



Australian Government

Assessment Requirements for CUAGR606 Develop graphic designs for packaging

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 packaging design project briefs
- conceive and realise graphic design solutions that fulfil creative, technical, regulatory and budgetary requirements for product packaging
- 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
- identify opportunities 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:

- identify key people involved in the packaging design process and their typical roles, responsibilities and relationships with the graphic designer
- discuss different types of packaging design projects and the particular considerations that apply
- describe ways in which consumers respond to packaging
- summarise production factors for different types of packaging and explain how they impact on the design process
- identify sources of ideas for packaging designs
- describe ways visual impact is achieved in the context of packaging design
- explain how critical and creative thinking techniques can be used as part of the design process

- outline intellectual property issues and legislation in relation to designs for packaging
- identify sustainability issues for product packaging and how they impact on graphic design
- explain work health and safety legislation as it impacts on design for packaging.

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:

- graphic design technologies
- materials commonly used in packaging design
- opportunities for collaboration with others during all processes.

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>