



Australian Government

**Assessment Requirements for CUAGR611
Engage in the business of graphic design**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to: identify and explore at least two professional opportunities in the field of graphic design.

- research and evaluate a broad range of professional and commercial information about graphic design
- develop approaches and strategies for own practice based on research and reflection that address:
 - legal, ethical and moral obligations
 - business and design practice skill development
 - how to promote services
 - how to pursue new work opportunities
- participate in a discussion with one or more professionals to collaborate and share ideas for graphic design work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- factors that influence the client perspective on graphic design practice
- legal rights and obligations of graphic designer, particularly in relation to intellectual property
- common professional development opportunities in graphic design
- local and global work opportunities open to graphic designers
- current trends in graphic design and their effects on professional practice
- key behaviour, skills and practices required in professional graphic design practice
- typical ways business is done in graphic design practice, including key commercial relationships
- ways that graphic design work is costed and priced in different practice contexts.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- opportunities for collaboration with others
- sources of business information about graphic design.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>