



Australian Government

CUADES601 Design innovative products

Release: 1

CUADES601 Design innovative products

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to design and develop innovative products and creative works that are ‘market-ready’ at a professional level.

It applies to individuals who conceive and develop innovative products across all areas of creative practice. Work may be physical, virtual or conceptual and could be artistic or functional.

The work is carried out independently or as part of a creative team.

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

Unit Sector

Design – design process

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Define design challenge	1.1. Conceptualise a design innovation and determine potential target market 1.2. Investigate and clarify purpose, medium, technical requirements, costs and timeframes for product 1.3 Confirm that industry standards, intellectual property and other relevant legal requirements are met 1.4 Articulate concept using appropriate representation formats
2. Generate ideas and responses to design	2.1 Undertake research and consultation to inform design solution 2.2 Use range of creative thinking techniques to generate different

ELEMENT	PERFORMANCE CRITERIA
challenge	options and ideas 2.3 Apply relevant principles of functionality, ergonomics, aesthetics and sustainability to development of different options 2.4 Develop and use range of criteria to evaluate different options and ideas 2.5 Select preferred solution against agreed criteria and in consultation with relevant stakeholders
3. Implement and monitor realisation of design	3.1 Develop plan and schedule to achieve realisation of design, including key roles and responsibilities linked to timelines and budget 3.2 Experiment with range of techniques and processes to test and refine design solution 3.3 Organise and allocate resources to achieve realisation of design within required standards, timelines and budget 3.4 Liaise with others involved in design realisation to ensure obligations and quality standards are met within time, budget and technical resources 3.5 Monitor processes and take action to resolve any identified problems
4. Complete design process	4.1 Finalise design outcomes, and present and promote to relevant people 4.2 Seek feedback on finished design and make final adjustments as necessary 4.3 Evaluate completed product and realisation processes to inform future development work

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.2, 1.3, 2.1	Interprets detailed and complex information from a range of sources to determine how content may be applied to conceptual development and production requirements and constraints

Writing	1.1, 1.2, 1.4, 2.1, 2.4, 3.1	- Integrates information from a wide variety of sources to develop and document design objectives, parameters and timelines - Prepares structured plans, identifying production milestones and role accountability, and using appropriate vocabulary and structure for the audience
Oral Communication	1.2, 2.1, 2.5, 3.4, 4.1, 4.2	- Establishes and maintains complex and effective communication in a broad range of contexts with relevant people - Uses careful listening and analytical questioning to gather and confirm ideas, information and feedback
Numeracy	1.2, 3.1, 3.3	Interprets information to establish costs, and calculates budget and production timelines for self and others
Navigate the world of work	1.3, 3.1	- Takes full responsibility for compliance with relevant regulatory and legislative requirements when negotiating, planning and undertaking work - Accepts responsibility for defining key roles and responsibilities for self and others
Interact with others	1.2, 1.4, 2.1, 2.5, 3.4, 4.1, 4.2	- Uses collaborative techniques to connect with others to gather information and ideas, elicit feedback and confirm work progress - Uses sophisticated communication techniques to present and promote innovative designs
Get the job done	1.1, 1.2, 1.4, 2.2-2.5, 3.1-3.5, 4.1, 4.3	- Identifies opportunities and uses creative thinking to generate new or innovative ideas for products - Directs own research and analysis to determine the balance of aesthetics, function and sustainability in ideas, and develops criteria to assist the evaluation of choices - Uses consultative processes to select a preferred design idea - Develops, implements and monitors plans to manage design resources, processes and production, resolving problems as they are encountered - Identifies future work development opportunities through evaluation processes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
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Code and title current version	Code and title previous version	Comments	Equivalence status
CUADES601 Design innovative products	CUVDES601B Design innovative products	Updated to meet Standards for Training Packages. Minor edits to elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUADES601 Design innovative products

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Performance Evidence

Evidence of the ability to:

- develop a product concept that considers target market, purpose, technical feasibility, cost, timeframes and legislative requirements
- generate options and ideas and select a design solution, in collaboration with others
- develop a plan to realise a design solution
- implement, monitor and evaluate design realisation.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline commonly used research methodologies for market analysis in the relevant area of practice
- outline production processes as they apply to designs in particular industry contexts
- describe quality assurance processes for product design and development applicable to specific industry contexts and art and design disciplines
- explain the design features of completed work and the potential market
- outline legislation relevant to product design concepts in the specific industry context.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- resources, tools, materials and equipment for realisation of a design in a specific context
- interaction with others to support design development and realisation.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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