CUAGRD616 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.

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 factors that apply to packaging. It involves evaluating packaging design requirements and creating products that meet client objectives.

The unit applies to those 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 requirements 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 Confirm schedule and budgetary requirements
	1.4 Obtain information required to support the design process
2. Evaluate packaging design considerations	2.1 Consider current and developing packaging trends and ideas and their impact on the project
	2.2 Consider the ways that customers engage with packaging
	2.3 Examine customer and product requirements
	2.4 Identify production factors that affect the creation of

ELEMENT	PERFORMANCE CRITERIA
	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
3. Generate and assess ideas	3.1 Identify references to support the design process
	3.2 Explore different three-dimensional design ideas and processes
	3.3 Generate design ideas for packaging
	3.4 Evaluate ideas for technical, creative and budgetary implications
	3.5 Refine and select approaches that best balance the overall needs of the brief
4. Create packaging designs	4.1 Develop designs according to production and design requirements
	4.2 Realise designs according to production and design requirements
5. Finalise designs for packaging	5.1 Modify designs as required after receiving feedback
	5.2 Develop documentation required for the production process
	5.3 Present final designs and documentation to required personnel
6. Evaluate design work and process	6.1 Evaluate completed design against design objectives
	6.2 Analyse and evaluate feedback from others.
	6.3 Note and develop strategies for future improvement of skills

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	• Reflects on own performance to identify strategies for further skill enhancement
Reading	• Interprets and assesses complex textual and visual information to develop responses to creative briefs
Writing	• Composes and edits text to communicate effectively with project

SKILL	DESCRIPTION
	personnel selecting appropriate vocabulary, structure and format • Develops detailed documentation to convey all production process requirements and outcomes
Oral Communication	• 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	• Interprets numerical information and applies calculations to accommodate work within budgetary considerations and workplace schedules
Self-management	• Evaluates the implications of legal, sustainability and regulatory safety requirements when negotiating, planning and undertaking work with the assistance of expert opinion • Takes responsibility for own workload
Teamwork	• Selects and uses appropriate communication techniques to foster a collaborative approach to project work, clarifying objectives, negotiating shared outcomes, seeking feedback and specialist advice
Planning and organising	• 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 • Evaluates development and realisation of packaging designs for success in meeting project objectives, considering project parameters and feedback, and identifies improvement opportunities
Problem solving	• Analyses information to solve problems
Initiative and enterprise	• Explores and develops new and innovative ideas through analysis and critical thinking to develop and improve the approaches to packaging design

Unit Mapping Information

Supersedes and is equivalent to CUAGRD606 Develop graphic designs for packaging.

Links

Companion Volume implementation guides is found on VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5