



Australian Government

CUAGRD514 Create and manipulate graphics

Release: 1

CUAGRD514 Create and manipulate graphics

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 create and manipulate graphics using a combination of creative design skills and technical software proficiency. It involves the analysis, application and refinement of graphic design techniques to meet assigned design objectives.

The unit applies to those 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 according to the design brief and consultation with required personnel 1.2 Evaluate design brief specifications 1.3 Evaluate legal, ethical and contractual information for implications to graphic work.
2. Develop and refine ideas for graphics	2.1 Conduct visual research to inform ideas for graphics. 2.2 Analyse different graphic techniques and technologies 2.3 Assess relationship of graphic objects to other components of design

ELEMENT	PERFORMANCE CRITERIA
	2.4 Create and refine ideas and options for composition 2.5 Refine ideas using experimentation 2.6 Evaluate and select graphic styles that meet communication need 2.7 Produce and present visual representations of design ideas
3. Create graphic objects	3.1 Create graphic objects based on selected ideas 3.2 Manipulate, edit and enhance graphic objects 3.3 Integrate graphics with other visual design elements 3.4 Identify and resolve technical problems as required 3.5 Achieve desired outcomes through application of design skills and technical expertise
4. Finalise technical aspects of graphics work	4.1 Edit and refine graphics to meet technical requirements 4.2 Follow required protocols for saving, exporting and storing files
5. Evaluate graphics work	5.1 Critique graphics from a technical and aesthetic perspective in the context of the design objectives 5.2 Seek feedback from graphic practitioners as required

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 and evaluates complex textual and visual information from a range of sources to identify content relevant to own work
Oral Communication	- 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
Self-management	- Takes responsibility for establishing and adhering to safe work practices - Takes responsibility for managing and sequencing tasks and processes in own workload
Teamwork	Selects and uses appropriate communication methods and practices to identify shared goals, seek feedback and present information to others

SKILL	DESCRIPTION
Initiative and enterprise	• 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 insightful 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 • Evaluates purpose when selecting and using digitally based technology and applications to effectively realise graphics for output in appropriate file formats

Unit Mapping Information

Supersedes and is equivalent to CUAGRD504 Create and manipulate graphics.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAGRD514 Create and manipulate graphics

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- produce at least two graphics using different technical editing and manipulation techniques.

In the course of the above, the candidate must:

- analyse graphics requirements in briefs and other information sources
- develop and present ideas for graphics
- use an extended range of tools and features of software with a high level of technical proficiency
- follow graphics studio safe work practices
- integrate technical and creative processes to produce outcomes that meet design objectives
- assess the technical and aesthetic effectiveness of graphics work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- use of graphics within different types of communication
- sources of information for developing ideas about different graphics options
- current range of software programs available to graphic designers and their tools and features
- types of graphic file formats and their use in different contexts
- technical requirements for the creation of different types of graphic file formats and their use in different contexts
- difference between bitmap images and vector images and how they are manipulated for output
- file management protocols and procedures for a range of print and web-based publications

- key safety requirements for using computer and keyboard.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- industry standard briefs for graphics work
- 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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