



**Australian Government**

# **CUAGR611 Engage in the business of graphic design**

**Release: 1**

## CUAGRD611 Engage in the business of graphic design

### Modification History

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

### Application

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. It involves evaluating the skills and knowledge needed to work as a professional in the graphic design industry.

The unit applies to those who work autonomously across a diverse range of industry and community contexts. They could be employed by others in small or large organisations, operate as freelancers or set up their own studios.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Visual Communication – Graphic Design

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Adopt professional work practices	1.1 Evaluate the skills and knowledge needed to practice as a professional graphic designer 1.2 Collaborate with other professionals to discuss creative and commercial aspects of graphic design 1.3 Evaluate own current skills and abilities and opportunities for professional development 1.4 Evaluate all aspects of own practice on an ongoing basis
2. Develop commercial skills for graphic design	2.1 Assess the key commercial relationships that operate in the graphic design sector 2.2 Investigate costing practices and charges for

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>graphic design work</p> <p>2.3 Assess the opportunities used by graphic designers to promote their services</p> <p>2.4 Analyse the client perspective of graphic design and its impact on professional practice</p> <p>2.5 Evaluate information to build own approach to the commercial position of own practice</p>
3. Analyse the legal, moral and ethical obligations of graphic designers	<p>3.1 Evaluate the legal and moral rights and obligations of graphic designers</p> <p>3.2 Apply legal and moral obligations to work practices</p> <p>3.3 Engage work as a graphic designer consistent with own professional and ethical standards</p>
4. Pursue professional graphic design opportunities	<p>4.1 Evaluate new work opportunities for graphic designers at a local and global level</p> <p>4.2 Identify and evaluate opportunities that exist in current and developing graphic design trends</p>

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

<b>SKILL</b>	<b>DESCRIPTION</b>
Reading	<ul style="list-style-type: none"> <li>Interprets and assesses complex and varied information for use in own practice</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Extracts and records key facts, information and ideas from a variety of sources for personal use</li> </ul>
Oral Communication	<ul style="list-style-type: none"> <li>Uses listening and questioning skills to gather information and confirm understanding</li> <li>Participates in exchanges of ideas and relatively complex information with others using language appropriate to audience and context</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Identifies and compares numerical information from different texts to assist business management of professional practice</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>Self directs own investigation and analysis of skills, knowledge and behaviours required to develop and maintain a professional practice</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Selects and uses appropriate communication techniques to collaborate and share information with colleagues</li> </ul>

<b>SKILL</b>	<b>DESCRIPTION</b>
Problem solving	<ul style="list-style-type: none"><li>• Gathers and analyses information in a systemic manner to make decisions about the operation and future of own professional practice</li></ul>
Planning and organising	<ul style="list-style-type: none"><li>• Takes responsibility for planning, sequencing and implementing tasks required to increase business-related skills and maximise design opportunities</li></ul>

## Unit Mapping Information

Supersedes and is equivalent to CUAGRD601 Engage in the business of graphic design.

## Links

Companion Volume Implementation Guide is found on VETNet -

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