CUVGRD607A Develop graphic designs for branding and identify

Release: 1

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Modification History

Version	Comments
CUVGRD607A	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to create graphic designs for branding and identity by combining creative and technical design expertise with a sound understanding of the particular factors that apply.

Application of the Unit

Graphic designers work in many different industry contexts. They may be employed in graphic design studios, commercial printing companies, advertising agencies, book and magazine publishers, television stations or in the marketing division of any business. Graphic designers also frequently offer their services on a freelance basis.

Designers often work with organisations to develop corporate or brand identity. These designs impart key messages about organisations or brands and their underpinning philosophies. Although designers at this level work with a high degree of autonomy, they are still likely to be members of a collaborative creative team.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
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

1. Interpret creative briefs	1.1 Analyse creative briefs in terms of **branding or identity objectives**
	1.2 Develop an understanding of the **broader context** for the design work
	1.3 Develop shared understandings of the **scope and nature of branding or identity work** with **relevant people**
	1.4 Negotiate and confirm practical considerations, including schedule and budgetary requirements
2. Evaluate potential approaches to branding and identity	2.1 Consider current and emerging **trends and ideas about branding and identity** and their impact on the project
	2.2 Analyse the client's current approach to identity and **brand strategy** in the context of the work project
	2.3 Identify the particular **production factors** that impact on branding and identity work
	2.4 Assess and respond to **legal considerations** for branding and identity design
3. Generate and assess ideas	3.1 Identify and source **references** for branding and identity work
	3.2 Explore the key **questions** that underpin branding and identity design
	3.3 Experiment with different techniques and media as an integral part of ideas generation
	3.4 Generate design ideas that support key client objectives
	3.5 Maximise contributions of others through collaboration on ideas as required
	3.6 Reflect on ideas for technical, creative and budgetary implications
	3.7 Refine and select approaches that best balance the overall needs of the brief
4. Develop designs to support branding and identity	4.1 Develop designs from initial concepts ensuring that all production and design factors are taken into account
	4.2 Realise designs from initial ideas by working confidently with the **elements and principles of design** and taking account of production factors
	4.3 Combine conceptual and technical expertise in creation of design solutions
	4.4 Engage in an ongoing process of testing, **creative**

	collaboration and refinement during the design process 4.5 Engage with *other experts* on relevant technical, legal and business requirements
5. Finalise designs	5.1 Negotiate and agree to modifications and amend designs as required 5.2 Develop accurate and comprehensive *documentation* to support the production process 5.3 Present final designs and documentation to relevant personnel and confirm
6. Evaluate design work and process	6.1 Evaluate completed design in terms of its *success* in meeting objectives 6.2 Assess the work against other creative, technical and business considerations 6.3 Analyse and evaluate feedback from client and others 6.4 Reflect on own role in design process and note areas for future improvement 6.5 Develop strategies for further development of own skills

Required Skills and Knowledge

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

Required skills

- communication skills to:
  - interpret and clarify written proposals and creative briefs
  - work collaboratively on complex ideas and projects
  - present ideas for discussion and feedback
  - produce accurate and detailed design documentation
- critical thinking and analytical skills to:
  - evaluate branding and identity needs and develop sophisticated design solutions
  - distil key ideas and approaches from complex and varying information and ideas
- initiative and enterprise skills to see opportunities for new and creative approaches to design challenges
- literacy skills to engage with potentially complex information at an advanced level
- self-management and organisational skills to:
  - take responsibility for the design challenge
  - meet responsibilities within a collaborative project
- problem-solving skills to take ownership of complex technical and conceptual challenges and develop creative solutions in response
- numeracy skills to interpret and work within project budgets
- technology skills to:
  - use the advanced features of current graphic design software programs
  - use the internet as a research tool.

Required knowledge

- current and emerging trends and ideas in the area of branding and identity
- key people involved in branding and identity design work, and their typical roles, responsibilities and interrelationships – particularly in relation to the graphic designer
- different types of branding and identity design projects and the particular considerations that apply
- ways in which consumers respond to branding and identity for different types of products and services
- production factors for different types of designs across the broad range of print and digital media
- sources of ideas about branding and identity design
- formal principles and elements of design
- collaborative processes used in graphic design
- critical and creative thinking techniques that can be used as part of the design process
- intellectual property issues and legislation in relation to designs for branding and identity
- sustainability considerations for branding and identity design.

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 Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • independently conceive and create professional graphic design solutions for branding and identity • work confidently with the elements and principles of design across multiple branding and identity projects • collaborate effectively on creative, technical and organisational issues.
Context of and specific resources for assessment	Assessment must ensure: • access to industry-current graphic design technologies • collaboration with others to reflect the design process.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • evaluation by industry professionals of design solutions developed by the candidate • evaluation of presentations made by the candidate about work developed • evaluation of processes used by the candidate to conceive, plan and realise the work • evaluation of the effectiveness of project management evidenced through completion of work on time and on budget • evaluation of a candidate's visual diary or other forms of documentation showing the development of the designs • questioning and discussion about candidate's intentions and the work outcome • review of portfolios of evidence • review of third-party reports from experienced practitioners. 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).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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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.

Branding or identity objectives may relate to:	• corporate identity • corporate branding • product branding.
Broader context may relate to:	• broader marketing objectives • client preferences and perceptions • cost constraints • current approaches to corporate branding and identity within the organisation • current place of the product or organisation in the marketplace • industry trends • key relationships for the project • overall direction or philosophy of the organisation • where the role of the designer begins and ends.

Scope and nature of branding or identity work may include:	• design of corporate materials, such as:
	  • branding and identity standards and manuals
	  • stationery
	• digital design:
	  • intranet
	  • mobile phone
	  • personal digital assistant (PDA)
	  • web
	• games design
	• logo design
	• signage design
	• specific product branding.

Relevant people may include:	• art directors • clients • creative directors • employers • image experts • IT experts • marketers

	- mentors - other artists and designers - potential customers - public relations advisors - supervisors.
Trends and ideas about branding and identity may relate to:	- changing consumer behaviour - changing social mores - consumer sophistication - demographic patterns - impact of technology (e.g. viral branding) - relationships between brand, identity and other aspects of business - types of imagery.
Brand strategy may relate to:	- brand: - architecture - community - culture - equity - essence - extension - co-branding - corporate brand versus product brand - viral branding.
Production factors may relate to:	- printing requirements - use of work in multiple media.
Legal considerations may relate to:	- competitor activity - intellectual property - moral rights.
References may include:	- digital images - film and video - internet - models - marketing data - own experience - product information - photographs - previous work - reference books, journals and texts - scripts - technical data

	• work of other designers • writings.
Questions may include:	• how can the design reflect the organisation's values and philosophy? • how can the design show what the organisation is interested in? • how can the design stand out from the crowd? • what is the client really trying to achieve? • what practical considerations do I need to think about? • what relationships is the design seeking to build? • who is the design talking to and how does that group interact with images and words?
Elements and principles of design relate to:	• alignment • balance • coherence • colour • composition • contrast • direction • dominance • emphasis • form • line • movement • pattern • positive and negative space • proportion • proximity • repetition • rhythm • shape • simplicity or complexity • subordination • texture • unity.
Creative collaboration and refinement may involve:	• client consultation • informal conversations with peers • modelling • technical discussions • workshopping of ideas.
Other experts may be professionals in the	• advertising • image

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areas of:	• information technology • marketing • public relations • research • writing.
Documentation may include:	• creative rationale • finished art • instructions for printers • production specifications • technical data.
Success may be measured by:	• client feedback • cost effectiveness • customer comments • sales achieved.

Unit Sector(s)

Visual communication – graphic design

Custom Content Section

Not applicable.

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