

Title	Demonstrate knowledge of sign design and design signs		
Level	4	Credits	30

Purpose	<p>This unit standard is for people working in the signmaking industry.</p> <p>People credited with this unit standard are able to demonstrate knowledge of layout requirements, typography, design elements, and colour for sign design; and design signs.</p>
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Classification	Sign Making > Sign Making - Core
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Available grade	Achieved
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Guidance Information

- 1 Reference
Health and Safety at Work Act 2015.
- 2 Definition
Workplace procedures – procedures used by the organisation carrying out the work and applicable to the tasks being carried out. Examples are – standard operating procedures, site safety procedures, equipment operating procedures, codes of practice, quality management practices and standards, procedures to comply with legislative and local body requirements.
- 3 Assessment information
All performance criteria must be performed in accordance with workplace procedures.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the layout requirements for sign design.

Performance criteria

- 1.1 Sign design layout is explained by comparing the advantages of using simple and complex layout.

Range	number of typefaces, number of colours, number of elements, use of photographs, use of negative space.
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- 1.2 Visual impact factors are identified and their use and layout on signs are explained.
- Range three factors.
- 1.3 The effect and use of letter size, boldness, and contrast are explained for use and layout on signs.
- Range legibility of lettering related to the distance from, speed of movement of the viewer or sign.
- 1.4 Elements of sign layout composition are explained to achieve effective sign design.
- Range focus, balance, contrast, scale and hierarchy, alignment, eye flow, complementary elements, contrasting elements, negative space.

Outcome 2

Demonstrate knowledge of typography for sign design.

Performance criteria

- 2.1 Typefaces and their subcategories are classified.
- Range typefaces – serif, sans serif, script, decorative.
- 2.2 Typeface choices in sign design are explained in terms of level of emotive connotations.
- 2.3 Text layout is explained in terms of prioritisation for signs.
- Range headlines, sub head, body.
- 2.4 The use of text spacing is explained for varying sign effect.
- Range leading, kerning, justification.
- 2.5 The use of text case is explained for varying sign effect.
- Range upper case, lower case, title case.

Outcome 3

Demonstrate knowledge of design elements for sign design.

Performance criteria

- 3.1 The use of design elements for effective sign design are explained.
- Range panels, borders, photographic images, symbols and pictograms, logos, drop shadows, outlines.

Outcome 4

Demonstrate knowledge of colour use for sign design.

Performance criteria

- 4.1 Red, green, and blue (RGB), and cyan, magenta, yellow, and key (CMYK) colour spaces are differentiated in terms of types.
- Range RGB (additive), CMYK (subtractive).
- 4.2 Colour theory of the colour wheel, primary, secondary, and tertiary colours is explained.
- 4.3 Colour is described using colour measurement parameters.
- Range hues, tints, shades, saturation, warm colours, cool colours.
- 4.4 Colour is described in terms of relationship with other colours.
- Range complimentary, analogous, triadic, split complimentary, tetradic.
- 4.5 Colour contrast and visibility is described.
- 4.6 Emotive connotations of colour choices in sign design are explained.

Outcome 5

Design signs to meet sign type requirements.

- Range sign type requirements – emotive, aesthetic, clarity, design brief; evidence is required for design of:
- safety or informational text based panel sign containing a minimum of 50 words,
 - poster or banner advertising a retail or event promotion,
 - footpath sign advertising a retail shop,
 - mural or wall graphic containing photographic elements combined with vector logos and/or text,
 - vehicle design including computer-cut and digitally printed elements.

Performance criteria

- 5.1 Signs are laid out effectively.
- 5.2 Colour is used effectively.
- 5.3 Typography is used effectively.

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

Replacement information	This unit standard was replaced by unit standards 33062 and 33064.
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 April 2017	31 December 2025
Review	2	29 September 2022	31 December 2025

Consent and Moderation Requirements (CMR) reference	0013
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.