



Australian Government

CUADES412 Interpret and respond to a design brief

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 5.0.

Application

This unit describes the skills and knowledge required to interpret and creatively respond to a design brief through the production of work. Individuals are required to integrate the creative, communication and planning processes that support effective response to a design brief.

The unit applies to those who work in any industry or design context where work is prescribed by a commissioning agent/client in a brief. Work is carried out independently, although guidance is available if required.

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

Unit Sector

Design – Design Process

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Interpret design brief	1.1 Analyse the specifications of design brief 1.2 Establish client for the proposed product/service 1.3 Identify and clarify specifications, parameters or constraints of design brief in consultation with required personnel 1.4 Source and evaluate information pertinent to design brief
2 Explore and develop design concept	2.1 Generate ideas for design concept through research, exploration and experimentation 2.2 Develop initial design concept consistent with design brief parameters 2.3 Evaluate and explore options for refining concept that meets design brief parameters

ELEMENT	PERFORMANCE CRITERIA
	2.4 Refine options and select approach which best meets design brief requirements
3 Liaise with client	3.1 Agree on communication process and frequency of communication with client 3.2 Present concepts for work at required stages during design process 3.3 Present and explore different options and creative ideas with client when required 3.4 Reach agreement on concept for work which complies with design brief
4 Plan production of work	4.1 Assess specific design production risks 4.2 Identify all components required to produce a prototype 4.3 Assess technical requirements for production against specified guidelines 4.4 Identify and consult with support services required for production 4.5 Produce a prototype and evaluate against design brief requirements 4.6 Analyse prototype and determine any further adjustments to production requirements 4.7 Finalise production specifications supported by required documentation
5 Complete production of work	5.1 Collect and organise required components for the work 5.2 Produce or monitor the production of work and confirm all parameters of design brief are met 5.3 Document work progress in format required for the nature of the design and requirements of design brief 5.4 Seek client approval for work as required

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Analyses textual information and interprets job specifications
Writing	Develops, documents and amends workplace documentation using specific industry-related terminology

SKILL	DESCRIPTION
Oral Communication	• Participates actively in verbal exchanges of ideas and elicits the views and opinions of others using listening and questioning techniques • Clarifies, explains and presents information using clear language
Numeracy	• Interprets numeric data and applies mathematical calculations to produce prototype according to design specification
Teamwork	• Identifies the requirements of important communication exchanges, selecting applicable channels, format, tone and content to suit purpose and audience • Collaborates and negotiates with others to achieve joint outcomes
Self-management	• Takes responsibility for planning and implementing required tasks
Problem-solving	• Analyses and evaluates information systematically to aid in decision making and problem solving
Initiative and enterprise	• Applies some basic principles of lateral thinking to generate new or innovative ideas • Understands and explicitly applies some basic principles of lateral thinking to generate new or innovative ideas

Unit Mapping Information

Supersedes and is equivalent to BSBDES402 Interpret and respond to a design brief.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>