



**Australian Government**

# **CUA50725 Diploma of Graphic Design**

# CUA50725 Diploma of Graphic Design

## Modification History

| Release | Comments   |
|---------|--|
| 1       | This qualification was first released in CUA Creative Arts and Culture Training Package Release 7.0. |

## Qualification Description

This qualification reflects the role of individuals who combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. Practice at this level is underpinned by application of design theory and practice and the ability to analyse and synthesise information from a range of sources to generate design solutions.

Practitioners may work in many different commercial and community contexts across both print and digital media. The job roles that relate to this qualification may include Graphic Designer, and related roles such as Studio Manager. It may also provide pathways to other related roles in graphic design and associated industries.

## Licensing/Regulatory Information

Licensing, legislative, regulatory or certification considerations

### *Qualification*

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

### *Units of competency in qualification*

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

## Entry Requirements

Individuals must provide evidence of their technical skills and ability to:

- produce multiple examples of graphic design work that meets different design requirements
- produce typography that supports the overall design solution

- use graphic design industry software.

Skills and knowledge may have been acquired through personal or work experience or formal study.

## Packaging Rules

**Total number of units = 19**

**9 core units** plus

**10 elective units**, of which:

- 6 must be from the electives listed below
- 4 may be from the remaining listed electives or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Where relevant, the choice of elective units set out in the packaging rules above can serve to provide the qualification with one of the following specialisations. The rules to achieve a specialisation are detailed at qualification end.

- Illustration

Units of competency that contain pre-requisites are identified with an \*

### Core units

- CUAACD531 Refine drawing and other visual representation tools
- CUADES413 Develop and extend design skills and practice
- CUAGRD501 Research visual communication history and theory
- CUAGRD502 Produce graphic designs for 2-D and 3-D applications
- CUAGRD503 Produce typographic design solutions
- CUAGRD514 Create and manipulate graphics
- CUAGRD515 Design and manipulate complex layouts
- CUAGRD516 Develop graphic design practice to meet industry needs
- CUAPPR513 Present a body of own creative work

### Elective units

- BSBCMM411 Make presentations
- BSBCRT412 Articulate, present and debate ideas
- BSBCRT413 Collaborate in creative processes
- BSBCRT512 Originate and develop concepts

- BSBTEC501 Develop and implement an e-commerce strategy
- BSBLEG525 Apply legal principles in intellectual property law matters
- BSBESB402 Establish legal and risk management requirements of new business ventures
- BSBMKG439 Develop and apply knowledge of communications industry
- BSBMKG437 Create and optimise digital media
- BSBMKG551 Create multiplatform advertisements for mass media
- BSBMKG546 Develop social media engagement plans
- BSBPMG430 Undertake project work
- BSBPRC402 Negotiate contracts
- BSBTWK401 Build and maintain business relationships
- BSBWHS521 Ensure a safe workplace for a work area
- BSBPEF501 Manage personal and professional development
- BSBWHS512 Contribute to managing work-related psychological health and safety
- BSBWRT411 Write complex documents
- BSBMKG555 Write persuasive copy
- CUAACD532 Create observational drawings
- CUAACD533 Select and refine a specialised drawing technique
- CUAACD534 Research and apply light and colour
- CUAACD536 Refine 2-D design ideas and processes
- CUAACD537 Refine 3-D design ideas and processes
- CUAACD522 Work with photomedia in creative practice
- CUAANM513 Design specifications for animation and digital visual effects
- CUACMP511 Manage copyright arrangements
- CUADES412 Interpret and respond to a design brief
- CUADES511 Implement design solutions
- CUADES512 Establish, negotiate and refine a design brief
- CUADIG304 Create visual design components
- CUADIG401 Author interactive media
- CUADIG413 Create user interfaces
- CUADIG511 Coordinate testing of interactive media products
- CUADIG512 Design digital applications
- CUADIG513 Design e-learning resources

- CUADIG516 Design interactions
- CUADIG517 Design digital simulations
- CUADIG519 Investigate technologies for the creation of digital art
- CUAFIM511 Source funding for projects
- CUAILL401 Develop and refine illustrative work
- CUAILL511 Develop professional illustrations
- CUAILL512 Refine illustration techniques
- CUAIND411 Extend expertise in specialist creative fields
- CUAIND412 Provide freelance services
- CUAIND512 Enhance professional practice using creative arts industry knowledge
- CUAMWB401 Develop and implement own self-care plan in the creative industries
- CUAMWB402 Manage feedback on creative practice
- CUAMWB403 Prepare to work with confronting material and processes in the creative industries
- CUAPHI531 Apply visual communication theory to photo imaging practice
- CUAPHI523 Employ colour management in a digital imaging workplace
- CUAPHI524 Prepare digital images for pre-press processing
- CUAPOS412 Manage media assets
- CUAPPR408 Integrate disability access and inclusion
- CUAPPR511 Realise a body of creative work
- CUAPPR512 Develop sustainability of own professional practice
- CUAPPR514 Establish and maintain environmentally sustainable creative practice
- CUASOU304 Prepare audio assets
- FNSORG501 Develop and manage a budget
- ICPPRN3840 Set up and produce basic digital print
- ICPPRN4960 Set up and produce complex digital print\*
- ICPPRP422 Digitise complex images for reproduction
- ICPPRP4300 Manage colour
- ICPPRP4350 Generate complex imposition
- ICPPRP4840 Set up and operate automated workflow
- ICTWEB513 Build dynamic websites

## Specialisations

The achievement of a specialisation will be identified on testamurs as follows:

- CUA50725 Diploma of Graphic Design (Illustration).

### Packaging rules to achieve a specialisation

#### Illustration

- 6 elective units must be selected from the listed electives and must include CUAILL401 Develop and refine illustrative work, CUAILL511 Develop professional illustrations and CUAILL512 Refine illustration techniques.

## Pre-requisite Requirements

| Unit of competency                                  | Prerequisite requirement                          |
|---|---|
| ICPPRN4960 Set up and produce complex digital print | ICPPRN3840 Set up and produce basic digital print |

## Qualification Mapping Information

| Current Code and Title             | Previous Code and Title            | Comments  | Equivalence    |
|------------------------------------|------------------------------------|---|----------------|
| CUA50725 Diploma of Graphic Design | CUA50720 Diploma of Graphic Design | All superseded imported units have been replaced with the most current unit.<br>All deleted imported units have been removed.<br>Deleted units include some which form part of a specialisation within the qualification. | Not-Equivalent |

## Links

Companion volumes, including implementation guides, are found in TGA -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>