Australian Government

CUA50715 Diploma of Graphic Design

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

CUA50715 Diploma of Graphic Design

Modification History

Release	Comments
Release 1	This qualification first released with CUA Creative Arts and Culture Training Package version 2.0.

Qualification Description

This qualification reflects the role of individuals who combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. Practice at this level is underpinned by application of design theory and practice and the ability to analyse and synthesise information from a range of sources to generate design solutions.

Practitioners may work in many different commercial and community contexts across both print and digital media.

Licensing/Regulatory Information
No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

To enter this qualification, individuals must provide evidence of their technical skills and ability to:

- produce multiple examples of graphic design work that respond effectively to different design challenges
- produce typography that supports the overall design solution
- use graphic design industry software

Skills may have been acquired through personal or work experience, or through formal study.

Innovation and Business Skills Australia

Packaging Rules

Total number of units = 19
9 core units plus
10 elective units of which:

- 6 units must be selected from the electives listed below
- 4 units may be selected from the remaining listed electives or any currently endorsed training package qualification or accredited course at Certificate IV, Diploma or Advanced Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.

Core units
BSBDES403 Develop and extend design skills and practice
CUAACD501 Refine drawing and other visual representation tools
CUAGRD501 Research visual communication history and theory
CUAGRD502 Produce graphic designs for 2-D and 3-D applications
CUAGRD503 Produce typographic design solutions
CUAGRD504 Create and manipulate graphics
CUAGRD505 Design and manipulate complex layouts
CUAGRD506 Develop graphic design practice to meet industry needs
CUAPPR503 Present a body of own creative work

Elective units
BSBADV509 Create mass print media advertisements
BSBADV510 Create mass electronic media advertisements
BSBCMM401 Make a presentation
BSBCRT301 Develop and extend critical and creative thinking skills
BSBCRT401 Articulate, present and debate ideas
BSBCRT402 Collaborate in a creative process
BSBCRT501 Originate and develop concepts
BSBDES402 Interpret and respond to a design brief
BSBDES501 Implement design solutions
BSBDES502 Establish, negotiate and refine a design brief
BSBEBU502 Implement e-business solutions
BSBIPR401 Use and respect copyright
BSBIPR404 Protect and use innovative designs
BSBIPR405 Protect and use intangible assets in small business
BSBMKG418 Develop and apply knowledge of marketing communication industry
BSBMKG421 Optimise digital media impact
BSBMKG524 Design effective user experiences
BSBMKG530 Create distributed multiplatform digital advertisements
BSBPMG522 Undertake project work
BSBWHS501 Ensure a safe workplace
BSBWOR501 Manage personal work priorities and professional development
BSBWRT401 Write complex documents
BSBWRT501 Write persuasive copy

CUAACD502 Create observational drawings
CUAACD503 Select and refine a specialised drawing technique
CUAACD504 Research and apply light and colour
CUAACD506 Refine 2-D design ideas and processes
CUAACD507 Refine 3-D design ideas and processes
CUAACD512 Work with photomedia in creative practice
CUADIG304 Create visual design components
CUADIG401 Author interactive media
CUADIG403 Create user interfaces
CUADIG501 Coordinate the testing of interactive media products
CUADIG502 Design digital applications
CUADIG503 Design e-learning resources
CUADIG506 Design interaction
CUADIG507 Design digital simulations
CUADIG509 Investigate technologies for the creation of digital art
CUAILL401 Develop and refine illustrative work
CUAILL501 Develop professional illustrations
CUAIND401 Extend expertise in specialist creative fields
CUAIND402 Provide freelance services
CUAIND502 Maintain and apply creative arts industry knowledge
CUAPHI501 Apply visual communication theories to photo imaging practice
CUAPHI513 Employ colour management in a digital imaging workplace
CUAPHI514 Prepare digital images for pre-press processing
CUAPOS402 Manage media assets
CUAPPR501 Realise a body of creative work
CUAPPR502 Develop own sustainable professional practice
CUAPPR504 Establish and maintain environmentally sustainable creative practice
CUASOU304 Prepare audio assets
ICPPRN384 Set up and produce basic digital print
ICPPRN496* Set up and produce complex digital print
ICPPRP422 Digitise complex images for reproduction
ICPPRP430 Manage colour
ICPPRP435 Generate complex imposition
ICPPRP484 Set up and operate automated workflow
ICTWEB501 Build a dynamic website
SITXICT401 Build and launch a small business website

*Note the following prerequisite unit requirements:

Unit in this qualification	Prerequisite unit
ICPPRN496 Set up and produce complex digital print	ICPPRN384 Set up and produce basic digital print

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA50715 Diploma of Graphic Design	CUV50311 Diploma of Graphic Design	Updated to meet Standards for Training Packages. Clarification of packaging rules. Unit codes updated.	Equivalent qualification

Links

Companion volumes are available from the IBSA website - http://www.ibsa.org.au/companion_volumes