



Australian Government

CUAGR505 Design and manipulate complex layouts

Release: 1

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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 design complex publication layouts by combining creative design skills with technical software proficiency.

It applies to individuals working in various industry contexts such as graphic design, commercial printing, advertising, publishing, television and marketing. At this level, individuals work independently and are responsible for the overall layout design.

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 publication based on the design brief and consultation with relevant people 1.2 Evaluate particular specifications of the design brief 1.3 Source and evaluate legal, ethical and contractual information pertinent to the project
2. Develop and refine layout ideas	2.1 Identify relevant sources and conduct research to inform layout ideas 2.2 Consider the opportunities and constraints offered by different techniques and technologies 2.3 Assess the different elements that need to be incorporated into

ELEMENT	PERFORMANCE CRITERIA
	the overall layout 2.4 Create and refine ideas and options for layouts 2.5 Refine ideas using technical experimentation 2.6 Evaluate and select approaches based on their potential to meet the communication need 2.7 Produce and present visual representations of design ideas to others for their approval
3. Create and manipulate layouts	3.1 Set up the document using the capabilities of appropriate software 3.2 Manipulate and enhance the layout through use of an extended range of tools and features 3.3 Support communication objectives with effective integration of text and visuals 3.4 Identify and resolve technical problems based on developing expertise 3.5 Apply design skills and technical expertise to achieve desired outcomes 3.6 Enhance outcomes by working creative and technical processes together 3.7 Establish and follow safe work practices in the work process
4. Evaluate design work	4.1 Critique the layout from functional and aesthetic perspectives in the context of the design objective 4.2 Seek feedback from others as required, and make appropriate adjustments 4.3 Make assessment of own work and identify key learnings to inform future work
5. Finalise technical aspects	5.1 Edit and refine layouts to meet technical requirements 5.2 Follow correct protocols for saving, exporting and storing files 5.3 Establish appropriate file formats for output and appropriate colour management profiles

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, 4.1,	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, 4.2	- Participates in discussions using active listening and questioning techniques to confirm understanding of design requirements and seek feedback from others - Presents detailed information using language, tone and pace appropriate to audience and purpose
Navigate the world of work	1.3, 3.7	- Considers legal requirements and responsibilities when planning responses to design briefs - Takes responsibility for establishment and adherence to safe work
Interact with others	1.1, 2.7, 4.2	Selects and uses appropriate communication methods and practices to identify shared goals, seek feedback and present information to others
Get the work done	1.3, 2.1-2.7, 3.1-3.6, 4.1-4.3, 5.1- 5.3	- Takes responsibility for planning and managing tasks and processes within own workload - Invests time in developing options using a combination of creative and analytical thinking, technical exploration and design refinement before production of preliminary layout visuals - Makes intuitive and analytical decisions about manipulation and integration of text and type into layouts that meet aesthetic and communication requirements, solving technical problems as they arise - Reviews effectiveness of aesthetic and technical decisions to meet objectives with input from others, and appraises design solutions for opportunities to inform future work - Considers purpose when selecting and using software tools to develop and refine visual information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD505 Design and manipulate complex layouts	CUVGRD505A Design and manipulate complex	Updated to meet Standards for Training Packages	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
	layouts	and clarify intent.	

Links

Companion Volume implementation guides are found in VETNet -

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