



Australian Government

CUA50720 Diploma of Graphic Design

Release 1

CUA50720 Diploma of Graphic Design

Modification History

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

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. The job roles that relate to this qualification may include Graphic Designer, and related roles such as Studio Manager. It may also provide pathways to other related roles in graphic design and associated industries.

Licensing, legislative, regulatory or certification considerations

Qualification

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

Units of competency in qualification

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

Entry Requirements

Individuals must provide evidence of their technical skills and ability to:

- produce multiple examples of graphic design work that meets different design requirements
- produce typography that supports the overall design solution
- use graphic design industry software.

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

Packaging Rules

Total number of units = 19

9 core units plus

10 elective units, of which:

- 6 must be from the electives listed below
- 4 may be from the remaining listed electives or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Where relevant, the choice of elective units set out in the packaging rules above can serve to provide the qualification with one of the following specialisations. The rules to achieve a specialisation are detailed at qualification end.

- Illustration

Core units

CUAACD531 Refine drawing and other visual representation tools

CUADES413 Develop and extend design skills and practice

CUAGRD501 Research visual communication history and theory

CUAGRD502 Produce graphic designs for 2-D and 3-D applications

CUAGRD503 Produce typographic design solutions

CUAGRD514 Create and manipulate graphics

CUAGRD515 Design and manipulate complex layouts

CUAGRD516 Develop graphic design practice to meet industry needs

CUAPPR513 Present a body of own creative work

Elective units

BSBCMM411 Make presentations

BSBCRT412 Articulate, present and debate ideas

BSBCRT413 Collaborate in creative processes

BSBCRT512 Originate and develop concepts

BSBTEC501 Develop and implement an e-commerce strategy

BSBLEG525 Apply legal principles in intellectual property law matters

BSBESB402 Establish legal and risk management requirements of new business ventures

BSBMKG439 Develop and apply knowledge of communications industry

BSBMKG437 Create and optimise digital media

BSBMKG551 Create multiplatform advertisements for mass media

BSBMKG546 Develop social media engagement plans

BSBPMG430 Undertake project work

BSBPRC402 Negotiate contracts

BSBTWK401 Build and maintain business relationships

BSBWHS501 Ensure a safe workplace

BSBPEF501 Manage personal and professional development

BSBWHS512 Contribute to managing work-related psychological health and safety

BSBWRT411 Write complex documents

BSBMKG555 Write persuasive copy

CUAACD532 Create observational drawings

CUAACD533 Select and refine a specialised drawing technique

CUAACD534 Research and apply light and colour

CUAACD536 Refine 2-D design ideas and processes

CUAACD537 Refine 3-D design ideas and processes

CUAACD522 Work with photomedia in creative practice

CUAANM513 Design specifications for animation and digital visual effects

CUACMP511 Manage copyright arrangements

CUADES412 Interpret and respond to a design brief

CUADES511 Implement design solutions

CUADES512 Establish, negotiate and refine a design brief

CUADIG304 Create visual design components

CUADIG401 Author interactive media

CUADIG413 Create user interfaces

CUADIG511 Coordinate testing of interactive media products

CUADIG512 Design digital applications

CUADIG513 Design e-learning resources

CUADIG516 Design interactions

CUADIG517 Design digital simulations

CUADIG519 Investigate technologies for the creation of digital art

CUAFIM511 Source funding for projects

CUAAILL401 Develop and refine illustrative work

CUAAILL511 Develop professional illustrations

CUAAILL512 Refine illustration techniques

CUAIND411 Extend expertise in specialist creative fields

CUAIND412 Provide freelance services

CUAIND512 Enhance professional practice using creative arts industry knowledge

CUAMWB401 Develop and implement own self-care plan in the creative industries

CUAMWB402 Manage feedback on creative practice

CUAMWB501 Support mental wellbeing of others and apply risk management strategies in work environments

CUAMWB502 Work with confronting material and processes in the creative industries

CUAPHI531 Apply visual communication theory to photo imaging practice
 CUAPHI523 Employ colour management in a digital imaging workplace
 CUAPHI524 Prepare digital images for pre-press processing
 CUAPOS412 Manage media assets
 CUAPPR408 Integrate disability access and inclusion
 CUAPPR511 Realise a body of creative work
 CUAPPR512 Develop sustainability of own professional practice
 CUAPPR514 Establish and maintain environmentally sustainable creative practice
 CUASOU304 Prepare audio assets
 FNSORG501 Develop and manage a budget
 ICPPRN3840 Set up and produce basic digital print
 ICPPRN4960* Set up and produce complex digital print
 ICPPRP422 Digitise complex images for reproduction
 ICPPRP4300 Manage colour
 ICPPRP4350 Generate complex imposition
 ICPPRP4840 Set up and operate automated workflow
 ICTWEB513 Build dynamic websites
 SITXEBS003 Build and launch a small business website

*Note the following prerequisite unit requirements:

Unit in this qualification	Prerequisite unit
ICPPRN4960 Set up and produce complex digital print	ICPPRN3840 Set up and produce basic digital print

Specialisations

The achievement of a specialisation will be identified on testamurs as follows:

- CUA50720 Diploma of Graphic Design (Illustration).

Packaging rules to achieve a specialisation

Illustration

- 6 elective units must be selected from the listed electives and must include CUAILL401 Develop and refine illustrative work, CUAILL511 Develop professional illustrations and CUAILL512 Refine illustration techniques.

Qualification Mapping Information

Supersedes and is equivalent to CUA50715 Diploma 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>