



**Australian Government**

# **CUAGRD514 Create and manipulate graphics**

**Release: 1**

## CUAGRD514 Create and manipulate graphics

### 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 create and manipulate graphics using a combination of creative design skills and technical software proficiency. It involves the analysis, application and refinement of graphic design techniques to meet assigned design objectives.

The unit applies to those 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 according to the design brief and consultation with required personnel 1.2 Evaluate design brief specifications 1.3 Evaluate legal, ethical and contractual information for implications to graphic work.
2. Develop and refine ideas for graphics	2.1 Conduct visual research to inform ideas for graphics. 2.2 Analyse different graphic techniques and technologies 2.3 Assess relationship of graphic objects to other components of design

ELEMENT	PERFORMANCE CRITERIA
	2.4 Create and refine ideas and options for composition 2.5 Refine ideas using experimentation 2.6 Evaluate and select graphic styles that meet communication need 2.7 Produce and present visual representations of design ideas
3. Create graphic objects	3.1 Create graphic objects based on selected ideas 3.2 Manipulate, edit and enhance graphic objects 3.3 Integrate graphics with other visual design elements 3.4 Identify and resolve technical problems as required 3.5 Achieve desired outcomes through application of design skills and technical expertise
4. Finalise technical aspects of graphics work	4.1 Edit and refine graphics to meet technical requirements 4.2 Follow required protocols for saving, exporting and storing files
5. Evaluate graphics work	5.1 Critique graphics from a technical and aesthetic perspective in the context of the design objectives 5.2 Seek feedback from graphic practitioners as required

## 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	<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	<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>
Self-management	<ul style="list-style-type: none"> <li>Takes responsibility for establishing and adhering to safe work practices</li> <li>Takes responsibility for managing and sequencing tasks and processes in own workload</li> </ul>
Teamwork	<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>

SKILL	DESCRIPTION
Initiative and enterprise	<ul style="list-style-type: none"><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 insightful 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>• Evaluates 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

Supersedes and is equivalent to CUAGRD504 Create and manipulate graphics.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>