



**Australian Government**

# **CUAGR516 Develop graphic design practice to meet industry needs**

**Release: 1**

# CUAGRD516 Develop graphic design practice to meet industry needs

## 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 develop an industry focus for graphic design practice and to adapt that practice to meet current and emerging industry opportunities. It involves engaging with professional networks and researching policies and requirements in the graphic design industry.

The unit applies to those who are developing a graphic design practice that responds to different graphic design industry needs.

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. Develop an industry focus for design practice                | 1.1 Establish the range of current and potential professional opportunities for graphic design practice<br>1.2 Determine key professional relationships for graphic designers<br>1.3 Evaluate graphic design business practices<br>1.4 Engage with industry networks and sources to acquire connections for professional practice |
| 2. Address key legal and safety requirements for graphic design | 2.1 Evaluate key legal considerations for graphic design practice                                                                                                                                                                                                                                                                 |

| ELEMENT                                                     | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| practice                                                    | 2.2 Build safe work practices into all graphic design work according to legislation and standards<br>2.3 Interpret and adhere to intellectual property requirements in graphic design practice                                                                                                                                        |
| 3. Research and evaluate graphic design trends              | 3.1 Research information on local and global graphic design trends using formal and informal research strategies<br>3.2 Assess industry trends in graphic design<br>3.3 Evaluate connections between graphic design and other professions and industries                                                                              |
| 4. Develop skills to meet trends                            | 4.1 Analyse the impact of current and emerging trends on the skills needed by graphic designers<br>4.2 Take action to address the need for own skills development                                                                                                                                                                     |
| 5. Develop own response to changing trends and technologies | 5.1 Compare graphic design trends to own graphic design work<br>5.2 Analyse creative or commercial opportunities presented by emerging trends<br>5.3 Use networking and professional development opportunities to identify and respond to industry trends<br>5.4 Refine approaches to work in response to current and emerging trends |

## 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                                                                                                                                                                                                                                                                       |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning | <ul style="list-style-type: none"> <li>Identifies own professional development needs and seeks and accepts opportunities to update or extend skills</li> </ul>                                                                                                                    |
| Reading  | <ul style="list-style-type: none"> <li>Interprets and evaluates complex textual and visual information from a range of sources to inform changes in own practice</li> </ul>                                                                                                       |
| Writing  | <ul style="list-style-type: none"> <li>Extracts and records key facts, information and ideas from a variety of sources for own use</li> <li>Composes and edits text to communicate effectively with others selecting vocabulary and structure for audience and purpose</li> </ul> |
| Oral     | <ul style="list-style-type: none"> <li>Participates in exchange of complex ideas and information with</li> </ul>                                                                                                                                                                  |

| SKILL                     | DESCRIPTION                                                                                                                                                                                                                                                      |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communication             | <p>groups and individuals using detailed and clear language</p> <ul style="list-style-type: none"><li>• Uses listening and questioning skills to elicit information and confirm understanding</li></ul>                                                          |
| Self-management           | <ul style="list-style-type: none"><li>• Self directs independent research to support professional practice and self-development</li><li>• Takes responsibility and ownership of goals, plans and related decisions to implement change in own practice</li></ul> |
| Teamwork                  | <ul style="list-style-type: none"><li>• Identifies and uses appropriate communication methods and practices to initiate and participate in exchange of ideas and information with others</li></ul>                                                               |
| Initiative and enterprise | <ul style="list-style-type: none"><li>• Uses research, critical and analytical thinking and networking strategies to develop own approach to industry opportunities, trends and changes</li></ul>                                                                |

## Unit Mapping Information

Supersedes and is equivalent to CUAGRD506 Develop graphic design practice to meet industry needs.

## Links

Companion Volume implementation guides is found on VETNet -

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

# Assessment Requirements for CUAGRD516 Develop graphic design practice to meet industry needs

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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:

- research and apply professional graphic design business practices to support own work.

In the course of the above, the candidate must:

- evaluate and adopt intellectual property and safety standards required for graphic design practice
- research and analyse at least two graphic design trends.
- research and evaluate the effect of current and emerging trends on graphic design practice
- identify and develop at least one creative and commercial opportunity presented by emerging trends in own professional practice.
- identify strategies to address skill development needs in responding to emerging trends.

## 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:

- changing role of graphic design and its convergence with other design disciplines
- current and emerging graphic design technologies and trends at a global level
- graphic design industry networks and professional development opportunities
- current graphic design business practices, including key relationships and ways work is sourced and costed
- broad global design trends that apply to design disciplines
- implications of emerging graphic design technologies on the business
- sources of information about graphic design
- intellectual property issues associated with professional graphic design practice
- key safety considerations for professional graphic design practice.

## 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:

- graphic design information sources
- opportunities for communication with individuals, industry networks and organisations.

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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