Australian Government

CUAGRD502 Produce graphic designs for 2-D and 3-D applications

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 plan and produce a body of two-dimensional (2-D) and three-dimensional (3-D) graphic design work in response to a variety of visual communication challenges. Design work will show a well-developed command of relevant software programs and the creative ability to generate ideas to meet the different needs of design briefs.

It applies to individuals who work as graphic designers in a wide variety of industry contexts such as design studios, commercial printing, advertising, book and magazine publishing, television or the marketing division of any business.

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

Unit Sector

Visual communication – graphic 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. Interpret briefs for 2-D and 3-D work	1.1 Confirm the objectives of the work based on the design brief 1.2 Evaluate design brief specifications 1.3 Source and evaluate other information and considerations pertinent to design brief
2. Collaborate and liaise with others	2.1 Identify relevant people who contribute to the design process 2.2 Collaborate with others to inform and enhance the design

ELEMENT	PERFORMANCE CRITERIA
	process 2.3 Invite critical analysis of own work by others and act on feedback
3. Develop and present ideas for 2-D and 3-D work	3.1 Explore a range of sources to inform ideas for work, and consider associated intellectual property implications 3.2 Evaluate ideas and options for meeting the brief using critical and creative thinking techniques 3.3 Experiment with techniques, equipment and media to develop ideas 3.4 Consider new and different approaches to format, type and visuals 3.5 Evaluate and review ideas for technical viability and suitability for communicating key messages 3.6 Produce and present visual representations of the design proposal 3.7 Produce clearly written explanatory information to support visual representation
4. Plan and organise the production of work	4.1 Assess specific processes, materials and technologies needed to realise technical and creative aspects of proposed designs 4.2 Determine and organise the financial, physical and other resources required to complete the project 4.3 Develop a realistic timeframe for the production of work 4.4 Assess and respond to possible project constraints and risks 4.5 Monitor the project workflow 4.6 Develop production specifications supported by comprehensive visual and written documentation of the design processes
5. Realise 2-D and 3-D designs	5.1 Extend skills with selected processes, materials and technologies to fulfil the objectives of the brief 5.2 Consider the elements and principles of design and manipulate format, type and visual elements to achieve desired effects 5.3 Engage in ongoing evaluation and refinement of creative and technical aspects 5.4 Apply safe work practices during the production process
6. Finalise artwork	6.1 Prepare artwork to technical production specifications 6.2 Create documentation to support the final artwork

ELEMENT	PERFORMANCE CRITERIA
	6.3 Conduct final checks and proofing processes 6.4 Make necessary adjustments and confirm final artwork and documentation with others as required
7. Evaluate own work	7.1 Review work in progress and final work against requirements of the brief 7.2 Identify and respond to opportunities for refinement and re-thinking 7.3 Evaluate efficiency and effectiveness of the work process 7.4 Reflect on completed work to recognise own professional practice and skill development needs

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
Learning	7.4	• Uses reflection to critically evaluate work performance and consider further skill development requirements
Reading	1.1, 1.2, 3.1, 6.1, 6.3, 7.1	• Interprets and evaluates information from a range of sources and determines how content may be applied in work contexts • Reviews specifications and requirements for proofing purposes
Writing	3.7, 4.6, 6.2, 6.4	• Uses clear, specific language and industry related terminology to prepare detailed information that conveys design concept realisation, production processes and specifications
Oral Communication	2.2, 2.3, 3.6, 6.4	• Initiates discussions with others encouraging exchange of ideas and feedback • Uses listening and questioning to confirm work meets requirements • Presents detailed information to others using language, tone and pace appropriate to audience and purpose
Numeracy	4.2, 4.3	• Calculates project costs and production time frames
Navigate the	3.1, 5.4	• Considers intellectual property requirements when undertaking research for work projects

world of work		• Adheres to safe work practice and regulatory requirements
Interact with others	2.2, 2.3, 3.6, 6.4	• Uses appropriate communication methods and practices to foster a collaborative approach to design processes and the presentation of final solutions to others
Get the work done	1.3, 2.1, 3.1-3.6, 4.1-4.6, 5.1-5.4, 6.1, 6.3, 6.4, 7.2, 7.3	• Develops plans that include logically sequenced tasks required to produce 2D and 3D design solutions • Invests time in developing and shaping options using a combination of creative and critical thinking and exploratory practice to strengthen design solutions before making final choices • Makes a range of critical decisions, taking a range of anticipated risks and identified constraints into account • Checks final production process for adherence to specifications and identifies necessary adjustments • Considers purpose, needs and limitations when selecting and using digital applications for a range of tasks involved in production of design work • Uses evaluation and review to identify improvement opportunities

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD502 Produce graphic designs for 2-D and 3-D applications	CUVGRD502A Produce graphic designs for 2-D and 3-D applications	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.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5