



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUVDSP07B Research and apply techniques for graphic design**

**Release: 1**

## **CUVDSP07B Research and apply techniques for graphic design**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the skills and knowledge required to research and apply techniques for application to graphic design. The focus of the unit is on a general knowledge of graphic design techniques and the practical application of those techniques. This is a specialisation unit and refers to a specific design form. This work requires some guidance.

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

### **Application of the Unit**

Not Applicable

### **Licensing/Regulatory Information**

Refer to Unit Descriptor

## Pre-Requisites

### Prerequisite units

It is highly recommended that this unit be assessed with or after the following units:

- CUVDES05B Interpret and respond to a brief
- Core Design
- At least one of the drawing units relating to the representation of the concept.

## Employability Skills Information

### Employability skills

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

### ELEMENT

### PERFORMANCE CRITERIA

- |   |  |
|---|--|
| <b>1 Interpret the graphic design brief.</b>        | <ul style="list-style-type: none"><li>1.1 Correctly interpret the specifications of <i>the brief</i>.</li><li>1.2 Determine the user or client for the <i>graphic design</i> to inform design decisions.</li><li>1.3 Clarify <i>specifications, parameters or constraints</i> of the brief in consultation with relevant colleagues.</li><li>1.4 Source and evaluate <i>information pertinent</i> to the brief.</li></ul>  |
| <b>2 Organise resources for graphic design.</b>     | <ul style="list-style-type: none"><li>2.1 Correctly identify the resources required for the graphic design, including <i>work space, materials, tools</i> and <i>equipment</i>.</li><li>2.2 Prepare and care for resources in accordance with <i>safety requirements</i> and organisational requirements.</li><li>2.3 Follow storage and inventory procedures in accordance with organisational procedures.</li></ul>  |
| <b>3 Test design approaches for graphic design.</b> | <ul style="list-style-type: none"><li>3.1 Produce a preliminary visual representation of the brief.</li><li>3.2 Identify possible approaches to the design and establish <i>criteria for the selection</i> of the final <i>approach</i>.</li><li>3.3 Select appropriate materials, tools and equipment for the testing of approaches and techniques.</li><li>3.4 <i>Test and experiment</i> with a range of <i>techniques</i> and materials which might meet the requirements of the brief.</li><li>3.5 Evaluate testing processes against selection criteria and select the preferred approach based on the requirements of the brief.</li><li>3.6 <i>Refine</i> and accurately <i>document</i> the design approach based on testing processes.</li></ul> |
| <b>4 Produce the graphic design.</b>                | <ul style="list-style-type: none"><li>4.1 Select and organise materials, tools and techniques for the graphic design in accordance</li></ul>   |

**ELEMENT****PERFORMANCE CRITERIA**

with the design approach.

4.2 Produce the graphic design ensuring consistency with the selected approach and the brief.

4.3 Present the work in accordance with the brief specifications.

## Required Skills and Knowledge

### Required Skills and knowledge

This section describes the skills and knowledge required for this unit.

#### Required skills:

- literacy skills sufficient to interpret a brief and communicate design ideas
- numeracy skills sufficient to deal with cost, layout, resolution issues, timetabling issues.

#### Required knowledge:

- work and ideas of other designers
- formal elements and principles of design in relation to graphic design
- techniques, materials, tools and equipment and their application to graphic design
- types of graphic design briefs
- history and theory of design in relation to graphic design
- copyright, moral rights and intellectual property issues and legislation and their relevance to graphic design.

## Evidence Guide

### EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the

## EVIDENCE GUIDE

Assessment Guidelines for the Training Package.

### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

The following evidence is critical to the judgement of competence in this unit:

- production of graphic design work demonstrating the application of selected techniques and consistency with the requirements of the brief.

### **Context of and specific resources for assessment**

The assessment context must provide for:

- practical demonstration of skills through the production of a graphic design which meets the requirements of a brief.

### **Method of assessment**

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- evaluation of graphic designs produced by the candidate
- questioning and discussion
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to the materials, resources and equipment needed to safely produce graphic design work.

## Range Statement

### RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***The brief:***

- describes and specifies the work to be completed
- is usually prepared by the commissioning body or organisation, e.g. supervisor, client, community organisation
- may be written, diagrammatic, visual, verbal.

The ***graphic design*** work may be:

- advertising
- annual reports
- banners
- book design
- corporate presentations
- corporate stationery
- invitation
- logos
- posters
- visual merchandising
- web design.

***Specifications*** would be articulated in the brief and may refer to:

- audience
- medium
- purpose
- style.

***Parameters or constraints*** may refer to:

- cost
- legal, contractual, ethical and copyright considerations
- material characteristics
- quantity

**RANGE STATEMENT**

- technology
- time frame.

*Information pertinent* to the brief may be about:

- client's organisational background
- health and safety considerations
- legal, contractual, ethical and copyright considerations
- product characteristics and statistics
- style considerations
- subject matter.

*Work space* needs may include:

- drafting table
- electronic equipment
- lighting and power requirements
- process-specific needs.

*Materials* may include:

- drawing implements
- inks
- range of papers of differing weights and textures
- wet mediums
- wood, board, fabrics, perspex, metal surfaces.



## RANGE STATEMENT

***Tools and equipment*** may include:

- a range of brushes
- air brush
- appropriate software, e.g. Adobe Photoshop, Illustrator, CAD, Quark Express, Powerpoint
- brushes
- computer
- digital camera
- drafting table and equipment
- hand tools
- light box
- nibs and pens
- printer
- projection equipment and screens
- scanner
- scrapers
- spatulas
- sponges
- spray cans
- spray gun
- storage devices.

***Safety requirements*** are in accordance with:

- Federal, State and Territory legislation, regulation and standards.

***Preliminary visual representation*** may involve:

- computer-aided drawing
- sketching
- technical drawing.

***Criteria for the selection*** of the approach may include:

- access to materials, tools and equipment required for the production of the graphic design
- access to specialist support services
- consistency with the brief for the graphic design
- ease of application
- personal affinity with medium and materials.

## RANGE STATEMENT

The ***approach*** may encompass:

- aesthetic considerations
- choice of medium and materials
- design solutions
- the parameters of the brief.

***Testing and experimenting*** may involve:

- exploring techniques by making practice pieces, test pieces, mock-ups or samples
- testing materials and their application.

***Techniques*** may include:

- digital imaging
- hand building (displays, installations, mock-ups)
- hand drawn illustration, lettering
- preparing work for printing processes.

***Refining*** the approach may involve:

- adjustment to consideration of elements and principles of design
- adjustment to content
- adjustment to utilise the extended capabilities of the technique
- no change.

***Documenting*** the approach may involve:

- final drawings, plans,
- illustrations, photographs
- written rationale or description.

## Unit Sector(s)

Not Applicable