**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

**Design Periods**

Text

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**ASSESSMENT TASK 1**

**Typography & Print Workbook**

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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.

**CONTENTS**

1. The Design Brief
2. History of Type
3. Print and colour trends
4. Design Development
5. Feedback
6. Work Equipment & WHS
7. References
8. Additional Pages

**1. The Design Brief**

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

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| Design Brief | |
| Project Name | tba |
| Client  (e.g., Trainer, Business, Friend) | Rijksmuseum |
| Due Date | 24.3.24 |
| Audience | General Public |
| Objectives | To design themed fabrics to complement a space for a limited time exhibition  Design a themed interior fabric to complement and accentuate the items on display  Design a themed signage/banner that will draw interest in visiting the limited time display. |
| Requirements | 1 textile design for interior fabric type.  1 textile design for signage/banner fabric. |
| Constraints | Fixed Deadline - Time  Fixed Budget - Money  Inexperience – Skill |
| Responsibility | To outline the design requirements for the project in the form of briefing documentation.  To clarify and confirm requirements with required personnel. |
| Resources Required | A computer (with enough ram)  Adobe design software (which is a paid subscription)  An internet connection (which is a rip off paid subscription or plan) |

**2. The History of Type**

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

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| The Vox classification system is jargon which describes typefaces.  It gives a name to families of typefaces with similar main characteristics.  It is part empirical and part formal/math.  Without any classification, it is hard to communicate ideas and specification about typefaces with more specificity.  Without any centralized management, it is slow to communicate ideas and specifications because of the possible lookups and translations and miscommunications.  The Vox Classification System is like a measurement system:   * Specific formal criteria * Standardized * Centrally Managed   The Vox Classification is not context free:   * There is ambiguity in the system because of the opinionated grouping of typefaces * All fonts do not fit the system * There may be issues with other language that do not use the alphabet or its variations   I believe the Vox Classification System is good enough for communicating field specific information with generality instead of math. |

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

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| Serif is the fancy shit at the end of the letters. It makes things look more formal and official. Sans means without. I think in French. So I would describe Sans Serif as a casual, every day, look which may have sophisticated undertones when used in the right context. |

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

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| I honestly don’t have a favorite because I haven’t paid attention to enough fonts to know of any other than Arial. So I guess Arial is my favorite by process of elimination of all the Sans Serif fonts I know of ( which is 1 (so I didn’t really eliminate any)). |

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

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| Something casual and clean, like a report or essay or something. |

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

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2.6. What is your favorite script font and why?

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

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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)

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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.

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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.

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**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.

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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.

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**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.

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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?

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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](http://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.

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**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?

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

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**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.

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| Tool, Material or Equipment used | Measures taken to ensure **safe** use |
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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.

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| Tool, Material or Equipment used | Measures taken to ensure **sustainable** use |
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6.3. In 2-3 short sentences, outline the workspace requirements for completing assessment tasks one and two.

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

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6.5. Insert a photograph of your workspace here.

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**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](http://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