CUAACD506 Refine 2-D design ideas and processes

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to extend understanding and use of two-dimensional (2-D) design ideas and processes for the production of work at a professional level.

It applies to individuals who work with a wide and potentially complex range of ideas about 2-D design.

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

Unit Sector

Visual communication – art, craft and design

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Originate ideas for 2-D design	1.1 Generate ideas for design concepts through research, exploration and experimentation
	1.2 Develop initial design concepts consistent with the aim of the work or specifications in the brief
	1.3 Evaluate and explore options that best suit the design brief
	1.4 Refine options and select the approach that best meets design brief requirements
2. Plan design process	2.1 Develop a clear plan and schedule for design realisation
	2.2 Organise and allocate resources to meet required standards, timeframes and budget
	2.3 Liaise with others involved in design realisation as required

ELEMENT	PERFORMANCE CRITERIA
	2.4 Monitor process to ensure purpose and quality of the design is maintained
	2.5 Identify difficulties or problems and take action to rectify them
	2.6 Maintain accurate, relevant and complete documentation
3. Refine and consolidate process	3.1 Develop effective 2-D designs and design processes
	3.2 Apply relevant ethical, organisational and legislative requirements to design activities
	3.3 Develop and document a design process that reflects own style and approach
	3.4 Identify opportunities for refinement and review and make adjustments as required
	3.5 Communicate the design process and the final solution using effective work documentation
	3.6 Prepare and present 2-D design solutions to key people
4. Maintain expertise	4.1 Use feedback from others to improve own design skills
	4.2 Stay up-to-date with industry standards and seek opportunities to further develop technical and conceptual skills
	4.3 Source new ideas and trends through regular review of the work of others
	4.4 Keep informed about new creative approaches, techniques, materials and equipment for 2-D design

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 4.3, 4.4	• Interprets and evaluates a range of visual and textual information to generate ideas, identify requirements of design projects and maintain awareness of industry trends and practices
Writing	1.1, 2.1, 2.2, 2.6, 3.3, 3.4, 3.5	• Develops and refines a range of detailed textual and visual documents using clear language and industry specific terminology

Oral Communication	2.3, 3.6, 4.1, 4.4	• Uses detailed and clear language to present and share information with others • Uses active listening and questioning techniques to elicit information and confirm understanding
Numeracy	2.1, 2.2	• Performs mathematical calculations to schedule work activities and allocate resources within budget requirements
Navigate the world of work	3.2, 4.2	• Takes responsibility for compliance with legal, ethical and organisational requirements associated with design work • Maintains knowledge of industry standards in order to perform role
Interact with others	2.3, 3.6, 4.1, 4.4	• Selects and uses appropriate conventions and techniques when liaising with colleagues to provide information, present designs, seek feedback and gather current industry information
Get the work done	1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.4, 2.5, 2.6, 3.1, 3.3, 3.4, 3.6, 4.1, 4.4	• Develops ideas in response to parameters of a brief using independent research and experimentation • Develops a structured plan for the design process incorporating scheduling, resource allocation and required communication • Monitors progress and determines solutions to problems as they are encountered • Independently manages the development and refinement of the design process in documents that reflects personal style and originality

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAACD506 Refine 2-D design ideas and processes	CUVACD506A Refine 2-D design ideas and processes	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5

PwC's Skills for Australia