



Australian Government

CUAGR602 Originate graphic designs for complex briefs

Release: 1

CUAGRD602 Originate graphic designs for complex briefs

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to independently conceive, plan and realise professional graphic design work to meet the demands of complex communication challenges and graphic design briefs.

It applies to individuals who work as designers in many different contexts including studios, commercial printing, advertising, publishing, television or marketing. They possess highly developed planning and analytical thinking and technical and creative capabilities.

No licensing, legislative or certification conditions 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. Negotiate graphic design briefs	1.1 Evaluate the overall objectives and creative, technical, legal, budgetary and timeframe considerations of complex graphic design projects 1.2 Develop and share ideas about projects with relevant people 1.3 Re-evaluate and refine options based on own analysis and input from others 1.4 Establish and agree on final nature and scope of design briefs
2. Develop and refine graphic design concepts	2.1 Develop design concepts based on a thorough understanding of the communication need and the range of options available to the

ELEMENT	PERFORMANCE CRITERIA
	professional designer 2.2 Identify the potential for customised or specific research to meet different design briefs 2.3 Adapt and use relevant ideas and approaches from research with consideration of intellectual property requirements 2.4 Reflect on own practice and experience to inspire idea development 2.5 Consider the potential of new and emerging technologies to inform designs 2.6 Develop concepts that incorporate both creative and technical requirements 2.7 Integrate individual research, personal ideas and professional realities to refine and confirm concepts 2.8 Create concept presentations that suit the nature of the work
3. Plan and monitor graphic design projects	3.1 Develop viable project management plans for graphic design work 3.2 Engage specialist expertise where appropriate 3.3 Administer and monitor work against the project plan 3.4 Communicate and collaborate with relevant people at key stages 3.5 Create project documentation at key stages during the project 3.6 Link the different challenges of the project to complete work on time
4. Realise graphic design solutions	4.1 Integrate design techniques and tools confidently and skillfully to produce designs 4.2 Use critical and creative thinking to challenge, adapt and refine graphic design solutions 4.3 Engage in creative collaboration and refinement throughout the design process
5. Evaluate design outcomes	5.1 Evaluate the success of completed designs to meet objectives 5.2 Assess the work against other creative, technical and business considerations 5.3 Analyse and evaluate feedback from client and peers 5.4 Identify potential approaches for future work and further skill development opportunities

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 2.2, 2.3, 3.3	Interprets and assesses complex and varied information to develop creative responses to graphic design challenges and monitor work progress
Writing	1.4, 2.8, 3.1, 3.4, 3.5	- Composes and edits text to communicate effectively with others, selecting appropriate vocabulary structure and format for purpose and audience - Develops logically sequenced project plans and produces reports at key stages
Oral Communication	1.2, 1.3, 1.4, 3.4	- Uses listening and questioning skills to gather information and confirm understanding about technical and creative aspects of the work - Participates in exchanges of ideas and complex information with others using language appropriate to audience and context
Numeracy	1.1	Estimates project costs and timelines
Navigate the world of work	2.3, 5.4	- Considers implication of intellectual property requirements when planning and negotiating design concepts - Uses evaluation processes to identify opportunities for further skill development and future work
Interact with others	1.2, 1.3, 1.4, 3.4	Identifies and uses appropriate communication methods and practices to initiate and participate in discussions, share ideas, negotiate outcomes and encourage constructive criticism and feedback from design project stakeholders
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 2.4-2.8, 3.1-3.3, 3.6, 4.1-4.3, 5.1-5.4	- Develops flexible plans for complex design briefs, and manages communication with stakeholders - Manages concept development using a range of strategies and options, drawing on own professional experience and the potential of new approaches and technologies - Uses analytical thinking and creative collaboration to make decisions about the refinement and presentation of concepts and final designs - Sequences and schedules complex activities monitoring resources and work flow to complete project on time, producing reports at key stages

		• Systematically evaluates work for success in meeting project objectives
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD602 Originate graphic designs for complex briefs	CUVGRD602A Originate graphic designs for complex briefs	Updated to meet Standards for Training Packages and clarify intent.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUAGRD602 Originate graphic designs for complex briefs

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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

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