



**Australian Government**

# **Assessment Requirements for CUAGR616 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 5.0.

## Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop at least two packaging designs according to production requirements.

In the course of the above, the candidate must:

- interpret objectives and requirements of packaging design project brief
- conceive and realise graphic design solutions that fulfil creative, technical, regulatory and budgetary requirements for product packaging
- communicate and collaborate effectively with required personnel in:
  - concept development
  - design production and refinement
  - presentation and review
- review and evaluate work for success in meeting creative, technical and client objectives
- identify opportunities to further develop own skills.

## Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- key people involved in the packaging design process and their typical roles, responsibilities and relationships with the graphic designer
- different types of packaging design projects and the particular considerations that apply
- ways in which consumers respond to packaging
- sources of ideas for packaging designs
- ways visual impact is achieved in the context of packaging design
- use of critical and creative thinking techniques in the design process

- intellectual property issues, regulatory requirements and legislation in relation to designs for packaging
- sustainability issues for product packaging and their impact on graphic design.

## **Assessment Conditions**

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes 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 is found on VETNet -

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