



Australian Government

CUADES512 Establish, negotiate and refine 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 work proactively with a client or commissioning organisation to develop and negotiate a design brief. It involves determining design requirements with stakeholders, developing and refining the design brief and finalising the terms and conditions of the brief.

It applies to individuals working in any industry or design context where the designer plays a key role in determining the scope and nature of work required. Establishment, negotiation and refinement of a design brief requires the integration of highly-developed creative thinking, communication and planning skills in a process that may not be linear. Adaptability and effective responses to change and new ideas are crucial.

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. Establish design requirements	1.1 Identify and make contact with required stakeholders for the design project, in addition to the client 1.2 Identify and source information and references required for design project 1.3 Undertake critical analysis of sources and extract key information to inform the design project 1.4 Determine overall objectives and parameters for design project in collaboration with client and other key stakeholders

ELEMENT	PERFORMANCE CRITERIA
	1.5 Seek, review and act on information needed to inform constructive communication with client
2. Develop and refine design brief	2.1 Develop concepts and ideas for inclusion in design brief 2.2 Undertake own analysis of concept and challenge ideas and approaches taken 2.3 Present ideas in applicable format/medium and discuss, debate and critically analyse in collaboration with key stakeholders 2.4 Re-evaluate and refine options based on own analysis and discourse with others 2.5 Establish and agree on final nature and scope of design brief with client and document details according to organisational policies, procedures and standards
3. Negotiate terms and conditions	3.1 Negotiate and agree terms and conditions of brief in accordance with applicable organisational and professional standards 3.2 Clarify, agree and document roles and responsibilities of those involved in the project 3.3 Confirm agreements in writing in accordance with organisational policies and procedures 3.4 Identify the need for specialist advice when developing formal agreements or contracts, and seek required assistance

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	Identifies and interprets textual information from various sources
Writing	Develops different documents using applicable vocabulary, context and formatting for different audiences
Oral Communication	- Participates in discussions and elicits views of others using questions and listening techniques - Presents ideas and seeks feedback from others using applicable tone, vocabulary and language structures
Numeracy	Interprets and applies numeric information applicable to design brief
Self-management	Identifies and adheres to organisational policies and procedures, industry standards and legislative requirements during planning and design of design solution

Teamwork	• Seeks information from stakeholders using applicable communication conventions and protocols • Uses a range of collaborative techniques to clarify and refine ideas and negotiate agreeable outcomes with others • Clarifies and refines ideas and negotiates agreeable outcomes with others using different collaborative techniques
Planning and organising	• Sequences and schedules complex activities, monitors implementation, and manages required communication
Problem-solving	• Applies formal problem-solving processes when responding to unpredictable issues and challenges that arise during the testing process
Initiative and enterprise	• Makes different critical and non-critical decisions in complex and non-complex situations, taking client and organisational requirements and possible constraints into account • Generates new and innovative ideas and concepts through exploration, analysis and critical thinking

Unit Mapping Information

Supersedes and is equivalent to BSBDES502 Establish, negotiate and refine 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>