

Title	Demonstrate knowledge of typography and design a logotype		
Level	5	Credits	20

Purpose	People credited with this unit standard are able to: demonstrate knowledge of the structure and use of typefaces; demonstrate knowledge of and analyse the history of typefaces; demonstrate knowledge of how typefaces are used in branding; and design a logotype with a recognizable New Zealand influence for a New Zealand company and produce a style guide for the logotype's use.
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Classification	Printing > Digital Processes for Print
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Available grade	Achieved
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Guidance Information

- 1 Candidates must follow any applicable and recognised codes of practice, and documented workplace health, safety, and environmental procedures for personal, product, workplace health, safety and environmental matters, and the obligations required under current law including the Health and Safety in Employment Act 1992, Resource Management Act 1991, Privacy Act 1993, Copyright Act 1994, and their subsequent amendments.
- 2 **Definition**
Logotype refers to a logo that displays only textual content and is designed to represent a company.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the structure and use of typefaces.

Performance criteria

- 1.1 Different categories of typefaces are analysed in terms of their visual characteristics.

Range categories include but are not limited to – serif, sans serif, slab serif, grunge, scripts, decorative.

- 1.2 Anatomy of typefaces is analysed in terms of the structure and shape of the components of the letters.

Range typefaces include – serif typeface, sans serif typeface;
typefaces may also include – other categories described in performance criterion 1.1;
anatomy includes but is not limited to – ascender, descender, terminal, thicks and thins, cap height, base line, serif, descender line, ascender line, body size, x-height, counter, stem, shoulder.

- 1.3 Typefaces are described in terms of their measurements.

Range measurements include – pica, point, x-height.

- 1.4 Readability is analysed in terms of parameters used for typesetting.

Range includes but is not limited to – font category, leading, kerning, typesize, line length, justification, lower case and capitals, margins and gutters, colour, x-height.

Outcome 2

Demonstrate knowledge of and analyse the history of typefaces.

Performance criteria

- 2.1 The development of typefaces from hieroglyphics through to today is analysed in relation to the social context or customs of the time.

- 2.2 A classical Latin (Western European) typeface created before the nineteenth century is described in terms of its development and social context.

Range one of – Roman, Garamond, Caslon, Fell type, Fournier, Baskerville.

- 2.3 The ways in which social context or customs affect the use and design of typefaces are analysed.

Range may include but is not limited to – computers, video screens, texting, digital tablets.

Outcome 3

Demonstrate knowledge of how typefaces are used in branding.

Performance criteria

- 3.1 Five logotypes for common consumer brands are identified.

- 3.2 The impacts of the logotypes on the consumer brands are analysed in terms of the ways that they help to communicate the brand values.

Outcome 4

Design a logotype with a recognizable New Zealand influence for a New Zealand company and produce a style guide for the logotype's use.

Performance criteria

4.1 Letters are designed with a recognizable New Zealand influence.

Range evidence of five letters is required.

4.2 A logotype with a recognisable New Zealand influence is designed for a New Zealand company.

4.3 The rationale behind the design of the logotype is explained.

4.4 A style guide is produced for the use of the designed logo in different media.

Range media include – print, internet, film/video, telephone.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2012	31 December 2027
Review	2	30 March 2023	31 December 2027
Rollover	3	27 February 2025	31 December 2027

Consent and Moderation Requirements (CMR) reference

0005

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.