



Australian Government

Department of Education, Employment and Workplace Relations

BSBDES304A Source and apply design industry knowledge

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to source, apply and update a general knowledge of the design industry.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals who need to source and apply knowledge on the design industry to support professional design practice.</p> <p>The unit acknowledges the concept of a design industry and design as a discrete profession. BSBDES202A Evaluate the nature of design in a specific industry context is more appropriate for those involved in design related activity as part of a broader job role.</p> <p>Design is a practice based on problem solving, aesthetics, materials and processes. It refers to professional design of work involving two dimensions and forms in space which respond to a brief, and may relate to the design of digital media, graphics, illustrative work, industrial designs, events/exhibits, fashion, jewellery, fashion accessories, furniture, furnishing, interior or urban design.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Source and apply information on the structure and operation of the design industry	1.1. Identify and access <i>information on the design industry</i> and professional design practice 1.2. Use and analyse knowledge of the design industry appropriately, to inform own design practice and work
2. Source and apply knowledge on employment obligations and opportunities that impact on designers	2.1. Obtain information on <i>employment obligations and opportunities</i> in the design industry 2.2. Apply knowledge of employment obligations and opportunities appropriately, within day-to-day work activities
3. Seek information on new design technology	3.1. Correctly identify sources of <i>information on new technology</i> affecting different areas of design practice 3.2. Investigate relevant technologies to assist effective work performance
4. Update industry knowledge	4.1. Identify and use a range of <i>opportunities to update knowledge of the design industry</i> and monitor current <i>issues of concern</i> to the industry 4.2. Share updated knowledge with colleagues and peer group as appropriate, and incorporate into day-to-day work activities
5. Apply information on ethical and legal work practices	5.1. Source <i>information on ethical and legal work practices</i> in the context of design 5.2. Share updated knowledge on ethical and legal work practice in day-to-day work activities

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to share industry information in day-to-day activities
- learning and self-management skills to take responsibility for ongoing learning and development
- research and literacy skills to source and interpret industry information.

Required knowledge

- concept of a design industry, what it means, the typical questions and issues about whether a design industry exists, and how a design industry relates to other industries
- copyright, moral rights and intellectual property issues and legislation, and their impact on the design industry
- current and emerging technologies used within the design industry
- design industry including different sectors and their interrelationships, plus the historical development of the industry
- etiquette and ethics as they apply to key design disciplines within the industry
- global nature of design activity
- impact of convergence in the design industry
- key design disciplines, how they interrelate and key roles and responsibilities
- key design industry terminology
- nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees
- obligations of employees, including attendance, ethical behaviour, taking directions, confidentiality, work performance, safety and care
- obligations of employers, including safe system of work and non-discrimination
- sources of information on the design industry and ways of maintaining current industry knowledge.

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 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 following is essential:

- knowledge of the design industry, design as a profession and the relationship between design and other industries
- application of industry knowledge to work activities, maximising effective performance
- knowledge of ways to maintain currency in design industry trends and practice.

Context of and specific resources for assessment

Assessment must ensure:

- access to sources of information on the design industry.

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:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- oral or written questioning to assess knowledge of different aspects of the design industry.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

<p><i>Information on the design industry</i> should relate to:</p>	<ul style="list-style-type: none"> • different sectors, and products and services available • economic and social significance of the industry • industry structure • prominent design practitioners, companies and practices • relationship between design and allied industries such as: <ul style="list-style-type: none"> • film, television, radio, digital media • journalism • manufacturing • music • photoimaging • retail • scientific/medical • sport • tourism • visual arts and craft
<p><i>Employment obligations and opportunities</i> may relate to:</p>	<ul style="list-style-type: none"> • best practice models • career opportunities • professional associations • roles, responsibilities and employment rights of contracted workers • unions and employer bodies
<p><i>Information on new technology</i> may relate to:</p>	<ul style="list-style-type: none"> • advances in technology and equipment • likely effects of new technology on current work practices and the structure of the industry • sources of technical advice and support • ways of upgrading skills to allow for the use of new technology
<p><i>Opportunities to update</i></p>	<ul style="list-style-type: none"> • conferences, symposiums, workshops, master classes

RANGE STATEMENT	
<i>knowledge of the design industry</i> may relate to:	<ul style="list-style-type: none"> • discussions with industry practitioners and colleagues • exhibitions/events • expositions • industry associations and organisations • industry functions • industry journals • internet • media • personal observations and experience • policy and procedures manuals • reference manuals • seminars and other professional development opportunities • unions and other sources of industrial relations information
<i>Issues of concern</i> to the industry may be related to:	<ul style="list-style-type: none"> • changing nature of the marketplace • convergence • government initiatives • industry expansion • labour issues
<i>Information on ethical and legal work practices</i> may relate to:	<ul style="list-style-type: none"> • contracts • copyright, moral rights and intellectual property issues • legal requirements • permits

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Design - Design Process
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Co-requisite units

Co-requisite units		