



**Australian Government**

**Assessment Requirements for CUAGR607  
Develop graphic designs for branding and  
identity**

**Release: 1**

# Assessment Requirements for CUAGR607 Develop graphic designs for branding and identity

## 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 design briefs
- conceive and create professional graphic design solutions for branding and identity that fulfil creative, technical, intellectual property 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
- 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:

- discuss current trends and ideas in branding and identity
- identify key people involved in branding and identity design and their typical roles, responsibilities and relationships with the graphic designer
- outline different types of branding and identity design projects and the particular considerations that apply to them
- describe ways in which consumers respond to branding and identity for different types of products and services
- explain production factors that may impact on designs
- describe ways visual impact is achieved in branding and identity designs
- explain how critical and creative thinking techniques can be used as part of the design process

- explain the intellectual property issues relevant to branding and identity designs.

## 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>