



Australian Government

CUAGR401 Research and apply graphic design techniques

Release: 1

CUAGRD401 Research and apply graphic design techniques

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 research and apply techniques to produce graphic design work. It involves interpreting work briefs, organising resources, testing ideas, and refining approaches to a range of design challenges.

It applies to individuals still developing a full range of skills. Research, experimentation and refinement are used to produce a range of general design works. Individuals generally produce work independently, with guidance as required.

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

Unit Sector

Visual communication – graphic design

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. Interpret graphic design briefs	1.1 Interpret specifications in graphic design briefs and clarify issues with relevant people, as necessary 1.2 Take user or client requirements into account when making decisions about graphic design work 1.3 Consider parameters and constraints and clarify with relevant people as required 1.4 Research contemporary and historical information relevant to briefs
2. Organise resources	2.1 Identify workspace, materials, tools and equipment required for

ELEMENT	PERFORMANCE CRITERIA
	graphic design work 2.2 Prepare and care for resources according to safety and organisational requirements 2.3 Follow storage and inventory procedures
3. Test graphic design approaches	3.1 Produce preliminary visual representations 3.2 Identify possible design approaches and establish criteria for selecting final approach 3.3 Select materials, tools and equipment and test approaches and techniques 3.4 Evaluate test outcomes against criteria and select the best approach for the requirements of briefs 3.5 Review own work and seek feedback as required 3.6 Refine and document the design approach based on results of testing and evaluation
4. Produce graphic design work	4.1 Create graphic designs using selected design approach 4.2 Respond to feedback and refine graphic design work 4.3 Present finished work within agreed work parameters

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	1.1, 1.4, 2.3	Interprets detailed textual and visual information to inform ideas and determine design requirements
Writing	3.6	Uses clear language and industry related terminology to document idea development, testing and evaluation outcomes
Oral Communication	1.3, 3.5, 4.2	- Articulates using clear and direct language to determine requirements and seek feedback - Uses listening and questioning techniques to confirm understanding
Navigate the world of work	2.2, 2.3	Takes responsibility for safe use and maintenance of resources and follows required procedures for their

		registration and storage
Interact with others	1.3, 3.5, 4.2	Selects and uses appropriate communication conventions and techniques to confirm requirements and request feedback from others
Get the work done	1.2, 2.1-2.3, 3.1-3.4, 3.6, 4.1-4.3	- Plans, organises and completes work to meet established time requirements - Identifies resources suited to a range of graphic design work and analyses task requirements to make appropriate choices - Analyses the scope of exploratory techniques required and critically evaluates effectiveness of test samples against established criteria for designs - Determines final design choice based on test results and client requirements - Produces, refines, documents and presents final graphic design solutions that meet creative and technical requirements

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD401 Research and apply graphic design techniques	CUVGRD401A Research and apply graphic design techniques	Updated to meet Standards for Training Packages and clarify intent.	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 CUAGRD401 Research and apply graphic design techniques

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Performance Evidence

Evidence of the ability to:

- interpret information in briefs and related research
- select and care for required resources
- test graphic design methods and techniques and document outcomes and design approaches
- produce examples of graphic design work that meet the requirements of a range of briefs.

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:

- explain the use of experimentation in developing and refining graphic design work
- explain the importance of researching information about graphic design when completing design work
- explain typical information found in graphic design briefs
- discuss typical parameters and constraints that need to be considered when interpreting design briefs, including intellectual property considerations, and availability of resources, time and budget
- identify common techniques, materials, tools and equipment used in graphic design
- briefly describe the health and safety requirements related to establishment of work space and use of materials and equipment for graphic design work.

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:

- graphic design briefs
- information sources for graphic design research
- equipment and tools used to produce graphic design work
- opportunities for discussion and feedback.

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

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