



**Australian Government**

# **CUAGR504 Create and manipulate graphics**

**Release: 1**

## CUAGRD504 Create and manipulate graphics

### 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 create and manipulate graphics using a combination of creative design skills and technical software proficiency.

It applies to individuals working in various industries such as graphic design, commercial printing, advertising, publishing, television and marketing. Individuals work independently and create original graphics or work with graphic objects created by others.

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

### Unit Sector

Visual communication – graphic design

### 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. Analyse design needs	1.1 Confirm communication objectives for the graphics work based on the design brief and consultation with relevant people as required 1.2 Evaluate design brief specifications 1.3 Source and evaluate legal, ethical and contractual information pertinent to the project
2. Develop and refine ideas for graphics	2.1 Identify relevant sources and conduct research to inform ideas for graphics 2.2 Consider the opportunities and constraints offered by different techniques and technologies 2.3 Assess the relationship of the graphic objects to the other

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>components of the design</p> <p>2.4 Create and refine ideas and options for layouts</p> <p>2.5 Refine ideas using technical experimentation</p> <p>2.6 Evaluate and select approaches that meet the communication need</p> <p>2.7 Produce and present visual representations of design ideas to others for their approval</p>
3. Manipulate graphic objects	<p>3.1 Create graphic objects based on selected ideas</p> <p>3.2 Manipulate, edit and enhance objects using an extended range of digital tools and features</p> <p>3.3 Integrate graphics with other visual design elements</p> <p>3.4 Identify and resolve technical problems based on developing expertise</p> <p>3.5 Achieve desired outcomes through application of design skills and technical expertise</p> <p>3.6 Establish and follow safe work practices in the work process</p>
4. Finalise technical aspects of graphics work	<p>4.1 Edit and refine graphics to meet technical requirements</p> <p>4.2 Follow correct protocols for saving, exporting and storing files</p> <p>4.3 Establish appropriate file formats for output</p>
5. Evaluate graphics work	<p>5.1 Critique graphics from both a technical and aesthetic perspective in the context of the design objectives</p> <p>5.2 Seek feedback from others as required, and make appropriate adjustments</p>

## Foundation Skills

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

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1-1.3, 2.1, 4.2	<ul style="list-style-type: none"> <li>Interprets and evaluates complex textual and visual information from a range of sources to identify content relevant to own work</li> </ul>

Oral Communication	1.1, 2.7, 5.2	<ul style="list-style-type: none"> <li>Participates in discussions using active listening and questioning techniques to seek feedback and confirm understanding of design requirements</li> <li>Presents detailed information using language, tone and pace appropriate to audience and purpose</li> </ul>
Navigate the world of work	1.3, 3.6	<ul style="list-style-type: none"> <li>Considers legal requirements and responsibilities when planning responses to design briefs</li> <li>Takes responsibility for establishment and adherence to safe work practice</li> </ul>
Interact with others	1.1, 2.7, 5.2	<ul style="list-style-type: none"> <li>Selects and uses appropriate communication methods and practices to identify shared goals, seek feedback and present information to others</li> </ul>
Get the work done	2.1-2.7, 3.1-3.5, 4.1-4.3, 5.1, 5.2	<ul style="list-style-type: none"> <li>Takes responsibility for management and sequence of tasks and processes within own workload</li> <li>Invests time in developing options using a combination of creative and critical thinking and exploratory techniques to manipulate graphics before production of preliminary visuals</li> <li>Makes intuitive and analytical decisions using design skills, and software tools and features to finalise the production of refined graphics that meet aesthetic and technical requirements</li> <li>Reviews effectiveness of aesthetic and technical decisions to meet objectives with input from others</li> <li>Considers purpose when selecting and using digitally based technology and applications to effectively realise graphics for output in appropriate file formats</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGR504 Create and manipulate graphics	CUVGR504A Create and manipulate graphics	Updated to meet Standards for Training Packages and clarify intent.	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>