



Australian Government

CUAGR607 Develop graphic designs for branding and identity

Release: 1

CUAGRD607 Develop graphic designs for branding and identity

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 graphic designs for branding and identity that convey key messages about organisations or brands and their underpinning philosophies.

It applies to individuals who work in a range of industry contexts that include design consultancy, commercial printing, advertising, publishing, television or marketing. Graphic designers also frequently offer their services on a freelance basis.

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 in terms of branding or identity objectives 1.2 Evaluate the broader context for the design work 1.3 Develop shared understandings of the scope and nature of branding or identity work with relevant people 1.4 Negotiate and confirm practical considerations, including schedule and budgetary requirements
2. Evaluate potential approaches to branding	2.1 Consider current trends and ideas about branding and identity and their effect on the project

ELEMENT	PERFORMANCE CRITERIA
and identity	2.2 Analyse the client's current approach to identity and brand strategy in the context of the work project 2.3 Identify the particular production factors that impact on branding and identity work 2.4 Assess and respond to legal considerations for branding and identity design
3. Generate and assess ideas	3.1 Identify and source references for branding and identity work 3.2 Explore the key questions that underpin branding and identity design 3.3 Experiment with different techniques and media as an integral part of ideas generation 3.4 Generate design ideas that support key client objectives 3.5 Maximise contributions of others through collaboration on ideas as required 3.6 Reflect on ideas for technical, creative and budgetary implications 3.7 Refine and select approaches that best balance the overall needs of the brief
4. Develop designs to support branding and identity	4.1 Develop designs from initial concepts ensuring that all production and design factors are taken into account 4.2 Combine conceptual and technical expertise in creation of design solutions 4.3 Engage in ongoing testing, creative collaboration and refinement during the design process 4.4 Engage with other experts on relevant technical, legal and business requirements
5. Finalise designs	5.1 Negotiate and agree to modifications and amend designs as required 5.2 Develop documentation required for the production process 5.3 Present final designs and documentation to relevant personnel
6. Evaluate design work and process	6.1 Evaluate completed design in terms of its success in meeting branding or identity objectives 6.2 Assess the work against other creative, technical and business considerations 6.3 Analyse and evaluate feedback from client and others 6.4 Reflect on own role in design process and note areas for future

ELEMENT	PERFORMANCE CRITERIA
	improvement 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	Uses personal reflection to analyse own performance and determine effective strategies for skill enhancement
Reading	1.1, 2.4, 3.1, 6.3	Interprets and evaluates complex textual and visual information from various sources to identify content relevant to own work production
Writing	1.3, 1.4, 5.2	Distils information from a wide variety of sources to develop accurate documentation using industry specific terminology, vocabulary and structure appropriate for audience and purpose
Oral Communication	1.3, 1.4, 3.5, 4.3, 4.4, 5.1, 5.3	- Participates in exchanges of complex ideas and information with others using questioning techniques and careful listening to clarify and confirm understanding - Presents detailed information using language, tone and pace appropriate to audience and purpose
Numeracy	1.4, 3.6	Interprets numerical information and applies calculations to accommodate work within budgetary considerations
Navigate the world of work	2.4, 4.4	Considers the implications of legislative and regulatory requirements when negotiating, planning and undertaking work
Interact with others	1.3, 1.4, 3.5, 4.3, 4.4, 5.1, 5.3	- Selects and uses appropriate communication methods and practices to participate in discussions, seek advice and negotiate shared outcomes and agreement with others - Demonstrates sophisticated control over oral and/or written formats to present information
Get the work	1.2, 2.1-2.3, 3.1-3.4, 3.6, 3.7, 4.1-4.3, 5.1,	Takes responsibility for own workload and negotiates some key aspects with others

done	5.3, 6.1-6.3	• Critically analyses all information relevant to design and production requirements • Explores new and innovative ideas using experimentation, analysis and critical thinking to develop new approaches to design challenges • Makes a range of analytical decisions in relatively complex situations, balancing the relationship between design purpose and appearance, client requirements and other constraints, to determine which concept best meets the requirements of the brief • Uses formal and informal processes to evaluate development and realisation of branding solutions • Uses advanced features of digital tools and applications to conceive, present and evaluate solutions
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAGRD607 Develop graphic designs for branding and identity	CUVGRD607A Develop graphic designs for branding and identity	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 CUAGRD607 Develop graphic designs for branding and identity

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Performance Evidence

Evidence of the ability to:

- interpret objectives and requirements of design briefs
- conceive and create professional graphic design solutions for branding and identity that fulfil creative, technical, intellectual property 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
- identify opportunities 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:

- discuss current trends and ideas in branding and identity
- identify key people involved in branding and identity design and their typical roles, responsibilities and relationships with the graphic designer
- outline different types of branding and identity design projects and the particular considerations that apply to them
- describe ways in which consumers respond to branding and identity for different types of products and services
- explain production factors that may impact on designs
- describe ways visual impact is achieved in branding and identity designs
- explain how critical and creative thinking techniques can be used as part of the design process

- explain the intellectual property issues relevant to branding and identity designs.

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.

Links

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