



Australian Government

CUAGR516 Develop graphic design practice to meet industry needs

Release: 1

CUAGRD516 Develop graphic design practice to meet industry needs

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 develop an industry focus for graphic design practice and to adapt that practice to meet current and emerging industry opportunities. It involves engaging with professional networks and researching policies and requirements in the graphic design industry.

The unit applies to those who are developing a graphic design practice that responds to different graphic design 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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
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 graphic design business practices 1.4 Engage with industry networks and sources to acquire connections for professional practice
2. Address key legal and safety requirements for graphic design	2.1 Evaluate key legal considerations for graphic design practice

ELEMENT	PERFORMANCE CRITERIA
practice	2.2 Build safe work practices into all graphic design work according to legislation and standards 2.3 Interpret and adhere to intellectual property requirements in graphic design practice
3. Research and evaluate graphic design trends	3.1 Research information on local and global graphic design trends using formal and informal research strategies 3.2 Assess industry trends in graphic design 3.3 Evaluate connections 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 Take action to address the need for own skills development
5. Develop own response to changing trends and technologies	5.1 Compare graphic design trends to own graphic design work 5.2 Analyse 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 those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	Identifies own professional development needs and seeks and accepts opportunities to update or extend skills
Reading	Interprets and evaluates complex textual and visual information from a range of sources to inform changes in own practice
Writing	- 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	Participates in exchange of complex ideas and information with

SKILL	DESCRIPTION
Communication	- groups and individuals using detailed and clear language • Uses listening and questioning skills to elicit information and confirm understanding
Self-management	• Self directs independent research to support professional practice and self-development • Takes responsibility and ownership of goals, plans and related decisions to implement change in own practice
Teamwork	• Identifies and uses appropriate communication methods and practices to initiate and participate in exchange of ideas and information with others
Initiative and enterprise	• Uses research, critical and analytical thinking and networking strategies to develop own approach to industry opportunities, trends and changes

Unit Mapping Information

Supersedes and is equivalent to CUAGRD506 Develop graphic design practice to meet industry needs.

Links

Companion Volume implementation guides is found on VETNet -

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