



**Australian Government**

# **Assessment Requirements for CUAGR604 Develop and execute advertising concepts**

**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.

## Performance Evidence

Evidence of the ability to:

- interpret objectives and requirements of advertising briefs
- conceive and create print and electronic advertisements for use in a range of media that fulfil creative, technical and budgetary requirements
- communicate and collaborate effectively with creative team in:
  - concept development
  - design production and refinement
  - presentation and review
- review final work for success in meeting creative, technical and client objectives
- develop strategies to further develop own skills.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain current trends and ideas in advertising design
- identify key people involved in advertising, and outline their typical roles, responsibilities and relationships to the graphic designer
- outline principles of consumer behaviour and influences on buyer behaviour
- identify production factors for different types of advertising and explain how they impact on the design process
- identify sources of ideas for visual concepts for advertising
- describe ways aesthetic and creative aspects of advertising concepts convey the message/communication
- explain how critical and creative thinking techniques can be used as part of the design process

- explain intellectual property issues and legislation in relation to advertising
- summarise legal and ethical requirements relating to the advertising industry
- explain sustainability considerations related to messages in advertising and materials used in advertising and how they impact on graphic design.

## **Assessment Conditions**

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- opportunities for collaboration with others
- graphic design technologies.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

## **Links**

Companion Volume implementation guides are found in VETNet -

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