Title	Demonstrate knowledge of typography		
Level	4	Credits	15

Purpose	People credited with this unit standard are able to demonstrate knowledge of: the structure and use of typefaces; the history of typefaces; and how typefaces are used in branding.

Classification	Printing > Digital Processes for Print

Available grade	Achieved

Guidance Information

1   Legislation, regulations and/or standards relevant to this unit standard includes but is not limited to the:
   * Copyright Act 1994.

   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   Definitions
   Branding includes the creation of a name, symbol and/or design which identifies a product or organisation.
   Logotype refers to a brand or company name styled as a logo.
   Workplace procedures refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace. 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, manufacturer's requirements, 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 print 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 structure and use of typefaces.

Performance criteria

1.1   Analyse different categories of typefaces in terms of their visual characteristics.

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

1.2   Analyse anatomy of typefaces 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   Describe typefaces in terms of their measurements.

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

1.4   Analyse readability 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 the history of typefaces.

Performance criteria

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

2.2   Describe a classical Latin (Western European) typeface created before the nineteenth century in terms of its development and social context.

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

2.3   Analyse the ways in which social context or customs affect the use and design of typefaces.

        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   Identify logotypes for common consumer brands.

          Range   evidence must include a minimum of five logotypes.

3.2   Analyse the impacts of the logotypes on the consumer brands in terms of the ways that they help to communicate the brand values.

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	30 March 2023	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 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.