, while the final proofs should be in colour. It is recommended that tutors should discuss with candidates the quality of their output and if required additional work should be undertaken and a new proof produced.

Useful background information can be found in a variety of textbooks and software manuals which are widely available from Adobe, Quark, Peachpit Press etc. There may be helpful tutorials from the World Wide Web, eg adobe.com, quark.com, Lynda.com, etc. although these should be carefully worked through prior to recommending to candidates to ensure that vital stages have not been omitted.

Candidates may find it difficult to gauge the complexity of their designs, and could rely on the lecturer's final judgement (in the capacity of 'client') in deciding what to include in their finished work, so that this is achievable within the time allowed.

It is recommended that candidates are encouraged to carry out their investigations for Outcome 1 into the history and characteristics of type from the beginning of the Unit delivery, and be given sufficient time and be provided with adequate access to resources (manuals, internet, books, etc).

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: Advanced Typography for DTP

Candidates could be offered a choice of topics for Outcome 2. When introducing this Unit, tutors should advise candidates on the available choice of topics for Outcome 2. This is in order that candidates have time to consider the content and gather samples to assist in the design process of the design briefs.

Suitable topics for the layouts produced for the Outcome 2 assessment could be eg a charitable organisation, public service organisation, environmental pressure group, voluntary organisation, environmental issues, global warming, energy conservation, recycling of waste, wildlife extinction, healthy eating, lifestyle and culture in non European societies, women's and/or children's issues, care of the elderly, disability issues, the development of democracy. This would provide the opportunity to develop awareness of citizenship issues and/or cultural diversity.

The briefs for Outcome 2 could include the following: dimensions, logo, extent of copy, use of photography/illustration, file format for submission. Candidates could be shown published examples of similar work during tutor-led group discussion.

Candidates who have not studied Graphic Design before could be taught to a level whereby they can independently synthesize design solutions using their knowledge of typography, composition, and colour theory. Candidates who have studied Graphic Design/Typography at introductory levels could be enabled to further develop their Knowledge and/or Skills.

Guidance on the delivery and assessment of this Unit

The assessment for Outcomes 1 and 2 should be carried out under unsupervised, open-book conditions.

Although candidates should become familiar with a range of software packages during the delivery of the Unit, emphasis should not be placed on software specific skills but rather on the specific typographical knowledge and skills required within the Unit. This will ensure that revisions of software do not impact on the underlying Knowledge and/or Skills acquired through the achievement of the Unit.

Software suitable for design and print production could include QuarkXpress or Adobe InDesign. An image editing application such as Adobe Photoshop could be used in Outcome 2.

Opportunities for developing Core Skills

This Unit offers opportunities to further develop and extend the Core Skill, 'Information Technology' at SCQF level 5 within Outcome 2. The Unit does not seek to embed the skill as a development of all elements is seen as a likely pre-requirement of the Unit.

- ◆ Desktop publishing software
- ◆ Flightcheck software
- ◆ Digital proofing
- ◆ Use of network facilities

Higher National Unit specification: support notes (cont)

Unit title: Design for Print: Advanced Typography for DTP

This Unit offers opportunities to further develop and extend the component ‘Written Communication’ of the Core Skill, ‘Communication’ at SCQF level 5 within Outcome 1. The Unit does not seek to embed the skill as a development of all elements is seen as a likely pre-requirement of the Unit.

Open learning

This Unit is suitable for delivery and assessment via distance learning providing the candidate has access to suitable computer hardware and software. This would include a scanner or digital camera, internet access, a PDF reader, a professional Desktop Publishing package, and a digital image processing package. All teaching notes, presentations and assessment guidelines could be provided electronically.

Candidates could submit assessments via a VLE. Thumbnail scans could be scanned and sent electronically. The DTP files could be authenticated by means of screenshots showing the work in progress, these screenshots could be sent electronically. Hard copy proofs could be output by the centre on behalf of candidates.

If this Unit is delivered by open or distance learning methods, additional planning and resources may be required for candidate support, assessment and quality assurance. A combination of new and traditional authentication tools may have to be devised for assessment and reassessment purposes, eg colour managed on screen presentations.

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).

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Design for Print: Advanced Typography for DTP

This Unit will enable you to combine typographic elements to communicate ideas. You will create effective typographic design solutions by applying an analysis of the history and characteristics of type. The Unit has two main areas, each of which is the subject of a separate Outcome.

During the course of this Unit, you will progress by studying the evolution of letterforms, and the characteristics of type, followed by the design of creative typographic solutions to given briefs.

In Outcome 1 you will carry out research and produce a report and complete pro formas analysing the evolution of letterforms, and the characteristics of type.

In Outcome 2, using the underpinning knowledge gained in Outcome 1, you will analyse and interpret a minimum of two design briefs, exploring possible solutions in terms of typography, composition and colour, and the combination of images and text. Then, using a DTP system, you will produce hard copy proofs and digital artwork ready for submission to an external printer.

The opportunity to participate in group discussions would be beneficial in the development of your social skills.

In undertaking this Unit you will be given opportunities to develop your Core Skills in 'Information Technology', and the component of 'Written Communication' of the Core Skill 'Communication'. The Information Technology skills gained can be applied to many areas, not only automated digital workflow design.