



Australian Government

Assessment Requirements for CUAGR601 Engage in the business of graphic design

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.

Performance Evidence

Evidence of the ability to:

- research and evaluate a broad range of professional and commercial information about graphic design
- develop approaches and strategies for own practice based on research and reflection that address:
 - legal, ethical and moral obligations
 - business and design practice skill development
 - how to promote services
 - how to pursue new work opportunities
- communicate with other professionals to collaborate and share ideas.

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 factors that influence the client perspective on graphic design practice
- describe legal rights and obligations of graphic designer, particularly in relation to intellectual property
- identify common professional development opportunities in graphic design
- summarise the range of local and global work opportunities open to graphic designers
- summarise current trends in graphic design and their effects on professional practice
- identify key behaviour, skills and practices required in professional graphic design practice
- describe typical ways business is done in graphic design practice including key commercial relationships
- explain ways that graphic design work is costed and priced in different practice contexts.

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:

- opportunities for collaboration with others
- sources of business information about graphic design.

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 guides are found in VETNet -

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