



Australian Government

CUAGRD515 Design and manipulate complex layouts

Release: 1

CUAGRD515 Design and manipulate complex layouts

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 design complex publication layouts by combining creative design skills with technical software proficiency. It involves the design and manipulation of layouts using graphic design software to meet design objectives.

The unit applies to those 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 publication based on design brief and consultations with required personnel 1.2 Evaluate particular specifications of design brief 1.3 Evaluate legal, ethical and contractual information for implications to design work.
2. Develop and refine layout ideas	2.1 Conduct research to inform layout ideas 2.2 Analyse different graphic techniques and technologies 2.3 Assess elements required for overall design of layout 2.4 Create and refine ideas and options for layouts 2.5 Evaluate and select design approaches 2.6 Produce and present

ELEMENT	PERFORMANCE CRITERIA
	visual representations of design ideas
3. Create and manipulate layouts	3.1 Set up the document using the capabilities of appropriate software 3.2 Manipulate and enhance the layout using a range of tools and features 3.3 Support communication objectives with integration of text and visuals according to design brief 3.4 Identify and resolve technical problems as required 3.5 Apply design skills and technical expertise to layouts
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 4.3 Assess 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 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
Oral Communication	- 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
Self-management	- Takes responsibility for establishment and adherence to safe work - Takes responsibility for planning and managing tasks and processes within own workload
Teamwork	Selects and uses appropriate communication methods and practices to identify shared goals, seek feedback and present information to others
Problem solving	Invests time in developing options using a combination of creative and analytical thinking, technical exploration and design refinement

SKILL	DESCRIPTION
	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 • Evaluates purpose when selecting and using software tools to develop and refine visual information

Unit Mapping Information

Supersedes and is equivalent to CUAGRD505 Design and manipulate complex layouts.

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 CUAGRD515 Design and manipulate complex layouts

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

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 and edit at least two layouts according to design brief requirements.

In the course of the above, the candidate must:

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

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:

- common features and formats of different types of publications
- sources of information for developing ideas about different layout options
- interrelationships between different visual design components within a complex layout
- current range of software programs available to graphic designers and opportunities and constraints of their application to different technologies
- different graphic file formats and how and why they are used in different contexts
- technical requirements for manipulating and formatting visual components and file types
- 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:

- briefs for complex layout work
- information sources
- opportunities to present ideas to others
- 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

Companion Volume Implementation Guide is found on VETNet -

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