# Design

# and Coordinating Printing

# Guide

*In line with unesco Graphical Standards and Logo Toolkit*

**By**
**Simon Coetzee**
**Husham Jawad**
**2022**

**Version 0.1**

## Introduction

This guide has been designed according to valuable directions of TVET 2 senior project officer Tim Timothy to assist curriculum graphic designers involved in design and word processing of competency-based training packages or modules, we made our effort to be in line with unesco Graphical Standards and Logo Toolkit guide.

The design and printing guide have been developed as part of a suite of resources to support graphic designers/curriculum developers to meet the new professional curriculum designs of the competency-based programmes by UNESCO funded through the European Union.

The guide takes graphic designers/curriculum developers through:
- Software used
- Default setting
- Saving
- Coordinating fonts
- Printing forms and color coordination
- Tables
- Pages numbering and footer
- Colors
- Marks

This guide has been compiled to provide an overview of the graphic design process, which should be embedded across the graphic designer experience - not seen in isolation.

**authors hope to be useful to introduce a unique and state of the art curriculum for students and trainees.**

**Simon Coetzee/ International Consultant- Curriculum Development**
**Husham Al-Musawi/ National Consultant- Curriculum Development**

## 1- Software

Microsoft Office Word can be used with any available versions: (Word: 365, 2019, 2016). Must support the Arabic language (for the spelling and Arabic language validation)·

## 2- Default Setting

| Measurement Modules | Centimeters | | | |
|---|---|---|---|---|
| Right to left | | | | |
| Numeral | Context | | | |
| Month Names | Arabic | | | |
| Calibri Arabic Font - for Arabic & Kurdish version | Regular Style | Level 1 | Level 2 | Level 3 |
| | | 14 Size | 14 Size | 14 Size |
| Calibri English Font for - Arabic & Kurdish versions | Regular Style | Level 1 | Level 2 | Level 3 |
| | | 14 Size | 14 Size | 14 Size |
| Calibri English Font - En version only | Regular Style | Level 1 | Level 2 | Level 3 |
| | | 12 Size | 12 Size | 12 Size |
| Top Margins | 2.5 cm | | | |
| Bottom Margins | 2.5 cm | | | |
| Right Margins | 2.5 cm | | | |
| Left Margins | 2.5 cm | | | |
| Gutter | 0   cm | | | |
| Orientation | Portrait | Landscape | | |
| Paper Size | A4 | 21 cm X 29.7 cm | | |
| Header | 1.25 cm | | | |
| Footer | 1.25 cm | | | |
| Line Spacing | 1 | | | |
| Alignment | Justify | | | |

## 3- Saving

- The work should be stored in a separate file where each of the curriculum components has its own file (CUR file, Teacher guide, Learner Guide).
- Each file is named according to the learning module name with its own code·
- All files to be save in a special folder called the occupations name (for example, computer maintenance, computer networks) and are stored in one of the parts of the computer's main partitions module. A backup copy should be saved in case a problem occurs with the original files.
- The above-mentioned points should apply to the Arabic, English and Kurdish versions·
- Curriculum experts will review files.
- Saved files send to UNESCO office in .docx and .pdf formats·

- **The learner's guide consists of several learning units.**
- **Each learning unit consists of an Introduction, Knowledge, Learning Activity, and possibly Job Sheets.**
- **Each learner guide must accompany its CUR file and the file title write in the format (as an example):**
  **CUR_CM1-1 1 Computer Hardware_V1_En.**
- **Write the titles of the learner's guide (for example): TLM_CM1-1 Computer**

## 3- Coordinating fonts

1. The main title of the topic should be written clearly in right side in **Black and Bold** according to font size mentioned previously (should take the highest value) without bracketing or following it with a colon or placing it inside a table or underlined.
2. The subtitle shall be written in a less font size decreased by two-point value on the right side of the Arabic version of the page and shall be in **Black and Bold.**
3. The Arabic font for the text shall be the same font sizes used in the subtitle and according to the levels as mentioned previously.
4. The words and terms in the English language, if they appear in the Arabic version of the tables, are of the same font sizes used in the texts and according to the levels as previously mentioned. It is written in brackets if it appears with an Arabic text and without brackets if it is in a table cell.

## 4- Printing forms and color coordination

### a- Covers

The privacy of each work is considered, and care is taken to print the following information:

1. Logo of unesco should be Put it on the front cover in according to the size and position as in picture below, also the logos of institutions that contributed or funded the project like the European Union, or the specified ministry or its directorate or department, .... etc. .to be put it on the right side of unesco logo.

2. Picture represent the job.
3. The title of the file is a learner's guide or a teacher's guide written in the middle line (26 for Arabic and 20 for English).
4. The title of the TVET certificate levels followed by the year and issue in font size (18).
5. The design of the back cover preferable to be with white color or simple gradient color, as example below:



## b- Team Names

This page is formatted as shown below and includes the following information, depending on the font size in the tables mentioned above:

| Team Names | | |
|---|---|---|
| International expert | Name | Organization |
| National expert | Name | Organization |
| Curriculum developer* | Name | Organization |
| Graphic designer | Name | Organization |

**\*If more than one adds new row**

## d- Signs or Hints

In case that such signs are needed or desired, a new design shall be made for them by the graphic designer font size should be 10 pt **Bold**.

## e- Shapes

Drawings, pictures, charts, maps, and the rest of the illustrations are labeled "shape," and the following is observed in them:

1. The file type from which the image is taken should be (JPG or PNG) to obtain a smaller size and an acceptable resolution.
2. The size of all pictures and diagrams in theoretical topics shall be determined by the graphic designer or according to the opinions of experts in case they want to make a change.
3. Figures are numbered independently for each learning module.
4. The numbering of the figures is independent of the numbering of the tables.
5. The figure number font (Calibri) shall be of size (10) and with a distinctive color that considers the module's style.
6. Each shape must be linked with its number and all its parts in one group.
7. The shapes are always in the form of (warping style> Square Layout).
8. The designer is free to use different typographic shapes in the design wherever needed as example below:
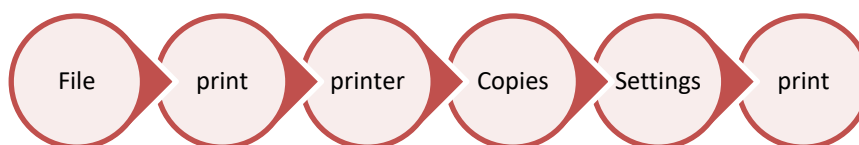


## 5- Tables

The following should be noted in the tables and graphs:

1. The direction of writing in the Arabic table is (Right to left).
2. The tables for each learning module are numbered independently.
3. The numbering of tables is independent of the numbering of pictures and diagrams.
4. The name of the table shall be in the same font type, writing inside tables with 12 font size, and a distinctive color that considers the module's layout.
5. The alignment of the table is always (Center) and the width of the table is 16 cm.
6. Not separating the schedule into more than one page unless it is needed.

## 6- Pages numbering and footer

1. The in front of and back cover page of the modules should not number.
2. The pages of the modules are numbered in Hindi for the Arabic version, and in Arabic, in Calibri type font, size (12), color (Black), and left for Arabic version and right alignment for the English version.
3. The bottom margin of the (Footer) size (12) and color (Black) is in the opposite alignment to the numbering, where the numbering is written on one side and on the other side is the file title.... the name of the learner's guide or teacher or CUR files...as it was mentioned in the storage previously.

| | *2.4    learning activity* |
|---|---|
| **20 min** | |

## 7- Colors

The colors of the files are according to the examples shown below (unesco standards), which are available in the Microsoft Word program, where it is preferable that each module be in its own color, with the use of dark or light colors, according to the opinion of the graphic designer.

UNESCO blue
C100 M50 Y0 K0
R0 G105 B180
Hex #0069B4

Red
C0 M86 Y71 K0
R244 G61 B61
Hex #e83f40

Yellow
C0 M27 Y94 K0
R252 G192 B2
Hex #fcc002

Light Green
C62 M0 Y58 K0
R103 G187 B137
Hex #67bb89

Dark blue
C100 M81 Y40 K33
R24 G50 B84
Hex #183254

## 8- Marks

Punctuation and spelling marks are used according to spelling rules:

| | |
|---|---|
| Full stop (Period) | . |
| Comma | , |
| Question mark | ? |
| Exclamation mark | ! |
| Colon & semi colon | : ; |
| Quotation marks | " " |
| Parenthesis | ( ) |
| Square brackets | [  ] |
| Separator | - |
| Slash and back slash | / \ |

- **Formatting the period, the comma, the question mark, the exclamation mark, and the colon is by not leaving a space before it and leaving it after it.**
- **Coordination of quotation marks and brackets, both types, is done by leaving a space before and after them, and not leaving it between them and the sentence inside them.**
- **Website links should Be converted To QRC Code and put it both in new designed block instead of below design.**

| | | |
|---|---|---|
|  | شاهد مقطع تعليمي عن ربط حاسوبين<br>https://youtu.be/tkoPLc0Ba6I |  |