



Australian Government

CUA60425 Advanced Diploma of Creative Product Development

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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 have high level technical, creative and conceptual skills which they apply across a range of creative arts industry contexts. It applies to work in different environments that require the development of creative solutions to complex problems.

Practice at this level is underpinned by the ability to research, analyse, conceive and develop ideas and negotiate solutions. Application of advanced communication, organisational and project management skills are also required. Individuals at this level will have specialised technical and theoretical knowledge within one or more fields of work and operate across a broad range of technical or management functions with accountability for personal outputs and team outcomes within broad parameters.

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

This qualification has no entry requirements.

Packaging Rules

Total number of units = 16

5 core units plus

11 elective units, of which:

- 7 must be from Group A
- 2 must be from Group A and/or Group B
- 2 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.

Core units

- BSBWHS521 Ensure a safe workplace for a work area
- CUACMP511 Manage copyright arrangements
- CUADES601 Design innovative products
- CUADES611 Manage design realisation
- CUAIND512 Enhance professional practice using creative arts industry knowledge

Elective units

Group A

- BSBCRT512 Originate and develop concepts
- BSBCRT611 Apply critical thinking for complex problem solving
- BSBSTR801 Lead innovative thinking and practice
- BSBSTR802 Lead strategic planning processes for an organisation
- BSBSUS511 Develop workplace policies and procedures for sustainability
- CUAACD531 Refine drawing and other visual representation tools
- CUAACD611 Extend professional expertise with drawing and other visual representation tools
- CUAACD612 Extend professional expertise across new art forms and media
- CUADES511 Implement design solutions
- CUADES512 Establish, negotiate and refine a design brief
- CUADES612 Research global design trends
- CUADES801 Research and apply design theory
- CUADIG517 Design digital simulations
- CUAGRD603 Extend typographic design expertise

- CUAGRD611 Engage in the business of graphic design
- CUAGRD612 Originate graphic designs for complex briefs
- CUAPHI531 Apply visual communication theory to photo imaging practice
- CUAPPR513 Present a body of own creative work
- CUAPPR514 Establish and maintain environmentally sustainable creative practice
- CUAPPR611 Originate a body of independent creative work
- CUAPPR612 Collaborate in professional creative projects
- 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

Group B

- BSBFIN601 Manage organisational finances
- BSBINS601 Manage knowledge and information
- BSBLDR812 Develop and cultivate collaborative partnerships and relationships
- BSBSTR601 Manage innovation and continuous improvement
- BSBSTR602 Develop organisational strategies
- BSBOPS601 Develop and implement business 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
- BSBMKG441 Develop public relations documents
- BSBINS603 Initiate and lead applied research
- BSBOPS504 Manage business risk
- CUABRT502 Manage and operate technical requirements for virtual and hybrid events
- CUADES523 Design virtual and hybrid events
- CUAFIM411 Obtain revenue to support operations
- CUARES502 Critique cultural works
- CUARES612 Extend cultural research expertise
- PSPPCM023 Manage strategic contracts

- SITXMPR015 Obtain and manage sponsorship

Pre-requisite Requirements

There are no prerequisites requirements for this qualification

Qualification Mapping Information

Current Code and Title	Previous Code and Title	Comments	Equivalence
CUA60425 Advanced Diploma of Creative Product Development	CUA60420 Advanced Diploma of Creative Product Development	All superseded imported units have been replaced with the most current unit. Replaced units include a core unit of competency, which has been identified as equivalent by the relevant JSC.	Equivalent

Links

Companion volumes, including implementation guides, are found in TGA -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>