Title	Demonstrate knowledge of sign design		
Level	4	Credits	10

Purpose	This unit standard is for people working in the signmaking industry. People credited with this unit standard are able to: demonstrate knowledge of layout requirements, typography, colour use; and explain the use of design elements, for sign design.

Classification	Sign Making > Sign Making - Core

Available grade	Achieved

Guidance Information

1   Legislation, regulations and/or industry standards relevant to this unit standard
     include but are not limited to the:
     Health and Safety at Work Act 2015.

     Any new, amended or replacement Acts, regulations, standards, codes of practice,
     guidelines, or authority requirements or conditions affecting this unit standard will
     take precedence for assessment purposes, pending review of this unit standard.

2   Definition
     Workplace procedures – refer to organisation policies and procedures that are
     documented in memo, electronic, or manual format and available in the workplace,
     and are consistent with manufacturer's requirements. They may include but are not
     limited to – standard operating procedures, site specific procedures, site safety
     procedures, equipment operating procedures, quality assurance procedures, product
     quality specifications, references, approved codes of practice, housekeeping
     standards, environmental considerations, on-site briefings, supervisor's instructions,
     and procedures to comply with legislative and local body requirements relevant to the
     signmaking sector.

3   Assessment information
     Evidence presented for assessment against this unit standard must be consistent
     with safe working practices and be in accordance with applicable service information,
     workplace procedures and legislative requirements.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the layout requirements for sign design.

Performance criteria

1.1   Explain sign design layout by comparing the advantages of using simple and complex layouts.

        Range   number of typefaces, number of colours, number of elements, use of photographs, use of negative space.

1.2   Identify visual impact factors and explain their use and layout on signs.

        Range   three factors.

1.3   Explain the effect and use of letter size, boldness, and contrast 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   Explain elements of sign layout composition 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   Classify typefaces and their subcategories.

        Range   typefaces – serif, sans serif, script, decorative.

2.2   Explain typeface choices in sign design in terms of level of emotive connotations.

2.3   Explain text layout in terms of prioritisation for signs.

        Range   headlines, sub head, body.

2.4   Explain the use of text spacing for varying sign effect.

        Range   leading, kerning, justification.

2.5   Explain the use of text case for varying sign effect.

        Range   upper case, lower case, title case.

Outcome 3

Demonstrate knowledge of colour use for sign design.

Performance criteria

3.1   Differentiate red, green, and blue (RGB), and cyan, magenta, yellow, and key (CMYK) colour spaces in terms of types.

         Range   RGB (additive), CMYK (subtractive).

3.2   Explain colour theory, including colour wheel, primary, secondary, and tertiary colours.

3.3   Describe colour using colour measurement parameters.

         Range   hues, tints, shades, saturation, warm colours, cool colours.

3.4   Describe colour relationships.

         Range   complimentary, analogous, triadic, split complimentary, tetradic.

3.5   Describe colour contrast and visibility.

3.6   Explain emotive connotations of colour choices in sign design.

Outcome 4

Explain the use of design elements for sign design.

Performance criteria

4.1   Explain the use of design elements for effective sign design.

         Range   panels, borders, photographic images, symbols and pictograms, logos, drop shadows, outlines.

Replacement Information	This unit standard and unit standard 33064 replaced unit standard 30158.

Planned review date	31 December 2027

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	29 September 2022	N/A

Consent and Moderation Requirements (CMR) reference	0013

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

Comments on this unit standard

Please contact the Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council qualifications@hangaarorau.nz if you wish to suggest changes to the content of this unit standard.