



Level 4 Diploma in

Signwriting

Qualification Specification

Qualification Recognition Number: 603/1373/0

ABBE Qualification Code: DipSL417

April 2019

Why this document is being revised

This document has been revised by ABBE in May 2019. A summary of the changes made to this document is, as follows:

- New address added to 1.4

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1. ABBE

1.1 Introduction

ABBE, the Awarding Body for Building Education is a forward thinking organisation that offers a range of apprenticeships, qualifications, benefits and support.

ABBE is regulated by Ofqual for the delivery of a range of qualifications. Our qualifications are nationally recognised helping learners to achieve their full potential and ambitions.

The full range of qualifications can be found on our website <http://www.abbeqa.co.uk>

1.2 Mission Statement

Our Values - Quality through Standards: Our aim is to provide a high quality experience by building a strong community of mutual support and trust. We can use our collective talents to build meaningful partnerships to help us all to achieve our goals. ABBE is a recognised Awarding Organisation with strong professional integrity.

Our Vision: Is that every learner is confident, successful and has the opportunity to achieve their full potential.

Our Mission: ABBE Educates, inspires and empowers learners

1.3 Qualification Specification

The aim of this specification is to provide learners and centres with information about the content of this qualification.

This specification is a live document and, as such, will be updated when required.

1.4 Enquiries

Any enquiries relating to this qualification should be addressed to:

ABBE
Birmingham City University
University House
15 Bartholomew Row
Birmingham
B5 5JU

Telephone: 0121 331 5174

Email: abbeenquiries@bcu.ac.uk

Website: www.abbeqa.co.uk



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2. Qualification Information

2.1 Qualification Purpose

The purpose of this Diploma is to provide the learner with the knowledge and understanding required to work safely within a signwriting environment.

This qualification gives the learner an opportunity to:

- Developing a basic knowledge, understanding and skills of materials and equipment for basic stroke-play practice and three models of block lettering
- Developing a basic knowledge, understanding and skills of materials and equipment for basic stroke-play practice and three models of serif and Roman lettering
- Developing a basic knowledge, understanding and skills for the correct execution of script and cursive lettering

2.2 Who could take this Qualification?

This qualification is ideal for anyone interested in the art of Signwriting from complete beginners to those wishing to develop their skills and knowledge in this creative art.

2.3 Qualification Number

ABBE Level 4 Diploma in Signwriting: 603/1373/0

2.4 Qualification Level

This qualification has been listed on the Regulated Qualifications Framework (RQF) at: Level 4

2.5 Total Qualification Time

This qualification is allocated Total Qualification Time (TQT) this includes Guided Learning (GL) expressed in hours, which indicates the number of hours of supervised or directed study time and assessment. Credit has also be allocated to this qualification.

- The Total Qualification Time (TQT) for this qualification is: 592
- Guided Learning (GL) for this qualification is: 263
- Credit Value: 59 credits

2.6 Progression

The ABBE Level 4 Diploma in Signwriting has been specifically designed to support progression onto other relevant qualifications such as qualification in art and design.

2.7 Age ranges

Pre 16	No
16-18	Yes
18+	Yes
19+	Yes



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2.8 Structure of the Qualification

To achieve the ABBE Level 4 Diploma in Signwriting learners must achieve the five mandatory units.

Mandatory Unit			
URN	Unit Name	Credit Value	Level
H/615/6593	A Historical overview of Signwriting	6	4
K/615/6594	Assemble and use tools and equipment for Traditional Signwriting Practice	23	4
J/615/6604	Design, draw and paint studio signage pieces using Roman Serif alphabets	14	4
L/615/6605	Design, draw and paint studio signage pieces using cursive lettering	13	4
R/615/6606	Marketing Own Creative Signwriting Business	3	4

2.9 Barred Units

Units with the same title at different levels or units with the same content cannot be combined in the same qualification.

There are no barred units for this qualification.

2.10 Language

ABBE qualifications and assessment materials will be provided through the medium of English.

2.11 Grading

This qualification is: Pass/Fail

2.12 Pre-course Procedures

This qualification is available to anyone who is capable of reaching the required standards. They have been developed free from any barriers that unfairly restrict access or progression thereby promoting equal opportunities.

There are no pre-entry requirements for this qualification.

2.13 Qualification Review Boards

Qualification Review Boards (QRBs) are set up for each qualification. The Boards are drawn from employers, centres, Higher Educational Institutes (HEIs) and others with a vested interest in the sector in which the qualification is used. The purpose of the QRB is to ensure that the content of the qualification and the proposed assessment methodology are fit for purpose and are appropriate to meet the requirements of the sector.

QRBs are ongoing and will be scheduled for specific points within the qualification lifetime; at the notional mid-point and again towards the review date of the qualification. During this process, the QRB will consider any feedback received on the performance of the qualification and will consider if the content, structure, purpose and assessment methodology remain appropriate to the needs of the sector. This will help to improve both our qualification and the specification.



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3. Qualification Unit(s)

Unit 1: A historical overview of signwriting

Unit Reference Number: H/615/6593

Level: 4

Credit: 6

Unit Summary

This unit is about developing a basic knowledge and understanding of the history of signwriting and the three models of block lettering used.

Assessment Guidance

This unit can be assessed using the following method(s):

- Portfolio of evidence

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the historical overview and influences of Roman origins, calligraphic, printed and painted lettering.	1.1 Outline the historical overview of lettering
	1.2 Explain the recent resurgence of lettering
2. Understand the history and structure of Roman, Venetian transitional serif letters and 'London' serif alphabets	2.1 Describe the history of the Serif letter, this should include: <ul style="list-style-type: none"> • Early examples • Early middle period • Recent pioneer examples
	2.2 Explain design changes through printing media, and recent cultural/brand variants
	2.3 Explain typographic terminology
	2.4 Describe uses of serif lettering and comparison with sans serif
3. Describe the history of cursive lettering	3.1 Describe the history of the cursive letter to include: <ul style="list-style-type: none"> • Early • Early middle period • Recent pioneer
4. Be able to discuss the theory of signwriting	4.1 Discuss the implications of one of the following: <ul style="list-style-type: none"> • Is signwriting graphic design? • Is signwriting art? • Why has signwriting re-emerged? • What are the key difference between USA and English signwriting styles, explaining why?



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Unit 2: Assemble and use tools and equipment for traditional signwriting practice

Unit Reference Number: K/615/6594

Level: 4

Credit: 23

Unit Summary

This unit is about developing a basic knowledge, understanding and skills of materials and equipment for basic stroke-play practice and preparation of the different work surfaces that can be used.

Assessment Guidance

This unit can be assessed using the following method(s):

- Portfolio of evidence

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand materials, tools and equipment handling, for sign preparation and lettering	1.1 Explain the importance of safety practices and updated Health and Safety practices regarding materials handling and access equipment use
	1.2 Describe the fundamental materials used for signwriting
	1.3 Summarise the different types of paints for the preparation and finishing of sign panels
	1.4 Explain differences of common work surfaces: <ul style="list-style-type: none"> • Painted timber/plywood/MDF • Sealed or varnished timber/plywood/MDF • Metal panels • Glass • Masonry, cement, brickwork and rough substrates
	1.5 Describe how to prepare each common work surface
	1.6 Describe the preparation of traditional painted timber/plywood/MDF
	1.7 Evaluate the benefits of Computer Aided Design (CAD) and the benefits of hand drawn preparation
2. Be able to prepare and assemble signwriting equipment	2.1 Assemble own signwriting kit
	2.2 Prepare new brushes
	2.3 Explain how to maintain brushes



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3. Understand how to execute basic skills development practice	3.1 Explain how to prepare writing enamels and setting up a pallet
	3.2 Describe the purpose of the components of the signwriting kit: <ul style="list-style-type: none"> • chisel brush • quill • pallet • Mahl stick
	3.3 Explain the operation of painting dynamics in straight and curved strokes
4. Be able to execute basic signwriting skills	4.1 Set out practice sheets
	4.2 Apply consistency in angled strokes
	4.3 Practice mixing of paint on pallet and application stroke play on to a practice sheet
5. Be able to draw and paint 3 styles of sans serif or 'block letter' alphabets, using oil-based enamels and water-based paints	5.1 Explain the 'laws' of Roman thick and thin strokes and spacing structures as applied to Sans Serif
	5.2 Outline the general structural characteristics and anomalies of each typeface: Johnston, Franklin Gothic, Helvetica
	5.3 Produce accurate hand drawn renders of sans serif alphabets
	5.4 Compare the uses of sans serif
	5.5 Explain typographic terminology of letter component parts
	5.6 Learn how to paint: <ul style="list-style-type: none"> • straight block letters • angled 'Italic' letters • curved or poster sans serif letters
	5.7 Implement the execution of lettering, alphabets and characters
	5.8 Explain error occurrence and how to correct repetitive errors with correct painting strategies for block lettering



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Unit 3: Design, draw, and paint studio signage pieces using Roman Serif alphabets

Unit Reference Number: J/615/6604

Level: 4

Credit: 14

Unit Summary

This unit is about developing a basic knowledge, understanding and skills of materials and equipment for basic stroke-play practice and three models of serif and Roman lettering used by sign writers.

Assessment Guidance

This unit can be assessed using the following method(s):

- Portfolio of evidence

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Be able to draw and paint 'Roman' serif alphabets. Using oil based enamels and water based paints	1.1 Explain the 'laws' of Roman thick and thin strokes and spacing structures
	1.2 Outline the general structural characteristics and anomalies of each typeface
	1.3 Produce accurate hand drawn renders of Roman serif alphabets
	1.4 Analyse the similarities and differences of character structures in Roman serif alphabets
	1.5 Compare the uses of serif with sans serif
	1.6 Explain typographic terminology of letter component parts
	1.7 Learn how to paint: <ul style="list-style-type: none"> • straight Roman letters • angled 'Italic' Roman letters • curved serif Roman letters NA
	1.8 Implement the execution of lettering, alphabets and characters
	1.9 Explain error occurrence and how to correct repetitive errors with correct painting strategies for Roman lettering
2. Be able to design and execute signage in line with customer requirements	2.1 Explain what considerations need to be made when designing a sign panel
	2.2 Using a combination of serif lettering and two other types of typefaces to produce a sign panel
	2.3 Design and paint a studio work piece fascia using Roman serif letters and two other types of typeface



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	2.4 Design and paint a glass sample window panel using sans serif and two other types of typeface
	2.5 Present a mixed media portfolio to clients
	2.6 Debate whether early Roman letters were created with geometry or without



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Unit 4: Design, draw, and paint studio signage pieces using cursive lettering

Unit Reference Number: L/615/6605

Level: 4

Credit: 13

Unit Summary: This unit is about developing a basic knowledge, understanding and skills for the correct execution of script and cursive lettering.

Unit assessment guidance:

This unit can be assessed using the following method(s):

- Portfolio of evidence

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Be able to design, draw and paint 'cursive' letters	1.1 Explain design changes since calligraphic origins via printing media and recent cultural/brand variants including: <ul style="list-style-type: none"> • Palace script • 1930s Italian • USA script • Pub script
	1.2 Outline the general structural characteristics and anomalies of thick and thin stokes and spacing structures
	1.3 Execute accurate hand drawn renders for each alphabet
	1.4 Analyse the similarities and differences of character structures
	1.5 Learn how to paint: <ul style="list-style-type: none"> • Copperplate cursive letters • Capitalised cursive letters • Flourished cursive letters
	1.6 Illustrate the execution of lettering, alphabets and characters
	1.7 Explain error occurrence and how to correct repetitive errors with correct painting strategies for cursive
	1.8 Explain error occurrence and how to correct repetitive errors with correct painting strategies for cursive
2. Be able to draw, design and paint studio signage pieces using cursive lettering	2.1 Using a combination of serif lettering with sans serif and/or cursive typefaces produce suitable signage
	2.2 Design and paint a sign facia work piece using cursive lettering and two other types of typefaces
	2.3 Design and paint a glass sample window
	2.4 Present a live and mixed media portfolio for clients



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Unit 5: Marketing Own Creative Signwriting Business

Unit Reference Number: R/615/6606

Level: 4

Credit: 3

Unit Summary:

This unit will give you the vital knowledge and skills to market your own business, including how to develop a business plan.

Unit assessment guidance:

This unit can be assessed using the following method(s):

- Portfolio of evidence

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Be able to market own creative signwriting business	1.1 Explore how to best market your business in a range of contexts
	1.2 Describe the difference between product and service
	1.3 Analyse market trend for viability of business
	1.4 Develop a business plan
	1.5 Develop a marketing plan
	1.6 Market creative signwriting business to clients
	1.7 Review marketing plan.



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Head Office Address:

ABBE
Birmingham City University
University House
15 Bartholomew Row
Birmingham
B5 5JU

Contact:

Telephone: 0121 331 5174
Email: abbeenquiries@bcu.ac.uk
Website: www.abbequ.co.uk



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