



SUBJECT OUTLINE

SUBJECT DESCRIPTION

Through this subject, students will be taken on an historical tour of design with a focus on typography and typography techniques. Students will learn about the history of typography, fonts and print and apply their knowledge of the characteristics and uses to complete their own design brief.

Through project based learning, students will continue to develop their digital software skills and learn about page layouts, prepress and fundamental printing processes.

LEARNING OUTCOMES: SKILLS AND KNOWLEDGE

On successful completion of this subject, learners will demonstrate knowledge of:

- current design trends in industry contexts applicable to that of one's own work,
- evolution of design in industry contexts applicable to that of one's own work,
- organisational information practices and their application in industry contexts applicable to that of one's own work,
- sources of information on design history and theory applicable to own design work,
- typographic classifications, vocabulary and definitions,
- characteristics and uses of a range of typefaces
- criteria to evaluate a range of approaches to typography design,
- workspace requirements for typographic work, including selection and set-up of workspace,
- properties and capabilities of a range of materials, tools and equipment used for typographic work,
- ways of sourcing information and developing, refining and communicating ideas for creative work,
- physical properties and capabilities of different materials, tools and equipment used in creative work,
- ways of exploring, adapting and combining techniques and materials to achieve different effects,
- formal elements and principles of design and their application to producing creative work in described in performance evidence,
- influence of historical and theoretical contexts on chosen area of creative work,

SUBJECT TITLE

A10155 Design Periods

COURSE TITLE

**CUA30720 Certificate III
in Design Fundamentals**

DURATION: 9 WEEKS

STATUS: CORE

Pre-requisites: None

Co-requisites: None

TRAINING UNITS

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

**B: CUAGRD312 Use
typography techniques**

**C: CUAPPR31 Produce
creative work**



- sustainability issues associated with tools and materials used in creative work,
- procedures for working safely in the specific area of creative work described in the performance evidence.

LEARNING OUTCOMES: COMPETENCIES

On successful completion of this subject, learners will be able to:

- identify features of the history and theory of design and how they can be adapted and applied to own work,
- source and organise research findings on history and theory of design applicable to own work,
- identify one or more opportunities to expand on maintain currency of theoretical and design knowledge,
- interpret briefing documentation and collect relevant reference material,
- experiment with typography styles and techniques,
- produce typography techniques that meet the creative and technical requirements of briefing documents and publishing processes,
- perform quality checks and produce final product within timelines,
- back up and store files according to requirements,
- develop and refine creative ideas using exploration, review and discussion with required personnel,
- identify, select, assess and use required techniques, tools, equipment and materials for creative work, safely and sustainably,
- create physical, verbal, virtual, visual or written record of creative work produced,
- clean and maintain work area, and tools and equipment used, in safe and sustainable manner.

WEEK BY WEEK PROGRAM:

Week	Lecture/ Activity	Support Material Online	Style / Method of Assessment
1	<p>Introduction to assessment tasks one and two.</p> <p>*Both assessment tasks must be read together in order to complete competently*</p> <p>Lecture 1: The History of Type</p> <p>Lecture 2: Characteristics and uses of Typefaces</p>	<p>Lectures posted online.</p> <p>Students must complete their online profile including uploading a photo and description.</p> <p>RESOURCE: The anatomy of Typography</p> <p>RESOURCE: A glossary of Typography Terms</p> <p>RESOURCE: Font Psychology</p>	<p>Assessment Task One</p> <p>TYPOGRAPHY & PRINT WORKBOOK</p> <p>In this assessment task students will work through a series of questions and activities that will take them through the history and theory of design, specifically typography. Student will have the opportunity to use the information they gather to develop skills and ideas for their design brief in Assessment Task 2</p>
2	<p>Lecture 3: Trend Research for print and colour</p> <p>CLASS ACTIVITY: Trend/Colour board</p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion</p> <p>RESOURCE: Trend Prediction Agencies</p>	
3	<p>Lecture 4: Approaches to Typography Design</p> <p>CLASS ACTIVITY: Trial Typography Techniques - Design Development</p>	<p>Lectures posted online.</p> <p>RESOURCE: Patterns using type; EXAMPLES</p>	
4	<p>Lecture 5: Printing for Textiles</p> <p>SUBMISSION DEADLINE Assessment Task One</p>	<p>Lectures posted online.</p> <p>RESOURCE: Printing Methods</p>	
5	<p>Lecture 6: Adobe Illustrator Tutorial</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion and skills practice.</p> <p>Digital resources provided by trainer</p>	<p>Assessment Task Two</p> <p>PART A: DESIGN BRIEF</p> <p>Your client requires you to design two textile designs for two types of fabric print. To complete the brief successfully you must research current trends in print, typography and colour, and present your final designs to the team in a formal digital presentation.</p>
6	<p>Lecture 7: Adobe Illustrator Tutorial</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion and skills practice.</p> <p>Digital resources provided by trainer</p>	<p>Students may create their print and text elements by hand, digitally, or using a combination of the two.</p>
7	<p>Lecture 8: Adobe Illustrator Tutorial</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Digital resources provided by trainer</p>	<p>PART B: SELF-REFLECTION/ EVALUATION</p> <p>Students must complete a self-reflection/evaluation of their design process and success in meeting the design brief requirements.</p>
8	<p>Lecture 9: Adobe Illustrator Tutorial</p> <p>SUBMISSION DEADLINE Assessment Task Two</p>	<p>Lectures posted online.</p> <p>Digital resources provided by trainer</p>	
9	<p>Lecture: - Wrapping up, Q/A</p> <p>Activity: Students to share challenges and opportunities, insights gained to further future practice.</p>	<p>Students to participate in classroom discussion to share challenges and opportunities, insights gained to further future practice.</p>	<p>Resubmissions Assessed.</p>

COMPULSORY ONLINE COMPONENT:

This subject includes a compulsory online component for face-to-face students. The online component accounts for 20% of the subject which is equal to 2 hours per week. In response to weekly lectures and tutorials, students will be required to respond to talking points and tasks posted by the trainer in the discussion forums. Both face-to-face and online students will engage together in the online class with a minimum of 2-3 posts per week in addition to project work submissions. Online engagement and regular participation is an assessable component of this subject and contributes towards evidence of competencies.

RECOMMENDED READING:

Books, Magazines, Journals, Articles, Website Links, Youtube Videos

Anatomy of Type: A Graphic Guide to 100 Typefaces

Stephen Coles

Publisher: Harper Design 2012

ISBN: 978-0062203120

Why Fonts Matter

Sarah Hyndman

Publisher: VIRGIN 2016

ISBN: 978-0753557235

The Visual History of Type: A Visual Survey of 320 Typefaces

Paul McNeil

Publisher: Laurence King 2017

ISBN: 978-1780679761

Adobe Illustrator Classroom in a Book (2020 release)

Brian Wood

Publisher : Adobe Press; 1st edition (20 December 2019)

ISBN: 978-0136412670

Adobe Illustrator CC: A Complete Course and Compendium of Features

Jason Hoppe

Publisher : Rocky Nook; Illustrated edition (14 January 2020)

ISBN: 978-1681985312

RECOMMENDED YouTube CHANNELS:

Calligraphy Masters - <https://www.youtube.com/c/Calligraphymasters/featured>

Will Paterson - <https://www.youtube.com/c/breakdesignsco/featured>