



Australian Government

CUAGR501 Research visual communication history and theory

Release: 1

CUAGRD501 Research visual communication history and theory

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 visual communication history and theory and to apply that research to own professional practice.

It applies to individuals who are visual communication professionals. They carry out research independently and use information to provide context, inspiration and reference for contemporary design solutions.

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. Select focus for research	1.1 Select a focus for visual communication research based on specific needs and perspectives 1.2 Challenge own assumptions about the research process and potential information sources 1.3 Select relevant historical and contemporary sources for investigation and consider any intellectual property requirements
2. Conduct critical analysis	2.1 Identify and investigate issues and ideas in the development of visual communication 2.2 Evaluate ways in which meanings, messages and information are communicated in both a historical and contemporary content

ELEMENT	PERFORMANCE CRITERIA
	2.3 Seek out and compare the critical views of others in chosen area of inquiry 2.4 Allow the process of analysis to take exploration of issues in new and unintended directions
3. Present ideas about visual communication history and theory	3.1 Develop substantiated opinions and ideas about visual communication history and theory 3.2 Make informed contributions to professional discussions of visual communication practice as a result of research 3.3 Document and present clear and accurate ideas
4. Develop own practice from research	4.1 Determine potential for integration of research findings into own work 4.2 Relate visual communication history and theory research outcomes to business practice considerations 4.3 Recognise connections and associations between history, theory and contemporary practice 4.4 Develop relevant ideas about how research impacts on own professional practice and its future direction

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	1.3, 2.1-2.3	- Interprets and evaluates theoretical and contemporary material from selected information sources and determines how content may be applied in own practice - Evaluates and compares texts that define others' positions to inform the development and refinement of own opinions
Writing	3.3	Develops relatively complex, logically structured material using clear and detailed language to convey ideas derived from analysis of historical and theoretical information
Oral	3.2, 3.3	Participates in detailed exchanges of ideas and opinions about visual communication practice

Communication		• Uses active listening and questioning techniques to gather information and confirm understanding
Navigate the world of work	1.1, 1.3	• Works mostly independently with a strong sense of responsibility and ownership for setting and achieving goals • Adheres to intellectual property rights and responsibilities when planning and undertaking research for own use
Interact with others	3.2, 3.3	• Identifies and uses appropriate communication methods and practices to participate in discussion and debate with others, and to present information and opinions derived from research
Get the work done	1.1-1.3, 2.1, 2.4, 3.2, 4.1-4.4	• Plans, organises and implements tasks required for research process • Critically analyses research outcomes to decide how they may be adapted and applied to enhance contemporary design practice • Uses exploration and analysis to develop new or innovative ideas

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD501 Research visual communication history and theory	CUVGRD501A Research visual communication history and theory	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 CUAGRD501 Research visual communication history and theory

Modification History

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

Performance Evidence

Evidence of the ability to:

- select appropriate research focus and information sources based on professional needs
- use analysis skills to extract ideas and information from research for integration into professional practice
- communicate ideas effectively orally and in written presentations
- determine ways to use research in own professional practice.

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 criteria for selection of a meaningful research focus to support visual communication practice
- list and describe historical and contemporary sources for research into visual communication
- explain the characteristics of a ‘substantiated opinion or idea’
- discuss fundamental components of visual communication
- explain the relationship between the history and theory of visual communication to a developing professional
- briefly summarise contemporary trends and practices in visual communication
- summarise the influences of technology on visual communication, in historical and contemporary contexts.

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:

- a range of visual communication history and theory information sources
- opportunities for discussion with industry professionals and presentation of ideas.

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

Links

Companion Volume implementation guides are found in VETNet -

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