Higher National Unit specification: general information

Unit title: Typography: An Introduction

Unit code: H385 34

Superclass:	KH
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Version:	01

Unit purpose

This is an optional Unit in the Higher National Certificate and Higher National Diploma in Visual Communication and can also be taken as a freestanding Unit.

This Unit introduces candidates to the fundamental principles of typography. Candidates will learn typographic terminology and will also explore the creative potential of letterforms, including type as image and type as text, to a given brief. This Unit is suitable for candidates who wish to develop knowledge and skills in typography.

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

1   Produce typographic visuals exploring type as image in line with a given brief.
2   Produce typographic visuals exploring type as text in line with a given brief.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. It is recommended that candidates have basic computer skills in both creating and saving digital files.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 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.

General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

If this Unit is delivered as part of the Higher National Diploma in Visual Communication it is recommended that it should be taught and assessed within this Group Award.

The assessment exemplar for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable Instrument of Assessment. Centres wishing to develop their own assessments should refer to the assessment exemplar to ensure a comparable standard. Assessment exemplars are available on SQA's secure website.

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.

Please refer to Knowledge and/or Skills for the Unit and Evidence Requirements for the Unit after the Outcomes.

Outcome 1

Produce typographic visuals exploring type as image in line with a given brief.

Knowledge and/or Skills

♦ Shape
♦ Composition
♦ Expression

Evidence Requirements

Candidates will need to provide product evidence to demonstrate their Knowledge and/or Skills by showing that they can, in line with a given brief:

♦ explore shape and composition to develop visual ideas
♦ produce a range of expressive typographic visuals using hand-rendered and/or digital techniques
♦ collate typographic visuals in an appropriate format, for example in hard copy or a digital/e-portfolio

Higher National Unit specification: statement of standards (cont)

Unit title: Typography: An Introduction

Outcome 2

Produce typographic visuals exploring type as text in line with a given brief.

Knowledge and/or Skills

♦ Typographic terminology
♦ Hierarchy
♦ Alignment
♦ Spacing
♦ Type family

Evidence Requirements

Candidates will need to provide product evidence to demonstrate their Knowledge and/or Skills by showing that they can, in line with a given brief:

♦ produce a range of typographic visuals using hierarchy, alignment, spacing and type families
♦ apply correct terminology to typographic visuals
♦ collate typographic visuals in an appropriate format, for example in hard copy or a digital/e-portfolio

Candidates will be given a clear brief covering all Evidence Requirements. This evidence must be generated by candidates on their own, at appropriate points, as they develop the necessary knowledge and skills. Centres must ensure that this evidence is the candidate's own work.

Higher National Unit specification: support notes

Unit title: Typography: An Introduction

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 is designed to provide candidates with introductory knowledge of typography, and candidates will creatively explore type as image and type as text. Candidates will also gain knowledge of typographic terminology.

This Unit should be seen as process-based allowing candidates to freely experiment with typographic letterforms.

Opportunities may be taken to link or integrate with other aspects of the Higher National Diploma in Visual Communication, and a thematic approach could be adopted for both delivery and assessment. This Unit could be integrated with other Units within the Higher National Certificate/Higher National Diploma in Visual Communication framework such as:

♦ *Visual Communication: An Introduction* (SCQF level 7)
♦ *Digital Imaging* (SCQF level 7)

Guidance on the delivery of this Unit

The delivery of this Unit could be on an individual Outcome basis or both Outcomes could be integrated with other related Units within the Higher National Diploma in Visual Communication.

The work produced for both Outcomes can be in a variety of formats appropriate to the brief and candidate's area of study. Emphasis should be placed on experimentation and exploration of ideas developing the creative potential of letterforms. In addition, candidates should have the opportunity to familiarise themselves with and apply basic typographic terminology through annotation of their sketchbook/workbook.

Guidance on the assessment of this Unit

This Unit lends itself to holistic assessment; the two Outcomes and their associated knowledge and skills are very closely linked. Alternatively, Outcomes 1 and 2 could be fully integrated with projects linked to other related Units within the Higher National Diploma in Visual Communication.

Higher National Unit specification: support notes (cont)

Unit title: Typography: An Introduction

Assessment Guidelines

The method of assessment could combine both Outcomes into one tutor set brief.

It is also possible to assess Outcomes separately. This might be a suitable approach where some/all of the Outcomes are integrated with other related Units in the Higher National Diploma in Visual Communication.

In these circumstances, the following could apply:

Outcome 1

Candidates could be provided with a clearly defined brief, and could be asked to produce a workbook/sketchbook that contains visual examples of type as image. Candidates should be encouraged to explore the shape, composition and expressive potential of basic typographic elements. They should also experiment with traditional rendering techniques and materials in sketchbook developmental form and/or digital techniques on screen.

Outcome 2

Candidates must be provided with a clearly defined brief, and could be asked to produce a workbook/sketchbook/portfolio that contains visual examples of type as text.

Candidates should experiment with the basic principles of type as text, experimenting with hierarchy, alignment, spacing and the type family. They should also experiment with traditional rendering techniques and materials in sketchbook developmental form and/or digital techniques on screen. Evidence should be annotated with the correct use of typographic terminology as appropriate to the brief.

The evidence can be paper-based, or digital, or a combination of both.

Online and Distance Learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence.

Opportunities for developing Core Skills

During this Unit candidates will be providing solutions in relation to a given brief, evaluating and presenting information. They may be using a variety of software packages and/or accessing the internet to gather information and/or images. These activities provide opportunities to develop aspects of the Core Skills of:

♦ *Communication*
♦ *Problem Solving*
♦ *Information and Communication Technology*

Higher National Unit specification: support notes (cont)

Unit title: Typography: An Introduction

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**

History of changes to Unit

Version	Description of change	Date

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for candidates

Unit title: Typography: An Introduction

The purpose of this Unit is to give you time to experiment with the creative potential of letterforms and you will gain knowledge of typographic terminology and apply it in specific contexts.

In Outcome 1, you will respond to a tutor set brief, experimenting with the basic elements of typography, exploring the potential of type as image. You will experiment with shape, composition and expression using both traditional rendering techniques and digital technologies (where appropriate). You will present your work in the form of a workbook/sketchbook or portfolio; paper-based, digital, or a combination of both.

In Outcome 2, you will respond to a tutor set brief, experimenting with the basic principles of type as text. You will experiment with hierarchy, alignment, spacing and the type family through a series of practical projects. You will present your work in the form of a workbook/sketchbook or portfolio; paper-based, digital, or a combination of both. Your evidence should be annotated with the correct typographic terminology as appropriate to the brief.

Your tutor may allow you to combine both Outcomes and produce your evidence in a single workbook/sketchbook or portfolio.