

DESIGN PERIODS

WEEK 3 PREPARE FOR ASSESSMENT 1



CERT III

REVISION

ASSESSMENTS - DUE

ASSESSMENT 1 BREAKDOWN (and overview of assessment 2)

STUDIO TIME TO WORK ON ASSESSMENT

ADOBE

USE INDUSTRY STANDARD SOFTWARE



ASSESSMENT 1 - DUE WEEK 4
Monday 20th February 5pm

Design Periods

ASSESSMENT TASK 1

Typography & Print Workbook

Student name: First and last name

Student number: Your student number

Email address: Student email

COURSE TITLE

CUA30720 Certificate III in Design Fundamentals

SUBJECT TITLE

A10155 Design Periods

TRAINING UNITS

A: CUADES305 Source and apply information on the history and theory of design

B: CUAGRD312 Use typography techniques

C: CUAPPR311 Produce creative work



Instructions for completing this workbook

This workbook is made up of a series of questions and activities relating to typography.

Use the lectures and resources provided in the online classroom, combined with your own research to complete the activities.

You must complete *all* activities in the workbook.

You may include supporting documentation as an appendix with submission of this workbook.

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2. History of Type
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1. The Design Brief

Read Assessment Tasks 1 and 2. Complete the template below with the design brief requirements.

Design Brief	
Project Name	{What is the name of the project?} Give this a project name
Client (e.g., Trainer, Business, Friend)	{Who are you designing for?} Chris Ransley or Business (fact or fictional), or friend
Due Date	{What is the deadline for completing the task?} Due Date for Assessment 2
Audience	{Who will the design communicate to?} List the target audience, who would your designs relate to?
Objectives	{What do you need to achieve?} List at least 2 personal creative goals. You are the Graphic Designer, why do you need to understand the brief?
Requirements	{Are there any specific requirements that your design must include or respond to?} List at least 3. What are you asked to include in the design? read brief in assessment 2 - 1: Your textile print must ...
Constraints	{What restrictions might you come across when completing this task?} List at least 2. What can limit your project? - eg deadline, software skills, time v budget etc
Responsibility	{What is your role and responsibility in completing this brief?} What do you use to create the designs, from idea generation to digital artwork? What software is used?
Resources Required	{What resources will you need to complete the task?} List at least 3. What do you use to create the designs? eg what type of research is needed, materials used? What software?

2. The History of Type

2.1. In a few sentences describe the Vox classification system and how it classifies typefaces.

Type styles have been classified by different systems - Research the Vox classification system and provide a brief overview of what it is and who created it.

https://en.wikipedia.org/wiki/Vox-ATypI_classification

http://www.designhistory.org/Type_milestones_pages/TypeClassifications.html

2.2. In one or two sentences and in your own words, describe the characteristics of a sans serif type style.

What is a sans serif font - what characteristics does it have or not have?

2.3. What is your favorite sans serif font and why?

Your view

2.4. What would a sans serif type style font be used for? Give one example.

When would you use a sans serif font (See Font types and when to use them)

2.5. In one or two sentences and in your own words, describe the characteristics of a script type style.

What characteristics does it have?

2.6. What is your favorite script font and why?

Your view

2.7. What would a script type style font be used for? Give one example.

When would you use a script type font (See Font types and when to use them - Week 1 Lecture PDF)

2.8. Choose one (1) font style. For example, serif, sans serif, slab serif or script.

Investigate your chosen font style and in your own words, describe how the font style has changed and evolved over time. (100-200 words)

Research a development of a font of your choice. How has it evolved? Has the anatomy of the font changed

2.9. Investigate the history of typography. Select one significant designer and in 2-3 paragraphs summarise their contribution to typography. Include their name, time of contribution, why they are significant and why they stood out to you.

Look at <http://www.designhistory.org>

2.10. Think about the information you have found about the history and theory of type. In three or four sentences describe how you can use this information in your own design work? 3-4 sentences.

Why is it important to understand font types and their history and theory? How can this help you to make choices in your design work?

3. Print and Colour Trends

3.1. Investigate and identify 3 trends in print and colour that you have found.

For each one, write a paragraph to summarise the trend and why you selected it.

Research design trends - Use of typography, stylised imagery/artwork

What colours (or colour schemes) are in trend at present.

3.2. Using Adobe Illustrator, create a trend/colour board that illustrates the trend and colours that you are working with for this project. For example, you might focus your concept on 'retro florals'.

Save your trend/colour board as a Jpeg file and insert it here as an image file.

Create a JPG and insert.
Colours can be thumbnails.

Remember to use the colour
code value
(Pantone PMS XXXc,
or CMYK values)



4. Design Development

4.1. There are many ways that a designer can approach the development of typography design. List at least two (2) ways that you could develop typography for Assessment Task 2.

Research ways how typography can be created - how could you design your typography for your design project?

4.2. Think about your design brief for Assessment Task 2. How would you decide the best way to approach the development of typography design for this design brief?

Think about your design project and who the customer will be? What message is the design communicating?

4.3. Begin your design development for Assessment Task 2 by finding reference material. Look for images and text that inspire you to be creative and develop your print design.

Spend some time experimenting with typography techniques and other design elements that you would like to include in your repeating element of the print design. This can be done digitally or by hand.

Insert your reference material and design development on the following pages. You may insert as many pages of design development as you like.

Properly reference the images in Section 7. Of this workbook using Harvard Referencing Style. You can use citethisforme.com to assist you.

**INSERT AS MANY PAGES OF
DESIGN DEVELOPMENT AS YOU
WOULD LIKE**

4.4. Think about the design development you have produced. Consider colour, lettering, font, digital, hand drawing and other design elements.

How will you move forward to complete the final design? Answer in 2 -3 paragraphs.

Once you have researched and developed ideas, how will you start to develop your design process? What steps to put your digital artwork together.

5. Feedback

Book a feedback session with your trainer during *Studio Time* to discuss your design development and ideas for progressing to assessment task two.

In response to the feedback session, write a paragraph in answer to each of these questions:

5.1. What was the feedback you received on the typography development and design development for your print design?

List feedback given on your ideas - Studio time will be given for breakout room meeting

5.2. How are you going to use the feedback to move forward with your print design?

What advise will you take to refine your design ideas.

6. Work Equipment & WHS

6.1. Using the table below, list any tools, materials, or equipment you will need to complete assessment tasks one and two and list the steps you have taken to ensure you have worked in a safe way.

This may include, but is not limited to, any necessary personal protective equipment used or safe work practices when sitting at a desk for example.

6.2. Using the table below, list any tools, materials, or equipment you will need to complete assessment tasks one and two and list the steps you have taken to ensure you have worked in a sustainable way.

This may include, but is not limited to, powering off your laptop completely to conserve energy or replacing lids on pens so that they do not dry up for example.

6.3. In 2-3 short sentences, outline the workspace requirements for completing assessment tasks one and two.

Describe what you need for a good workspace and why. For example - good lighting

Think about trip hazards or posture

6.4. In 2-3 short sentences describe how you have set up your workspace to complete assessment tasks one and two.

Describe your workspace

6.5. Insert a photograph of your workspace here.

Photo here

7. References

You must list all sources of information in the 'references' section of this workbook. Include books, websites, magazines, or any other sources of information you have gathered to complete your assessment task. APC use the *Harvard Referencing Style* (www.citethisforme.com)

See additional resource for referencing requirements

8. Additional Pages

You may insert additional pages as evidence at the end of the workbook if necessary