



Australian Government

CUAGRD504 Create and manipulate graphics

Release: 1

CUAGRD504 Create and manipulate graphics

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 and manipulate graphics using a combination of creative design skills and technical software proficiency.

It applies to individuals working in various industries such as graphic design, commercial printing, advertising, publishing, television and marketing. Individuals work independently and create original graphics or work with graphic objects created by others.

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. Analyse design needs	1.1 Confirm communication objectives for the graphics work based on the design brief and consultation with relevant people as required 1.2 Evaluate design brief specifications 1.3 Source and evaluate legal, ethical and contractual information pertinent to the project
2. Develop and refine ideas for graphics	2.1 Identify relevant sources and conduct research to inform ideas for graphics 2.2 Consider the opportunities and constraints offered by different techniques and technologies 2.3 Assess the relationship of the graphic objects to the other

ELEMENT	PERFORMANCE CRITERIA
	components of the design 2.4 Create and refine ideas and options for layouts 2.5 Refine ideas using technical experimentation 2.6 Evaluate and select approaches that meet the communication need 2.7 Produce and present visual representations of design ideas to others for their approval
3. Manipulate graphic objects	3.1 Create graphic objects based on selected ideas 3.2 Manipulate, edit and enhance objects using an extended range of digital tools and features 3.3 Integrate graphics with other visual design elements 3.4 Identify and resolve technical problems based on developing expertise 3.5 Achieve desired outcomes through application of design skills and technical expertise 3.6 Establish and follow safe work practices in the work process
4. Finalise technical aspects of graphics work	4.1 Edit and refine graphics to meet technical requirements 4.2 Follow correct protocols for saving, exporting and storing files 4.3 Establish appropriate file formats for output
5. Evaluate graphics work	5.1 Critique graphics from both a technical and aesthetic perspective in the context of the design objectives 5.2 Seek feedback from others as required, and make appropriate adjustments

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	1.1-1.3, 2.1, 4.2	Interprets and evaluates complex textual and visual information from a range of sources to identify content relevant to own work

Oral Communication	1.1, 2.7, 5.2	- Participates in discussions using active listening and questioning techniques to seek feedback and confirm understanding of design requirements - Presents detailed information using language, tone and pace appropriate to audience and purpose
Navigate the world of work	1.3, 3.6	- Considers legal requirements and responsibilities when planning responses to design briefs - Takes responsibility for establishment and adherence to safe work practice
Interact with others	1.1, 2.7, 5.2	Selects and uses appropriate communication methods and practices to identify shared goals, seek feedback and present information to others
Get the work done	2.1-2.7, 3.1-3.5, 4.1-4.3, 5.1, 5.2	- Takes responsibility for management and sequence of tasks and processes within own workload - Invests time in developing options using a combination of creative and critical thinking and exploratory techniques to manipulate graphics before production of preliminary visuals - Makes intuitive and analytical decisions using design skills, and software tools and features to finalise the production of refined graphics that meet aesthetic and technical requirements - Reviews effectiveness of aesthetic and technical decisions to meet objectives with input from others - Considers purpose when selecting and using digitally based technology and applications to effectively realise graphics for output in appropriate file formats

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD504 Create and manipulate graphics	CUVGRD504A Create and manipulate graphics	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 CUAGRD504 Create and manipulate graphics

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Performance Evidence

Evidence of the ability to:

- analyse graphics requirements in briefs and other information sources
- develop and present ideas for graphics
- create original graphics for at least two different graphic design projects
- use an extended range of tools and features of relevant software with a high level of technical proficiency
- integrate technical and creative processes to produce outcomes that meet design objectives
- evaluate the technical and aesthetic effectiveness of graphics work.

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 graphics within different types of communication, including corporate, editorial and promotional communication
- identify sources of information for developing ideas about different graphics options
- identify the current range of software programs available to graphic designers and discuss the tools and features
- identify the different types of graphic file formats and explain their use in different contexts
- explain technical requirements for the manipulation and formatting of visual components and file types, including:
 - bitmap images
 - charts
 - graphics
 - page layouts

- text
- vector graphics
- outline file management protocols and procedures for a range of print and web-based publications
- explain key safety requirements for the use of computer and keyboard.

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:

- industry standard briefs for graphics work
- relevant information sources
- opportunities to present ideas to others
- industry-current graphic design 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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