



**Australian Government**

# **CUAGR604 Develop and execute advertising concepts**

**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. |

## Application

This unit describes the skills and knowledge required to create effective advertising using highly developed creative and technical graphic design expertise and an understanding of advertising and consumer behaviour.

It applies to individuals working in a range of industry contexts who are likely to be members of a collaborative team. Depending on the work context, they may or may not be responsible for integrating content such as text, sound or interactivity to produce completed advertisements. Although designers at this level work with a high degree of autonomy, they are still likely to be members of a collaborative creative team.

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. Interpret creative briefs                     | 1.1 Analyse creative briefs to determine the key communication objectives<br>1.2 Evaluate the broader context for the type of advertising media required<br>1.3 Develop shared interpretations of advertising requirements with relevant people<br>1.4 Negotiate and confirm practical considerations, including schedule and budgetary requirements |

| ELEMENT                                      | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Evaluate the context for advertising work | <ul style="list-style-type: none"><li>2.1 Consider current trends and thinking about advertising</li><li>2.2 Take account of relevant consumer behaviour and the influences on buying decisions</li><li>2.3 Identify and evaluate sustainability issues within advertising projects</li><li>2.4 Assess and respond to legal and ethical constraints</li></ul>                                                                                                                                       |
| 3. Generate and assess advertising ideas     | <ul style="list-style-type: none"><li>3.1 Identify and source references to assist development of visual concepts for advertising</li><li>3.2 Explore different visual devices to communicate key messages</li><li>3.3 Collaborate with others to make the best use of their contribution to ideas</li><li>3.4 Reflect on technical, creative and budgetary implications when considering ideas</li><li>3.5 Refine and select approaches that best balance the overall needs of the brief</li></ul> |
| 4. Develop designs for advertising           | <ul style="list-style-type: none"><li>4.1 Develop designs from initial ideas ensuring that all production and design factors are taken into account</li><li>4.2 Combine conceptual and technical expertise to manipulate visual design components to communicate key messages</li><li>4.3 Use testing, creative collaboration and refinement throughout the design process</li><li>4.4 Consult with other experts on relevant legal, ethical and business requirements</li></ul>                    |
| 5. Finalise advertising designs              | <ul style="list-style-type: none"><li>5.1 Negotiate modifications and amend designs</li><li>5.2 Develop accurate and comprehensive documentation to support the production process</li><li>5.3 Present final designs and documentation to relevant personnel for confirmation</li></ul>                                                                                                                                                                                                             |
| 6. Evaluate effectiveness of advertisements  | <ul style="list-style-type: none"><li>6.1 Evaluate completed designs in terms of success in meeting objectives</li><li>6.2 Assess the work against other creative, technical and business considerations</li><li>6.3 Analyse and evaluate feedback from client and colleagues</li><li>6.4 Reflect on own role in design process and note areas for future improvement</li></ul>                                                                                                                     |

| ELEMENT | PERFORMANCE CRITERIA                                         |
|---------|--------------------------------------------------------------|
|         | 6.5 Develop strategies for further development of own skills |

## 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                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning                   | 6.4, 6.5                                    | <ul style="list-style-type: none"> <li>Uses reflection to analyse own performance and determine effective strategies for further skill enhancement</li> </ul>                                                                                                                                                                                                                                 |
| Reading                    | 1.1, 1.2, 2.4, 3.1                          | <ul style="list-style-type: none"> <li>Interprets and assesses complex textual and visual information to develop responses to advertising briefs</li> </ul>                                                                                                                                                                                                                                   |
| Writing                    | 1.3, 5.2                                    | <ul style="list-style-type: none"> <li>Composes and edits text to communicate effectively with project personnel selecting appropriate vocabulary, structure and format</li> <li>Develops detailed documentation to convey all production process requirements and outcomes</li> </ul>                                                                                                        |
| Oral Communication         | 1.3, 1.4, 3.3, 4.4, 5.1, 5.3                | <ul style="list-style-type: none"> <li>Participates in discussions with others to determine project objectives and related information using appropriate, detailed and clear language</li> <li>Uses listening and questioning skills to clarify and confirm understanding</li> <li>Presents detailed information using language, tone and pace appropriate to audience and purpose</li> </ul> |
| Numeracy                   | 1.4, 3.4                                    | <ul style="list-style-type: none"> <li>Interprets numerical information and applies calculations to accommodate work within budgetary considerations and workplace deadlines</li> </ul>                                                                                                                                                                                                       |
| Navigate the world of work | 2.3, 2.4, 4.4                               | <ul style="list-style-type: none"> <li>Considers the implications of legal, ethical and sustainability requirements when negotiating and planning work with assistance of expert opinion</li> </ul>                                                                                                                                                                                           |
| Interact with others       | 1.3, 1.4, 3.3, 4.4, 5.1, 5.3                | <ul style="list-style-type: none"> <li>Selects and uses appropriate communication methods and practices to foster a collaborative approach to project work, clarifying objectives, negotiating shared outcomes, seeking feedback and specialist advice</li> <li>Demonstrates sophisticated control over oral and/or written formats to present information</li> </ul>                         |
| Get the work done          | 1.4, 2.1- 2.3, 3.1, 3.2, 3.4, 3.5, 4.1-4.3, | <ul style="list-style-type: none"> <li>Takes responsibility for own workload, negotiating some key aspects with others</li> </ul>                                                                                                                                                                                                                                                             |

|  |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | 5.1, 6.1-6.3 | <ul style="list-style-type: none"><li>• Critically analyses complex and varied information to determine the creative and technical direction of the project with consideration of budgetary and time constraints</li><li>• Plans sequential stages of production and applies creative and technical skills and judgment to execute designs that are refined and modified to convey key messages</li><li>• Uses a combination of creative and analytical thinking, exploration, manipulation and refinement to resolve the concept and visual content that conveys the requirements of the brief</li><li>• Systematically evaluates work for success in meeting project objectives, considering project parameters and feedback, and identifies improvement opportunities</li></ul> |
|--|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Unit Mapping Information

| Code and title<br>current version                        | Code and title<br>previous version                        | Comments                                                                                                                | Equivalence status |
|----------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------|
| CUAGRD604<br>Develop and execute<br>advertising concepts | CUVGRD604A<br>Develop and execute<br>advertising concepts | Updated to meet<br>Standards for<br>Training Packages<br>and clarify intent.<br>Minor edits to<br>performance criteria. | 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 CUAGRD604 Develop and execute advertising concepts

### Modification History

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### Performance Evidence

Evidence of the ability to:

- interpret objectives and requirements of advertising briefs
- conceive and create print and electronic advertisements for use in a range of media that fulfil creative, technical and budgetary requirements
- communicate and collaborate effectively with creative team in:
  - concept development
  - design production and refinement
  - presentation and review
- review final work for success in meeting creative, technical and client objectives
- develop strategies to further develop own skills.

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 current trends and ideas in advertising design
- identify key people involved in advertising, and outline their typical roles, responsibilities and relationships to the graphic designer
- outline principles of consumer behaviour and influences on buyer behaviour
- identify production factors for different types of advertising and explain how they impact on the design process
- identify sources of ideas for visual concepts for advertising
- describe ways aesthetic and creative aspects of advertising concepts convey the message/communication
- explain how critical and creative thinking techniques can be used as part of the design process

- explain intellectual property issues and legislation in relation to advertising
- summarise legal and ethical requirements relating to the advertising industry
- explain sustainability considerations related to messages in advertising and materials used in advertising and how they impact on graphic design.

## 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
- graphic design technologies.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

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