



**Australian Government**

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

# **CUV60411 Advanced Diploma of Graphic Design**

**Release: 1**

## CUV60411 Advanced Diploma of Graphic Design

### Modification History

Version	Comments
CUV60411	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 who have a command of wide-ranging, highly specialised technical, creative and conceptual skills and knowledge in visual communication. These skills allow designers to conceive, negotiate and realise design concepts for complex projects using sophisticated communication, organisational and project management skills. They may take responsibility for the work of others in terms of establishing and monitoring systems to ensure the effective production of work. Graphic designers work in many different commercial and community contexts across both print and digital media. Their work as professional designers may include or have links to areas such as advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.

### Pathways Information

#### Pathways into the qualification

People entering this qualification will generally possess CUV50311 Diploma of Graphic Design and this is highly recommended. Depending on specific competencies achieved they may also enter the qualification with a Diploma qualification in a related area, such as interactive digital media or information technology. Alternatively people will have significant workplace experience in graphic design or a related area of work.

#### Pathways from the qualification

People with CUV60411 Advanced Diploma of Graphic Design possess a specialised range of conceptual, technical and organisational skills that allow them to work as a professional graphic designer. They are also able to undertake learning in the higher education sector in diverse areas, such as IT, screen and media or art and design.

### 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 have the skills and knowledge described in the following units of competency:

- 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.

Those skills and knowledge may have been acquired through graphic design 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>• articulating and debating complex ideas</li> <li>• communicating effectively with clients and others on creative, technical and management issues</li> <li>• researching information to enhance own practice</li> <li>• developing and maintaining effective networks</li> <li>• reading and interpreting a range of complex information related to working at a professional level in the creative arts industry</li> <li>• presenting and promoting work to others</li> <li>• developing design documentation</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• building professional collaborative relationships</li> <li>• maximising the potential of individual strengths within a collaborative creative project</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• developing and applying a range of strategies to resolve issues in design projects</li> <li>• managing technical, creative and planning challenges in design projects</li> <li>• evaluating the effectiveness of different design solutions</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• initiating creative and innovative ideas and solutions</li> <li>• refining own individual style of creative expression at a professional level</li> <li>• integrating knowledge of current and emerging trends in own design work</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• establishing clear goals for design projects</li> <li>• managing design projects from initial concepts through to completion</li> <li>• managing resources to address complex design and management challenges</li> <li>• integrating and balancing competing priorities in the work process</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• reviewing and reflecting on own work practice</li> <li>• researching and critically analysing current and emerging industry business practices</li> <li>• engaging with industry at a professional level</li> <li>• integrating professional standards and codes into own practice</li> </ul>

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification</b>
Learning	<ul style="list-style-type: none"><li>• developing and extending professional expertise in a range of graphic design and broader management skills</li><li>• using research and networks to proactively extend own skills and professional opportunities</li><li>• identifying opportunities to maintain and enhance industry knowledge and engagement</li><li>• developing and maintaining the legal knowledge required to operate a professional practice</li></ul>
Technology	<ul style="list-style-type: none"><li>• maximising the potential of graphic design technologies to solve complex graphic design challenges</li><li>• using the internet as a sophisticated research tool</li></ul>

## Packaging Rules

**Total number of units = 15**

**8 core units *plus***

**7 elective units**

The elective units consist of:

- 4 from the list of elective units below
- of the remaining 3 units:
  - up to 3 may be from the list of elective units below
  - up to 3 may be from a Diploma or above in any currently endorsed Training Package
  - up to 2 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

BSBDES502A Establish, negotiate and refine a design brief

BSBDES601A Manage design realisation

BSBIPR501A Manage intellectual property to protect and grow business

BSBPMG510A Manage projects

CUVGRD601A Engage in the business of graphic design

CUVGRD602A Originate graphic designs for complex briefs

CUVGRD603A Extend typographic design expertise

CUVPRP505A Establish and maintain safe professional practice

### Elective units

#### Art, craft and design

CUVACD501A Refine drawing and other visual representation tools

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

CUVACD512A Work with photomedia in creative practice

CUVACD601A Extend professional expertise with drawing and other visual representation tools

#### Communication design

BSBADV509A Create mass print media advertisements

BSBADV510A Create mass electronic media advertisements

CUVGRD604A Develop and execute advertising concepts

CUVGRD605A Develop graphic designs for the built environment

CUVGRD606A Develop graphic designs for packaging

CUVGRD607A Develop graphic designs for branding and identity

#### Copyright and IP

BSBIPR401A Use and respect copyright

#### Creative thinking

BSBCRT501A Originate and develop concepts  
BSBCRT601A Research and apply concepts and theories of creativity

### **E-business**

BSBEBU501A Investigate and design e business solutions  
BSBEBU502A Implement e business solutions  
SITXICT001A Build and launch a website for a small business

### **Design**

BSBDES501A Implement design solutions  
BSBDES602A Research global design trends  
BSBDES701A Research and apply design theory  
CUVDES601B Design innovative products

### **Digital media**

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

### **Information technology**

ICAWEB501A Build a dynamic website  
ICAWEB505A Develop complex web page layouts  
ICAWEB506A Develop complex cascading style sheets  
ICAWEB508A Develop website information architecture  
ICAWEB516A Research and apply emerging web technology trends

### **Innovation**

BSBINN501A Establish systems that support innovation  
BSBINN502A Build and sustain an innovative work environment  
BSBINN601B Manage organisational change

### **Learning and development**

BSBWOR501B Manage personal work priorities and professional development

### **Photo imaging**

CUVPHI529A Employ colour management in a digital imaging workplace

### **Professional practice**

CUVPRP601A Originate a body of independent creative work  
CUVPRP602A Collaborate in professional creative projects  
CUVPRP604A Publicly present a body of own creative work  
CUVPRP606A Extend expertise in a specialised art form to professional level

### **Research**

CUVRES601A Extend cultural research expertise

### **Sustainability**

CUVPRP504A Establish and maintain environmentally sustainable creative practice

### **Visual communication**

CUVDIG501A Refine digital art techniques  
CUVDIG502A Investigate technologies for the creation of digital art  
CUVILL501A Develop professional illustrations  
CUVILL502A Refine illustration techniques  
CUVPHI516A Research the role and use of the photo image in visual communication

CUVPHI518A Explore the descriptive and emotive nature of photo lighting

CUVPHI525A Plan, capture and exploit visual art photo images

CUVPHI531A Investigate and refine alternative approaches to photomedia

### **Writing**

BSBWRT401A Write complex documents

BSBWRT501A Write persuasive copy

CUFWRT601A Write scripts

### **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 specialising in advertising**

Core units plus:

- BSBADV509A Create mass print media advertisements
- BSBADV510A Create mass electronic media advertisements
- BSBCRT501A Originate and develop concepts
- BSBWRT501A Write persuasive copy
- CUVACD512A Work with photomedia in creative practice
- CUVGRD604A Develop and execute advertising concepts
- CUVPRP602A Collaborate in professional creative projects

### **Graphic designer specialising in illustration and drawing**

Core units plus:

- BSBDES602A Research global design trends
- BSBDES701A Research and apply design theory
- CUVACD502A Create observational drawings
- CUVACD503A Select and refine a specialised drawing technique
- CUVILL501A Develop professional illustrations
- CUVILL502A Refine illustration techniques
- CUVPRP606A Extend expertise in a specialised art form to professional level