



**Australian Government**

# **CUA60320 Advanced Diploma of Graphic Design**

**Release 1**

# CUA60320 Advanced Diploma of Graphic Design

## Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

## Qualification Description

This qualification reflects the role of individuals who have highly specialised technical, creative and conceptual skills in visual communication to conceive, negotiate and realise design solutions. Practice at this level is underpinned by the application of visual communication and design theory and history and the ability to critically analyse and synthesise information from a range of sources. Application of advanced communication, organisational and project management skills are also required.

Practitioners at this level may work in many different commercial and community contexts across both print and digital media environments. The job roles that relate to this qualification include Graphic Designer and Junior Art Director. It may also provide a pathway to Studio Manager and other studio agency or inhouse roles, as well as developing skills to commence own business or work as a freelance graphic designer.

### 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 ability to:

- produce professional typography that demonstrates application of visual communication history and theory
- produce graphic designs for two-dimensional and three-dimensional applications
- create and manipulate graphics and design complex publication layouts.

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

## Packaging Rules

**Total number of units = 15**

**6 core units** plus

**9 elective units**, of which:

- 6 must be from the electives listed below
- 3 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

### Core units

CUADES512 Establish, negotiate and refine a design brief

CUADES611 Manage design realisation

CUAGRD603 Extend typographic design expertise

CUAGRD611 Engage in the business of graphic design

CUAGRD612 Originate graphic designs for complex briefs

CUAPPR612 Collaborate in professional creative projects

### Elective units

BSBMKG551 Create multiplatform advertisements for mass media

BSBCRT512 Originate and develop concepts

BSBCRT611 Apply critical thinking for complex problem solving

BSBTEC501 Develop and implement an e-commerce strategy

BSBSTR501 Establish innovative work environments

BSBLDR601 Lead and manage organisational change

BSBLEG525 Apply legal principles in intellectual property law matters

BSBESB406 Establish operational strategies and procedures for new business ventures

BSBSTR601 Manage innovation and continuous improvement

BSBOPS601 Develop and implement business plans

BSBMKG437 Create and optimise digital media

BSBMKG546 Develop social media engagement plans

BSBMKG622 Manage organisational marketing processes

BSBMKG625 Implement and manage international marketing programs

BSBMKG624 Manage market research  
BSBMKG623 Develop marketing plans  
BSBPMG540 Manage project integration  
BSBPMG430 Undertake project work  
BSBINS603 Initiate and lead applied research  
BSBOPS504 Manage risk  
BSBPEF501 Manage personal and professional development  
BSBWRT411 Write complex documents  
BSBMKG555 Write persuasive copy  
BSBWH512 Contribute to managing work-related psychological health and safety  
CUAACD531 Refine drawing and other visual representation tools  
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  
CUAACD611 Extend professional expertise with drawing and other visual representation tools  
CUAACD612 Extend professional expertise across new art forms and media  
CUACMP511 Manage copyright arrangements  
CUADES511 Implement design solutions  
CUADES612 Research global design trends  
CUADES801 Research and apply design theory  
CUADES601 Design innovative products  
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  
CUADIG518 Refine digital art techniques  
CUADIG519 Investigate technologies for the creation of digital art  
CUAFIM511 Source funding for projects  
CUAGRD614 Develop and execute advertising concepts  
CUAGRD615 Develop graphic designs for the built environment  
CUAGRD616 Develop graphic designs for packaging  
CUAGRD617 Develop graphic designs for branding and identity  
CUAILL511 Develop professional illustrations

CUAILL512 Refine illustration techniques  
CUAIND512 Enhance professional practice using creative arts industry knowledge  
CUAPHI531 Apply visual communication theory to photo imaging practice  
CUAPHI533 Explore and apply photo lighting techniques  
CUAPHI539 Plan and produce visual art photo images  
CUAPHI523 Employ colour management in a digital imaging workplace  
CUAPPR512 Develop sustainability of own professional practice  
CUAPPR515 Establish and maintain safe creative practice  
CUAPPR514 Establish and maintain environmentally sustainable creative practice  
CUAPPR611 Originate a body of independent creative work  
CUAPPR613 Engage in the business of creative practice  
CUAPPR614 Publicly present a body of own creative work  
CUAPPR615 Evolve ideas for professional creative work  
CUAPPR616 Extend expertise in a specialised art form to professional level  
CUARES612 Extend cultural research expertise  
CUAWRT601 Write scripts  
ICTWEB513 Build dynamic websites  
ICTWEB519 Develop web page layouts  
ICTWEB520 Develop complex cascading style sheets  
ICTWEB522 Develop website information architecture  
ICTWEB527 Research and apply emerging web technology trends  
SITXEBS003 Build and launch a small business website

## Specialisations

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

- CUA60320 Advanced Diploma of Graphic Design (Illustration).

## Packaging rules to achieve a specialisation

### Illustration

- 6 units must be selected from the listed electives and must include CUAILL511 Develop professional illustrations and CUAILL512 Refine illustration techniques.

## Qualification Mapping Information

No equivalent qualification. Supersedes and is not equivalent to CUA60315 Advanced Diploma of Graphic Design.

## **Links**

Companion Volume Implementation Guide is found on VETNet -

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