**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
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**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 characteristics.  It is part empirical and part formal/math.  I think without any classification, it is hard to communicate ideas and specification about typefaces with more specificity.  I think without any centralized management, it is inefficient to communicate ideas and specifications because of the possible lookups, translations and miscommunications.  I think the Vox Classification System is like a language system:   * Specific formal definitions * Standardized * Centrally Managed   I think the Vox Classification is not context free:   * Opinionated grouping of typefaces compromises generality for practical communication of field specific jargon * Opinions are based on the historical use of Latin script and not directly transferrable to the next 4 most used scripts * Systems actively in use by population in millions:   1. Latin: 4900+   2. Chinese: 1541   3. Arabic: 828   4. Devanagari: 480.5   I believe the Vox Classification System is good enough for communicating field specific information about Latin script with terse generality instead of resorting to full blown 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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| Serifs are the lowkey fancy end caps at the end of the letters. It gives a sense of closure and truth and thus gives the text an overall official and genuine vibe. It reeks of intellectual sophistication but also adds a touch of human empathy.  Sans Serif, in contrast, don’t have the little end caps. It is clear and simple on the surface but can express a multitude of undertones depending on how its used and in which context. |

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

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| I honestly don’t have singular favourite and I don’t do favourites until I’ve had enough time to get to know something.  Something I’d like to do at some point is find a way to incorporate Comic Sans into some design piece and have people wondering why they feel a bit strange, a bit of cognitive dissonance, and then end up having a full-blown existential crisis on how they have been judging others and themselves based on the judgement of others and none of their own, or something like that. That’d be nice, though highly unlikely.  So, if you must make me choose, I choose Comic Sans because I want to see how shit it needs to get before I dismiss something as garbage.  Ok, next question. |

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 text to a friend, though I’m not sure you can change the typeface iMessage. So, I guess an email to a friend? Then it’s obvious my account has been hacked and scam/phishing messages are being sent under my name.  Ah, but then they see comic sans and realise that no serious scammer would ever select that font. I believe scammers would consciously select whatever the default font is for their context.  …  This document’s font “Avenir” is a sans serif type font. It is used for educational purposes. |

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

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| Script Typeface. Script Typeface. Script Typeface.  Script is really really fancy handwriting for when you really really care about something.  After looking at a bunch of fonts, I like to think of it as:   * Serif is to Triangle * Sans Serif is to Square * Script is to Circle   And to clarify the meaning of the shapes:   * Triangle is to refinement * Square is to clarity * Circle is to meaning   This abstraction may or may not hold true as I progress through the course. It is a personal and mental, iterative abstraction process that is continually updated as I learn and see more.  I would describe Script typefaces as celebrating connection, the passion in life, timeless beauty of nature and organic flow of natural processes. |

2.6. What is your favorite script font and why?

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| I do my best to be honest in writing because it helps me be honest to myself.  I don’t have a favourite and I don’t like script. I think they’re all a bit too artificial to be used as is. |

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

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| Scripts are so detailed, fancy and difficult to read. I think they should be reserved for emphasis or headings or backgrounds. Wedding invitations are one such use case at the top of my head. |

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