



Australian Government

CUAGR411 Research and apply graphic design techniques

Release: 1

CUAGRD411 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 5.0.

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.

The unit applies to those 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 requirements 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 and plan graphic design briefs	1.1 Interpret specifications in graphic design briefs and clarify issues with required personnel 1.2 Consider user or client requirements when making decisions about graphic design work 1.3 Research contemporary and historical information for briefs as required
2. Organise resources	2.1 Identify workspace and materials required for graphic design work 2.2 Store files and completed documentation using standard industry procedures
3. Test graphic design	3.1 Produce preliminary visual representations

ELEMENT	PERFORMANCE CRITERIA
approaches	3.2 Identify possible design approaches and critique in relation to the design brief 3.3 Select resources, materials and techniques required to test identified approaches. 3.4 Evaluate test outcomes against criteria and select the final design approach 3.5 Review own work and seek feedback as required
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 design solution that meets the requirements of the design brief

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Interprets detailed textual and visual information to inform ideas and determine design requirements
Writing	Uses clear language and industry related terminology to document idea development, testing and evaluation outcomes
Oral Communication	- Articulates using clear and direct language to determine requirements and seek feedback - Uses listening and questioning techniques to confirm understanding
Self-management	Takes responsibility for safe use and maintenance of resources and follows required procedures for their registration and storage
Teamwork	Selects and uses appropriate communication techniques to confirm requirements and request feedback from others
Planning and organising	- 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
Problem solving	- Analyses 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

SKILL	DESCRIPTION
	solutions that meet creative and technical requirements

Unit Mapping Information

Supersedes and is equivalent to CUAGRD401 Research and apply graphic design techniques.

Links

Companion Volume Implementation Guide is found on VETNet -

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