Australian Government

CUAGRD606 Develop graphic designs for packaging

Release: 1

CUAGRD606 Develop graphic designs for packaging

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 create graphic designs for packaging by combining creative and technical design expertise with a comprehensive understanding of the particular factors that apply to packaging.

It applies to individuals whose role is integral to defining the overall look of a product and its packaging and the messages that this imparts about the product itself.

No licensing, legislative or certification conditions 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. Interpret creative briefs	1.1 Analyse creative briefs in terms of key communication objectives 1.2 Evaluate the broader context for the packaging design work 1.3 Develop shared understandings of packaging design requirements with relevant people 1.4 Negotiate and confirm practical considerations of the brief, including schedule and budgetary requirements 1.5 Identify and obtain all specific information required to support the design process
2. Evaluate packaging design considerations and	2.1 Consider current and developing packaging trends and ideas and

ELEMENT	PERFORMANCE CRITERIA
constraints	their impact on the project
	2.2 Consider the ways that customers engage with packaging in the relevant context
	2.3 Examine the nature of the customer, the product, and how the product will be displayed and distributed
	2.4 Identify the particular production factors that affect the creation of graphic designs for packaging
	2.5 Evaluate key sustainability issues for incorporation into design
	2.6 Assess and respond to regulatory requirements that affect packaging design, including work health and safety issues
3. Generate and assess ideas	3.1 Identify and source references to support the design process
	3.2 Explore different three-dimensional design ideas and processes to inform work using a range of materials
	3.3 Generate design ideas for packaging that show clear conceptual links between the product and the package
	3.4 Maximise contributions of others through collaboration on ideas as required
	3.5 Reflect on ideas for technical, creative and budgetary implications
	3.6 Refine and select approaches that best balance the overall needs of the brief
4. Create packaging designs	4.1 Develop designs from initial ideas ensuring that all production and design factors are taken into account
	4.2 Realise designs using aesthetic and technical expertise to develop workable solutions
	4.3 Engage in an ongoing process of testing, creative collaboration and refinement during the design process
	4.4 Consult experts on relevant technical, legal and business requirements
5. Finalise designs for packaging	5.1 Negotiate modifications and amend designs as required
	5.2 Develop documentation required for the production process
	5.3 Present final designs and documentation to relevant personnel
6. Evaluate design work and process	6.1 Evaluate completed design in terms of its success in meeting objectives
	6.2 Assess the work against other creative, technical and business

ELEMENT	PERFORMANCE CRITERIA
	considerations
	6.3 Analyse and evaluate feedback from client and others
	6.4 Reflect on own role in design process and note areas for future improvement
	6.5 Develop strategies for further development of own skills

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	6.4, 6.5	• Reflects on own performance to identify strategies for further skill enhancement
Reading	1.1, 1.2, 1.5, 2.6, 3.1	• Interprets and assesses complex textual and visual information to develop responses to creative briefs
Writing	1.3, 5.2	• Composes and edits text to communicate effectively with project personnel selecting appropriate vocabulary, structure and format • Develops detailed documentation to convey all production process requirements and outcomes
Oral Communication	1.3, 1.4, 3.4, 4.4, 5.1, 5.3	• Participates in discussions with others to determine project objectives and related information using appropriate, detailed and clear language • Uses listening and questioning skills to clarify and confirm understanding • Presents detailed information using language, tone and pace appropriate to audience and purpose
Numeracy	1.4, 3.5	• Interprets numerical information and applies calculations to accommodate work within budgetary considerations and workplace schedules
Navigate the world of work	2.5, 2.6, 4.4	• Considers the implications of legal, sustainability and regulatory safety requirements when negotiating, planning and undertaking work with the assistance of expert opinion
Interact with others	1.3, 1.4, 3.4, 4.4, 5.1, 5.3	• Selects and uses appropriate communication methods and practices to foster a collaborative approach to project work, clarifying objectives, negotiating shared

		outcomes, seeking feedback and specialist advice • Demonstrates sophisticated control over oral and/or written formats to present information
Get the work done	1.5, 2.1- 2.4, 3.1-3.6, 4.1-4.3, 5.1, 5.3, 6.1-6.3	• Takes responsibility for own workload and negotiates some key aspects with others • Plans sequential stages of production and applies creative and technical skills and judgment to execute feasible designs that are refined, modified and amended with input from others • Invests time in developing a viewpoint using analysis of factors and information relevant to the design project production requirements and outcomes • Makes a range of critical and non-critical decisions in relatively complex situations balancing the relationship between design appearance and packaging production constraints to develop the concept that conveys the requirements of the brief • Systematically evaluates development and realisation of packaging designs for success in meeting project objectives, considering project parameters and feedback, and identifies improvement opportunities • Explores and develops new and innovative ideas through analysis and critical thinking to develop and improve the approaches to packaging design

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD606 Develop graphic designs for packaging	CUVGRD606A Develop graphic designs for packaging	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	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