



**Australian Government**

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

# **CUV50311 Diploma of Graphic Design**

**Release: 1**

## CUV50311 Diploma of Graphic Design

### Modification History

Version	Comments
CUV50311	This version first released with <i>CUV11 Visual Arts, Craft and Design Training Package version 1.0</i>

### Description

This qualification reflects the role of graphic designers at the beginning of their professional careers. They combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. They have a sound understanding of design theory and practice and are able to analyse and synthesise information from a range of sources to generate design solutions.

Graphic designers work in many different commercial and community contexts across both print and digital media. At this level, the designer is likely to be working in junior or generalist roles. Their work may include or have links to areas such advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.

### Pathways Information

#### Pathways into the qualification

It is recommended that people entering this qualification possess a Certificate IV qualification (or equivalent vocational expertise) in a field related to graphic design, such as printing and graphic arts. Depending upon specific pathways and competencies achieved, other qualifications in design, information technology and screen and media may also be relevant. The Preparatory Skill Set for Professional Graphic Design Practice is also a suitable pathway.

#### Pathways from the qualification

People with CUV50311 Diploma of Graphic Design are able to work in a range of professional graphic design roles, often as junior or generalist designers. The conceptual and theoretical content in this qualification also supports learning at higher levels. Graduates may engage in further learning in vocational and higher education through Advanced Diploma and Degree qualifications in graphic design and broader areas of practice, such as digital media or other design disciplines.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

## Entry Requirements

To enter this qualification, people must be able to demonstrate graphic design skills to support learning at Diploma level. In particular they must be able to provide evidence of their ability to:

- produce multiple examples of graphic design work that respond effectively to different design challenges
- engage with the design process by developing design solutions through research, reflection and the generation and refinement of ideas
- produce typography that supports the overall design solution
- show examples of computer skills using graphic design industry software, which may include multi-page layout and digital manipulation
- apply knowledge of graphic design trends and technologies.

Those skills and knowledge may have been acquired through personal or work experience, or through formal study.

## Employability Skills Summary

The following table contains a summary of the employability skills as identified by the visual arts, craft and design industries for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification
Communication	<ul style="list-style-type: none"> <li>• responding appropriately to feedback on own skill development and performance</li> <li>• consulting with peers and mentors about a range of issues related to own practice</li> <li>• communicating with others on design issues</li> <li>• reading and interpreting design briefs</li> <li>• developing design documentation</li> <li>• presenting own work and ideas effectively and creatively</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• collaborating with others in the design process</li> <li>• sharing ideas</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• analysing complex information and responding with creative solutions</li> <li>• developing solutions for complex design challenges</li> <li>• balancing potentially conflicting needs</li> <li>• evaluating the effectiveness of solutions</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• generating creative options and ideas to address different design challenges</li> <li>• achieving own individual style of creative expression</li> <li>• using knowledge of current and emerging trends in own design work</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• planning and monitoring the design process, including timelines and resources</li> <li>• conducting a range of research to inform the design process</li> <li>• planning work tasks in a logical sequence</li> <li>• setting work and practice goals</li> <li>• planning for a sustainable professional practice</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• developing goals for professional practice</li> <li>• taking responsibility for own professional development</li> <li>• monitoring own work and introducing strategies to improve performance</li> <li>• using knowledge of industry and legal frameworks within own practice</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• identifying opportunities to maintain and enhance industry knowledge</li> </ul>

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification</b>
	<ul style="list-style-type: none"><li>• seeking feedback from colleagues and mentors</li><li>• exploring and testing new approaches</li><li>• participating in industry networks and professional development opportunities</li></ul>
Technology	<ul style="list-style-type: none"><li>• using the advanced features of graphic design technologies</li><li>• selecting technologies for different design projects</li><li>• proactively using the internet as a research tool</li></ul>

## Packaging Rules

**Total number of units = 19**

**9 core units *plus***

**10 elective units**

The elective units consist of:

- 6 from the list of elective units below
- of the remaining 4 units:
  - up to 4 may be from the list of elective units below
  - up to 4 may be from a Diploma or above in any currently endorsed Training Package
  - up to 3 may be from an accredited course at Diploma level or above.

The elective units chosen must be relevant to the work outcome and meet local industry needs.

### Core units

BSBDES403A Develop and extend design skills and practice

CUVACD501A Refine drawing and other visual representation tools

CUVGRD501A Research visual communication history and theory

CUVGRD502A Produce graphic designs for 2-D and 3-D applications

CUVGRD503A Produce typographic design solutions

CUVGRD504A Create and manipulate graphics

CUVGRD505A Design and manipulate complex layouts

CUVGRD506A Develop graphic design practice to meet industry needs

CUVPRP503A Present a body of own creative work

### Elective units

#### Art, craft and design

CUVACD502A Create observational drawings

CUVACD503A Select and refine a specialised drawing technique

CUVACD504A Research and apply light and colour

CUVACD506A Refine 2-D design ideas and processes

CUVACD507A Refine 3-D design ideas and processes

CUVDIG502A Investigate technologies for the creation of digital art

CUVILL501A Develop professional illustrations

#### Communication design

BSBADV509A Create mass print media advertisements

BSBADV510A Create mass electronic media advertisements

CUVILL401A Research and apply techniques for illustrative work

#### Communication

BSBCM401A Make a presentation

#### Copyright and IP

BSBIPR401A Use and respect copyright

BSBIPR404A Protect and use innovative designs

BSBIPR405A Protect and use intangible assets in small business

#### Creative thinking

BSBCRT301A Develop and extend critical and creative thinking skills

BSBCRT401A Articulate, present and debate ideas

BSBCRT402A Collaborate in a creative process

BSBCRT501A Originate and develop concepts

### **E-business**

BSBEBU502A Implement e-business solutions

SITXICT001A Build and launch a website for a small business

### **Design**

BSBDES402A Interpret and respond to a design brief

BSBDES501A Implement design solutions

BSBDES502A Establish, negotiate and refine a design brief

### **Digital media**

CUFDIG304A Create visual design components

CUFDIG401A Author interactive media

CUFDIG403A Create user interfaces

CUFDIG501A Coordinate the testing of interactive media products

CUFDIG502A Design web environments

CUFDIG503A Design e-learning resources

CUFDIG506A Design interaction

CUFDIG507A Design digital simulations

CUFPOS402A Manage media assets

CUFSOU301A Prepare audio assets

### **Industry capability**

CUFIND401A Provide services on a freelance basis

CUVIND501B Maintain and apply creative arts industry knowledge

### **Information technology**

ICAWEB501A Build a dynamic website

### **Marketing**

BSBMKG402B Analyse consumer behaviour for specific markets

### **Occupational health and safety**

BSBOHS509A Ensure a safe workplace

### **Photo imaging**

CUVACD512A Work with photomedia in creative practice

CUVPHI516A Research the role and use of the photo image in visual communication

CUVPHI529A Employ colour management in a digital imaging workplace

CUVPHI530A Prepare digital images for pre-press processing

### **Printing and graphic arts**

ICPPP422C Digitise complex images for reproduction

ICPPP430C Manage colour

ICPPP435C Generate complex imposition

ICPPP484C Set up and operate automated workflow

ICPPR496A\* Set up and produce complex digital print

### **Professional practice**

CUAIND401A Extend expertise in specialist field

CUVPRP501A Realise a body of creative work

CUVPRP502A Prepare for sustainable professional practice

### **Project management**

BSBPMG510A Manage projects

BSBWOR501B Manage personal work priorities and professional development

### **Sustainability**

CUVPRP504A Establish and maintain environmentally sustainable creative practice

### **Writing**

BSBWRT401A Write complex documents

BSBWRT501A Write persuasive copy

### **\*Note the following prerequisite unit requirement.**

<b>Unit code and title</b>	<b>Prerequisite unit required</b>
ICPPR496A Set up and produce complex digital print	ICPPR384A Set up and produce basic digital print

### **Selecting electives for different outcomes**

The following examples are designed to assist in the selection of appropriate electives for particular outcomes at this level, but are in no way prescriptive.

### **Graphic designer with generalist skills base**

Core units plus:

- BSBADV509A Create mass print media advertisements
- BSBADV510A Create mass electronic media advertisements
- BSBCRT401A Articulate, present and debate ideas
- BSBIPR401A Use and respect copyright
- BSBMKG402B Analyse consumer behaviour for specific markets
- CUFDIG502A Design web environments
- CUVACD512A Work with photomedia in creative practice
- CUVILL401A Research and apply techniques for illustrative work
- ICPPP430C Manage colour
- ICPPR496A Set up and produce complex digital print

### **Graphic designer with digital media skills**

Core units plus:

- BSBCRT401A Articulate, present and debate ideas
- CUFDIG401A Author interactive media
- CUFDIG403A Create user interfaces
- CUFDIG501A Coordinate the testing of interactive media products
- CUFDIG502A Design web environments
- CUFDIG506A Design interaction
- CUFDIG507A Design digital simulations
- CUVACD512A Work with photomedia in creative practice
- ICAWEB501A Build a dynamic website
- ICPPP430C Manage colour