



Australian Government

CUA60415 Advanced Diploma of Creative Product Development

Release 1

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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 have high level technical, creative and conceptual skills which they apply across a range of creative arts industry contexts.

Practice at this level is underpinned by the ability to research, analyse, conceive and develop ideas and negotiate solutions.

Licensing/Regulatory Information

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

Entry Requirements

Nil

Packaging Rules

Total number of units = 16

4 core units plus

12 elective units of which:

- 6 units must be selected from Group A
- 2 units must be selected from Group A or Group B
- 4 units may be selected from the remaining listed electives or any currently endorsed training package qualification or accredited course at Diploma or Advanced Diploma.

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

BSBWHS501 Ensure a safe workplace

CUACMP501 Manage copyright arrangements

CUADES601 Design innovative products

CUAIND502 Maintain and apply creative arts industry knowledge

Elective units

Group A

BSBCRT501 Originate and develop concepts

BSBCRT601 Research and apply concepts and theories of creativity

BSBDES501 Implement design solutions

BSBDES502 Establish, negotiate and refine a design brief

BSBDES601 Manage design realisation

BSBDES602 Research global design trends

BSBDES801 Research and apply design theory

BSBDIV803 Develop cross cultural communication and negotiation strategies

BSBINN801 Lead innovative thinking and practice

BSBSUS501 Develop workplace policy and procedures for sustainability

CUAACD501 Refine drawing and other visual representation tools

CUAACD601 Extend professional expertise with drawing and other visual representation tools

CUAACD602 Extend professional expertise across new art forms and media

CUADIG507 Design digital simulations

CUAGRD601 Engage in the business of graphic design

CUAGRD602 Originate graphic designs for complex briefs

CUAGRD603 Extend typographic design expertise

CUAPHI501 Apply visual communication theories to photo imaging practice

CUAPPR503 Present a body of own creative work

CUAPPR504 Establish and maintain environmentally sustainable creative practice

CUAPPR601 Originate a body of independent creative work

CUAPPR602 Collaborate in professional creative projects

CUAPPR603 Engage in the business of creative practice

CUAPPR604 Publicly present a body of own creative work

CUAPPR605 Evolve ideas for professional creative work

CUAPPR606 Extend expertise in a specialised art form to professional level

Group B

BSBFIM601 Manage finances
 BSBINM601 Manage knowledge and information
 BSBLDR803 Develop and cultivate collaborative partnerships and relationships
 BSBMGT608 Manage innovation and continuous improvement
 BSBMGT616 Develop and implement strategic plans
 BSBMGT617 Develop and implement a business plan
 BSBMKG603 Manage the marketing process
 BSBMKG605 Evaluate international marketing opportunities
 BSBMKG607 Manage market research
 BSBMKG609 Develop a marketing plan
 BSBPMG601 Direct the integration of projects
 BSBPUB402 Develop public relations campaigns
 BSBRES801 Initiate and lead applied research
 BSBRSK501 Manage risk
 CUAFIM401 Obtain revenue to support operations
 CUARES502 Critique cultural works
 CUARES602 Extend cultural research expertise
 PSPPROC607A Manage strategic contracts
 SITXMPR501 Obtain and manage sponsorship

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA60415 Advanced Diploma of Creative Product Development	CUV60311 Advanced Diploma of Creative Product Development	Updated to meet Standards for Training Packages. Clarification of packaging rules. Expired units removed from electives. Unit codes updated.	Equivalent qualification

Links

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