



Australian Government

CUADIG304 Create visual design components

Release: 1

CUADIG304 Create visual design components

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 create visual designs for interactive media components that can be integrated into a range of media products.

It applies to individuals who generate and assess ideas to create visual design components in response to specifications under supervision in a team environment.

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

Unit Sector

Visual Communication – Digital Content and Imaging

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. Clarify work requirements	1.1 Clarify visual design components required in the project brief, in consultation with relevant personnel 1.2 Identify project timelines and discuss factors that may determine or affect visual design concepts 1.3 Clarify, in discussion with relevant personnel, the target user or audience, and determine format and delivery platform
2. Generate and assess ideas	2.1 Research media products, designs, images, artwork and other creative sources that may inspire visual design ideas 2.2 Develop a range of visual design ideas that are technically feasible, respond to project specifications and provide creative solutions to design issues

ELEMENT	PERFORMANCE CRITERIA
	2.3 Present and review visual design ideas with relevant personnel
3. Develop design concept	3.1 Experiment with traditional and digital methods to create required visual design components 3.2 Explore a range of typographical and visual design elements to create components 3.3 Evaluate initial design ideas with relevant personnel to select final design concept 3.4 Confirm design concept complies with copyright laws 3.5 Check output format meets delivery platform requirements 3.6 Adopt safe ergonomic practices when using equipment for long periods of time
4. Produce components	4.1 Develop components based on the final design concept using various design techniques 4.2 Apply visual design principles and communication principles to produce components that have high visual impact 4.3 Save components in an appropriate format according to project specifications
5. Finalise visual design components	5.1 Review visual design components against design and technical specifications 5.2 Discuss and confirm additional requirements or modifications with relevant personnel, and make amendments as required 5.3 Save and archive visual design components using industry or enterprise naming conventions and version control protocols

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	2.1, 3.1, 3.2, 3.3, 4.1, 4.3, 5.1, 5.2, 5.3	- Reviews and researches creative source material to generate ideas - Checks that output meets requirements - Locates correct folders for storing electronic data

Writing	2.2, 3.1, 3.2, 4.1, 4.3, 5.2, 5.3	- Prepares information to accompany design components - Names files according to requirements
Oral Communication	1.1-1.3, 2.3, 3.3, 4.3, 5.2	Participates effectively in spoken interactions using active listening and questioning to confirm and clarify understanding
Navigate the world of work	3.4, 3.6	Complies with legislative requirements
Interact with others	1.1-1.3, 2.3, 3.3, 4.3, 5.2	Collaborates with relevant personnel to ensure that end result meets requirements
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.3, 3.5, 4.2, 4.3, 5.1-5.	- Takes responsibility for planning and producing design components according to project requirements and design principles - Makes decisions directed related to completion of tasks - Uses experimentation to develop new or innovative design approaches - Selects and uses appropriate software to conceive, produce, store and present visual design components

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUADIG304 Create visual design components	CUFDIG304A Create visual design components	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 CUADIG304 Create visual design components

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Performance Evidence

Evidence of the ability to:

- explore and experiment with design techniques and visual design and communication principles to produce ideas and concepts for visual design components
- use design techniques to create visual design components that respond effectively to a project brief
- present and discuss ideas, concepts and designs with relevant personnel
- save and archive files using standard industry or enterprise naming conventions.

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:

- describe differences between traditional and digital methods in creating visual images, and advantages and disadvantages of each
- describe visual design, typographic and communication principles used to construct visual design components
- explain safe work practices in relation to working on computers for periods of time
- explain the procedure for checking copyright clearance.

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:

- project briefs
- relevant software
- manuals and information to support software.

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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