



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUV60307 Advanced Diploma of Creative Product Development**

**Release: 1**

## **CUV60307 Advanced Diploma of Creative Product Development**

### **Modification History**

Not Applicable

## Description

### Descriptor

This qualification is designed to reflect the role of product designers/developers in the creative arts industries. As such, it reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad. These individuals are sometimes accountable for group outcomes.

This qualification has application across a range of creative arts industry contexts where the designer is required to:

- conceive and develop ideas, designs and styles (and document these for production)
- determine the objectives/constraints of design briefs by consulting with clients
- formulate design concepts (and prepare/commission diagrams, illustrations, layouts, models, plans, prototypes, samples and sketches to communicate these concepts)
- negotiate design solutions with clients
- undertake product research and analyse aesthetic, commercial, cultural, functional and spatial requirements.

### Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Graphic Designer (Exhibition, Film and Video Graphics, Publication)
- Illustrator (Animator, Cartoonist, Technical)
- Multimedia Designer (Digital Media, Interactive Media)
- Visual Arts and Crafts Professional (Ephemeral, Multimedia, New Media).

### Qualification Pathways

## Pathways Information

### *Pre-requisite Requirements*

There are no pre-requisite requirements for this qualification.

### *Pathways into the qualification*

Candidates may enter the qualification through a number of entry points demonstrating potential to undertake vocational education and training at Advanced Diploma level, including:

- successful achievement of a relevant Diploma qualification in creative arts/product design
- successful achievement of a Diploma qualification in a related creative arts industry discipline, including:

CUF50107	Diploma of Screen and media
CUF50207	Diploma of Interactive Digital Media
CUF50407	Diploma of Specialist Make-up Services
CUF50507	Diploma of Costume for Performance
CUF50607	Diploma of Scenery and Set Construction
CUV50407	Diploma of Photoimaging

- extensive vocational experience in creative arts/product design.

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## **Licensing/Regulatory Information**

### **Licensing, Legislative, Regulatory or Certification Considerations**

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a Unit of Competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

## **Entry Requirements**

Not Applicable

## Employability Skills Summary

### Employability Skills Summary

#### CUV60307 Advanced Diploma of Creative Product Development

The following table contains a summary of the Employability Skills required by the creative arts industry for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry requirements for this qualification include:
<b>Communication:</b>	<ul style="list-style-type: none"> <li>• articulate and debate complex concepts</li> <li>• articulate and debate conceptual or technical ideas</li> <li>• complete copyright documentation and other relevant design documentation</li> <li>• consult with others on the testing/refinement of a design solution</li> <li>• deal with questions</li> <li>• explain budgets and reporting requirements</li> <li>• explain the difference between assignment and licensing of copyright</li> <li>• explain the difference between performing, mechanical, synchronisation and communicating rights to the public</li> <li>• interpret a design brief and communicate design ideas</li> <li>• interpret relevant legislation</li> <li>• interpret the needs and rights of relevant parties</li> <li>• interpret and develop a wide range of visual and written information sources</li> <li>• negotiate deals and achieve agreed outcomes</li> <li>• negotiate fees</li> <li>• negotiate, question, listen, investigate, network and clarify issues</li> <li>• read and interpret budgets</li> <li>• read product safety labels and instructions</li> <li>• research and evaluate a wide range of source materials on design</li> <li>• research complex, varied and unfamiliar information sources</li> <li>• research information dealing with complex concepts and theories</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<ul style="list-style-type: none"> <li>• work with clients to establish and refine design briefs.</li> </ul>
<b>Teamwork:</b>	<ul style="list-style-type: none"> <li>• articulate the rationale for concepts in ways that promote constructive discussion with others</li> <li>• lead and motivate a team in establishing productive networks, partnerships and other relationships</li> <li>• lead and participate in effective client, principal, stakeholder and project team liaison during design realisation</li> <li>• work collaboratively on ideas</li> <li>• work with relevant parties when negotiating deals.</li> </ul>
<b>Problem solving:</b>	<ul style="list-style-type: none"> <li>• deal with complex and non-routine difficulties</li> <li>• develop and implement solutions to unpredictable problems</li> <li>• pro-actively identify and develop effective solutions to complex challenges of a varied and unpredictable nature</li> <li>• respond to unpredictable issues and challenges that arise during the testing process</li> <li>• review feedback and plan improvements</li> <li>• solve problems arising from negotiating deals.</li> </ul>
<b>Initiative and enterprise:</b>	<ul style="list-style-type: none"> <li>• access and interpret an organisations standards and values</li> <li>• analyse complex information</li> <li>• analyse records or notes of the evaluation process</li> <li>• develop and adapt responses to experimentation and testing processes</li> <li>• develop and substantiate own positions/ideas on a complex range of issues</li> <li>• distil and synthesise information from varied sources</li> <li>• establish collaborative partnerships and relationships</li> <li>• evaluate organisational information</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<p>management systems</p> <ul style="list-style-type: none"> <li>• generate a range of innovative concepts and ideas</li> <li>• generate and develop concepts and ideas for a design brief (including responses to situations where parameters may be broad/open or restrictive)</li> <li>• generate new or adapted ideas in response to realisation challenges</li> <li>• pro-actively identify market requirements</li> <li>• select relevant evaluation information and documentation</li> <li>• take a visionary approach to developing concepts and ideas</li> <li>• use lateral thinking.</li> </ul>
<b>Planning and organising:</b>	<ul style="list-style-type: none"> <li>• calculate material requirements and cost issues</li> <li>• coordinate and lead potentially complex processes involving a range of interrelated factors and challenges</li> <li>• determine layout issues and deal with scaling</li> <li>• determine the term of a copyright license</li> <li>• develop and establish agreement to plans</li> <li>• develop realistic costings for the realisation of design concepts</li> <li>• guide/coordinate the process of negotiating/finalising a design brief</li> <li>• manage budgets</li> <li>• organise resources and coordinate a testing process (including liaison and consultation with others during the design process)</li> <li>• research and evaluate validation processes (and determine/implement improvements to these processes)</li> <li>• take account of practical issues for concept implementation</li> <li>• undertake the research process.</li> </ul>
<b>Self-management:</b>	<ul style="list-style-type: none"> <li>• develop and substantiate own views and ideas</li> <li>• meet deadlines</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<ul style="list-style-type: none"> <li>• take responsibility for driving/guiding the design brief negotiation process.</li> </ul>
<b>Learning:</b>	<ul style="list-style-type: none"> <li>• improving designs through self-reflection and redrafting after feedback</li> <li>• locating and using resources to broaden own creative experience.</li> </ul>
<b>Technology:</b>	<ul style="list-style-type: none"> <li>• prepare drawings for presentation</li> <li>• store and retrieve relevant workplace data</li> <li>• use documentation systems for preparing formal contracts and recording/storing copyright agreements</li> <li>• use materials, tools and equipment in the design/manufacture of products</li> <li>• work with financial software.</li> </ul>

Due to the high proportion of electives required by this qualification, the industry requirements described above for each Employability Skill are representative of the industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

## Packaging Rules

<b>Qualification Rules</b>	
<p><b>Total number of units = 16</b></p> <p><b>4 core units</b> plus</p> <p><b>6 specialist units</b>, with no more than <b>3</b> counting previously towards a related Diploma qualification, <i>plus</i></p> <p><b>6 elective units</b>, with at least <b>2</b> selected from the remaining specialist/elective units. The other <b>4 elective units</b> may be selected from the remaining specialist/elective units or from an Advanced Diploma qualification in any other nationally endorsed Training Package. Electives must be relevant to the work outcome, local industry requirements and the qualification level.</p>	
<b>Core Units</b>	
BSBOHS509A	Ensure a safe workplace
CUFCMP501A	Manage and exploit copyright arrangements



<b>Qualification Rules</b>	
CUVDES601A	Design innovative products
CUVIND501A	Maintain and apply creative arts industry knowledge
<b>Specialist Units</b>	
<b>Creative Process</b>	
BSBCRT501A	Originate and develop concepts
BSBCRT601A	Research and apply concepts and theories of creativity
<b>Design Process</b>	
BSBDES501A	Implement design solutions
BSBDES502A	Establish, negotiate and refine a design brief
BSBDES601A	Manage design realisation
BSBDES602A	Research global design trends
BSBDES701A	Research and apply design theory
<b>Digital Content and Imaging</b>	
CUFDIG507A	Design digital simulations
<b>Diversity</b>	
BSBDIV701A	Develop cross-cultural communication and negotiation strategies
<b>Drawing</b>	
CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept
<b>Innovation</b>	
BSBINN801A	Lead innovative thinking and practice
<b>Visual Communication</b>	
CUVPHI501A	Research role and use of the photoimage in visual communication
CUVPHI505A	Produce an innovative presentation of professional work
<b>Elective Units</b>	
<b>Competitive Manufacturing</b>	
MCMC614A	Develop a communications strategy to support production
MCMS600A	Develop a competitive manufacturing system
MCMT675A	Facilitate the development of a new product
<b>Financial Management</b>	
BSBFIM601A	Manage finances

<b>Qualification Rules</b>	
CUEFIN03B	Obtain sponsorship
CUVADM10B	Research and utilise revenue and funding opportunities
<b>Information Management and Research</b>	
BSBINM601A	Manage knowledge and information
BSBRES801A	Initiate and lead applied research
CUVADM13B	Research and critique cultural work(s)
<b>Management</b>	
BSBMGT608B	Manage innovation and continuous improvement
BSBMGT616A	Develop and implement strategic plans
BSBMGT617A	Develop and implement a business plan
<b>Marketing</b>	
BSBMKG603B	Manage the marketing process
BSBMKG605B	Evaluate international marketing opportunities
BSBMKG607B	Manage market research
BSBMKG609A	Develop a marketing plan
<b>Project Management</b>	
BSBPMG601A	Direct the integration of projects
<b>Purchasing and Contracting</b>	
PSPPROC602B	Direct the management of contracts
<b>Relationship Management</b>	
BSBREL701A	Develop and cultivate collaborative partnerships and relationships
<b>Risk Management</b>	
BSBRISK501A	Manage risk

**Selecting Electives for Different Outcomes**

The context for this qualification varies, and this must guide the selection of elective units. The following examples are designed to assist in the selection of appropriate electives for particular outcomes at this level, but they are in no way prescriptive:

**Digital Media Designer**

Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBCRT601A Research and apply concepts and theories of creativity
- BSBDES601A Manage design realisation
- BSBDES602A Research global design trends
- BSBDES701A Research and apply design theory
- BSBDIV701A Develop cross-cultural communication and negotiation strategies

CUFDIG507A Design digital simulations

CUFANM503A Design animation and digital visual effects

CUFLGT501A Conceive and develop lighting designs

CUVPHI501A Research role and use of the photoimage in visual communication

CUVADM13B Research and critique cultural work(s)

CUVCOR09B Select and apply drawing techniques and media to represent and communicate the concept

### **Visual Arts and Craft Professional**

Core units plus:

BSBCRT501A Originate and develop concepts

BSBCRT601A Research and apply concepts and theories of creativity

BSBDES601A Manage design realisation

BSBDES602A Research global design trends

BSBDES701A Research and apply design theory

BSBDIV701A Develop cross-cultural communication and negotiation strategies

BSBMGT617A Develop and implement a business plan

CUFDIG507A Design digital simulations

CUVADM10B Research and utilise revenue and funding opportunities

CUVADM13B Research and critique cultural work(s)

CUVCOR09B Select and apply drawing techniques and media to represent and communicate the concept

CUVPHI501A Research role and use of the photoimage in visual communication