Australian Government

Department of Education, Employment and Workplace Relations

CUV60311 Advanced Diploma of Creative Product Development

Release: 1

INDUSTRY SKILLS COUNCILS

Creating Australia's Future

CUV60311 Advanced Diploma of Creative Product Development

Modification History

Version	Comments
CUV60311	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Description

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

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

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

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).

Pathways Information

Pathways into the qualification

People 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
    - CUV50111 Diploma of Visual Arts
    - CUV50311 Diploma of Graphic Design
    - CUV50411 Diploma of Photo Imaging
- extensive vocational experience in creative arts/product design.

Licensing/Regulatory Information

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

Entry Requirements

There are no entry requirements for this qualification.

Innovation and Business Skills Australia

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	- articulating and debating complex concepts - articulating and debating conceptual or technical ideas - completing copyright documentation and other relevant design documentation - consulting with others on the testing/refinement of a design solution - dealing with questions - explaining budgets and reporting requirements - explaining the difference between assignment and licensing of copyright - explaining the difference between performing, mechanical, synchronisation and communicating rights to the public - interpreting a design brief and communicating design ideas - interpreting relevant legislation - interpreting the needs and rights of relevant parties - interpreting and developing a wide range of visual and written information - negotiating deals and achieving agreed outcomes - negotiating fees - negotiating, questioning, listening, investigating, network and clarifying issues - reading and interpreting budgets - reading product safety labels and instructions - researching and evaluating a wide range of source materials on design - researching complex, varied and unfamiliar information sources - researching information dealing with complex concepts and theories - working with clients to establish and refine design briefs
Teamwork	- articulating the rationale for concepts in ways that promote constructive discussion with others - leading and motivating a team in establishing productive networks, partnerships and other relationships - leading and participating in effective client, principal, stakeholder and project team liaison during design realisation

Employability skill	Industry/enterprise requirements for this qualification
	• working collaboratively on ideas • working with relevant parties when negotiating deals
Problem-solving	• dealing with complex and non-routine difficulties • developing and implementing solutions to unpredictable problems • proactively identifying and developing effective solutions to complex challenges of a varied and unpredictable nature • responding to unpredictable issues and challenges that arise during the testing process • reviewing feedback and plan improvements • solving problems arising from negotiating deals
Initiative and enterprise	• accessing and interpreting an organisations standards and values • analysing complex information • analysing records or notes of the evaluation process • developing and adapting responses to experimentation and testing processes • developing and substantiating own positions/ideas on a complex range of issues • distilling and synthesising information from varied sources • establishing collaborative partnerships and relationships • evaluating organisational information management systems • generating a range of innovative concepts and ideas • generating and developing concepts and ideas for a design brief, including responses to situations where parameters may be broad/open or restrictive • generating new or adapting ideas in response to realisation challenges • proactively identifying market requirements • selecting relevant evaluation information and documentation • taking a visionary approach to developing concepts and ideas • using lateral thinking
Planning and organising	• calculating material requirements and cost issues • coordinating and leading potentially complex processes involving a range of interrelated factors and challenges • determining layout issues and dealing with scaling • determining the term of a copyright license • developing and establishing agreement to plans • developing realistic costings for the realisation of design concepts • guiding/coordinating the process of negotiating/finalising a

Employability skill	Industry/enterprise requirements for this qualification
	design brief • managing budgets • organising resources and coordinating a testing process, including liaison and consultation with others during the design process • researching and evaluating validation processes and determining/implementing improvements to these processes • taking account of practical issues for concept implementation • undertaking the research process
Self-management	• developing and substantiating own views and ideas • meeting deadlines • taking responsibility for driving/guiding the design brief negotiation process
Learning	• improving designs through self-reflection and redrafting after feedback • locating and using resources to broaden own creative experience
Technology	• preparing drawings for presentation • storing and retrieving relevant workplace data • using documentation systems for preparing formal contracts and recording/storing copyright agreements • using materials, tools and equipment in the design/manufacture of products • working with financial software

Packaging Rules

Total number of units = 16
4 core units *plus*
12 elective units

The elective units consist of:

- 6 units from Group A; no more than 3 of those 6 units previously achieved as part of another qualification may be counted towards the qualification
- 2 units from Group A and/or Group B
- of the remaining 4 units:
    - up to 4 may be from Group A and/or Group B
    - up to 4 may be from an Advanced Diploma in any currently endorsed Training Package
    - up to 3 may be from an accredited course at Advanced Diploma level.

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

Core units
BSBOHS509A Ensure a safe workplace
CUFCMP501A Manage and exploit copyright arrangements
CUVDES601B Design innovative products
CUVIND501B Maintain and apply creative arts industry knowledge

Elective units
Group A
Creative process
BSBCRT501A Originate and develop concepts
BSBCRT601A Research and apply concepts and theories of creativity
Creative professional practice
CUVPRP601A Originate a body of independent creative work
CUVPRP602A Collaborate in professional creative projects
CUVPRP603A Engage in the business of creative practice
CUVPRP604A Publicly present a body of own creative work
CUVPRP605A Evolve ideas for professional creative work
Design process
BSBDES501A Implement design solutions
BSBDES502A Establish, negotiate and refine a design brief
BSBDES601 Manage design realisation
BSBDES602A Research global design trends
BSBDES701A Research and apply design theory
Digital content and imaging
CUFDIG507A Design digital simulations
Diversity
BSBDIV701A Develop cross cultural communication and negotiation strategies
Drawing

CUVACD501A Refine drawing and other visual representation tools
CUVACD601A Extend professional expertise with drawing and other visual representation tools

Innovation
BSBINN801A Lead innovative thinking and practice

Sustainability
BSBSUS501A Develop workplace policy and procedures for sustainability
CUVPRP504A Establish and maintain environmentally sustainable creative practice

Visual communication
CUVACD602A Extend professional expertise across new art forms and media
CUVGRD601A Engage in the business of graphic design
CUVGRD602A Originate graphic designs for complex briefs
CUVGRD603A Extend typographic design expertise
CUVPHI516A Research the role and use of the photo image in visual communication
CUVPHI520A Produce an innovative presentation of professional work
CUVPRP606A Extend expertise in a specialised art form to professional level

Research
CUVRES601A Extend cultural research expertise

Group B
Competitive manufacturing
MCMC614A Develop a communications strategy to support production
MCMS600A Develop a competitive manufacturing system
MCMT675A Facilitate the development of a new product

Financial management
BSBFIM601A Manage finances
CUEFIN03C Obtain sponsorship
CUVFIM401A Obtain revenue to support operations

Information management and research
BSBINM601A Manage knowledge and information
BSBRES801A Initiate and lead applied research
CUVRES501A Critique cultural works

Management
BSBMGT608C Manage innovation and continuous improvement
BSBMGT616A Develop and implement strategic plans
BSBMGT617A Develop and implement a business plan

Marketing
BSBMKG603B Manage the marketing process
BSBMKG605B Evaluate international marketing opportunities
BSBMKG607B Manage market research
BSBMKG609A Develop a marketing plan
CUVPUB501A Develop and manage public relations strategies

Project management
BSBPMG601A Direct the integration of projects

Purchasing and contracting
PSPPROC602B Direct the management of contracts

Relationship management
BSBREL701A Develop and cultivate collaborative partnerships and relationships

Innovation and Business Skills Australia

Risk management
BSBRSK501A Manage risk

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.

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
- CUFANM503A Design animation and digital visual effects
- CUFDIG507A Design digital simulations
- CUFLGT501A Conceive and develop lighting designs
- CUVACD501A Refine drawing and other visual representation tools
- CUVPHI516A Research the role and use of the photo image in visual communication
- CUVRES501A Critique cultural works

Visual arts and craft professional
Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBCRT601A Research and apply concepts and theories of creativity
- BSBDES701A Research and apply design theory
- CUVACD501A Refine drawing and other visual representation tools
- CUVFIM401A Obtain revenue to support operations
- CUVPRP601A Originate a body of independent creative work
- CUVPRP602A Collaborate in professional creative projects
- CUVPRP603A Engage in the business of creative practice
- CUVPRP604A Publicly present a body of own creative work
- CUVPRP605A Evolve ideas for professional creative work
- CUVRES501A Critique cultural works
- CUVRES601A Extend cultural research expertise