

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

Purpose	<p>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.</p>
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Classification	Printing > Digital Processes for Print
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Available grade	Achieved
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Explanatory note

- 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 evidence requirements

Outcome 1

Demonstrate knowledge of the structure and use of typefaces.

Evidence requirements

- 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.
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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 evidence requirement 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.

Evidence requirements

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.

Evidence requirements

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.

Evidence requirements

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.

Planned review date	31 December 2015
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2012	N/A

Consent and Moderation Requirements (CMR) reference	0005
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact Competenz info@competenz.org.nz if you wish to suggest changes to the content of this unit standard.