Assessment Requirements for CUAGRD501 Research visual communication history and theory

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.

Performance Evidence

Evidence of the ability to:

- select appropriate research focus and information sources based on professional needs
- use analysis skills to extract ideas and information from research for integration into professional practice
- communicate ideas effectively orally and in written presentations
- determine ways to use research in own professional practice.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain the criteria for selection of a meaningful research focus to support visual communication practice
- list and describe historical and contemporary sources for research into visual communication
- explain the characteristics of a 'substantiated opinion or idea'
- discuss fundamental components of visual communication
- explain the relationship between the history and theory of visual communication to a developing professional
- briefly summarise contemporary trends and practices in visual communication
- summarise the influences of technology on visual communication, in historical and contemporary contexts.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- a range of visual communication history and theory information sources
- opportunities for discussion with industry professionals and presentation of ideas.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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