CUAGRD506 Develop graphic design practice to meet industry needs

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 develop an industry focus for graphic design practice and to adapt that practice to meet both current and emerging industry opportunities.

It applies to individuals who are developing a graphic design practice to meet different industry needs.

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
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Develop an industry focus for design practice	1.1 Establish the range of current and potential professional opportunities for graphic design practice
	1.2 Determine key professional relationships for graphic designers
	1.3 Evaluate ways that graphic designers do business and the business practices they use
	1.4 Engage with industry networks and sources as part of a developing professional practice
2. Address key legal and safety requirements for	2.1 Evaluate key legal considerations for graphic design practice
	2.2 Build safe work practices into all graphic design work according

ELEMENT	PERFORMANCE CRITERIA
graphic design practice	to relevant legislation and standards
	2.3 Perform work in ways that take account of intellectual property issues in graphic design practice
3. Research and evaluate graphic design trends	3.1 Source information on local and global graphic design trends using formal and informal research strategies
	3.2 Assess the ways in which industry practice may change in response to different trends
	3.3 Evaluate convergence and connections that are developing between graphic design and other professions and industries
4. Develop skills to meet trends	4.1 Analyse the impact of current and emerging trends on the skills needed by graphic designers
	4.2 Analyse the impact of trends on fundamental skills and professional expertise
	4.3 Take action to address the need for own skills development
5. Develop own response to changing trends and technologies	5.1 Assess the implications and consequences of graphic design trends on own work
	5.2 Use critical analysis to identify creative or commercial opportunities presented by emerging trends
	5.3 Use networking and professional development opportunities to identify and respond to industry trends
	5.4 Refine approaches to work in response to current and emerging trends

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	4.3	• Identifies own professional development needs and seeks and accepts opportunities to update or extend skills
Reading	1.1, 2.1, 2.2, 3.1	• Interprets and evaluates complex textual and visual information from a range of sources to inform changes in own practice

Writing	1.1, 1.4	• Extracts and records key facts, information and ideas from a variety of sources for own use • Composes and edits text to communicate effectively with others selecting vocabulary and structure for audience and purpose
Oral Communication	1.4, 3.1, 5.3	• Participates in exchange of complex ideas and information with groups and individuals using detailed and clear language • Uses listening and questioning skills to elicit information and confirm understanding
Navigate the world of work	1.4, 2.1-2.3, 4.1, 4.2, 5.4	• Self directs independent research to support professional practice and self-development • Takes responsibility for the implementation of relevant legislation, standards and practices, particularly those relating to safety and intellectual property, within own practice
Interact with others	1.4, 3.1, 5.3	• Identifies and uses appropriate communication methods and practices to initiate and participate in exchange of ideas and information with others • Engages in professional networking as part of a developing practice
Get the job done	1.1-1.3, 3.1-3.3, 4.1, 4.2, 5.1-5.4	• Takes responsibility and ownership of goals, plans and related decisions to implement change in own practice • Uses research, critical and analytical thinking and networking strategies to develop own approach to industry opportunities, trends and changes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD506 Develop graphic design practice to meet industry needs	CUVGRD506A Develop graphic design practice to meet industry needs	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

PwC's Skills for Australia