



Australian Government

Assessment Requirements for CUAGR602 Originate graphic designs for complex briefs

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:

- conceive, plan and realise graphic design solutions that meet the requirements of a range of complex briefs
- apply creative and technical skills to concept development and refinement processes
- manage all aspects of project planning, documentation, monitoring and communication
- review success of final graphic design to meet communication objectives and project management requirements
- collaborate effectively with relevant people throughout the project.

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:

- summarise roles and responsibilities of key people involved in the graphic design process and the typical communication protocols between those people
- identify types of research that may be relevant to different projects or design challenges
- describe ways in which designers use research and existing personal ideas to develop design solutions
- discuss features of current and emerging technologies used in graphic design practice and the options they present for effective graphic design solutions
- explain the effect of professional realities and constraints on the graphic design process
- summarise graphic design project management methods and protocols, including documentation required to support projects
- explain presentation options for communicating design concepts
- explain how critical and creative thinking techniques can contribute to the design process

- discuss intellectual property issues and legislation that impact on professional graphic design practice.

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:

- current graphic design technologies
- opportunities to collaborate with others as part of the design process.

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>