



Australian Government

CUAGR611 Engage in the business of graphic design

Release: 1

CUAGRD611 Engage in the business of graphic design

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. It involves evaluating the skills and knowledge needed to work as a professional in the graphic design industry.

The unit applies to those who work autonomously across a diverse range of industry and community contexts. They could be employed by others in small or large organisations, operate as freelancers or set up their own studios.

No licensing, legislative or certification requirements 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. Adopt professional work practices	1.1 Evaluate the skills and knowledge needed to practice as a professional graphic designer 1.2 Collaborate with other professionals to discuss creative and commercial aspects of graphic design 1.3 Evaluate own current skills and abilities and opportunities for professional development 1.4 Evaluate all aspects of own practice on an ongoing basis
2. Develop commercial skills for graphic design	2.1 Assess the key commercial relationships that operate in the graphic design sector 2.2 Investigate costing practices and charges for

ELEMENT	PERFORMANCE CRITERIA
	graphic design work 2.3 Assess the opportunities used by graphic designers to promote their services 2.4 Analyse the client perspective of graphic design and its impact on professional practice 2.5 Evaluate information to build own approach to the commercial position of own practice
3. Analyse the legal, moral and ethical obligations of graphic designers	3.1 Evaluate the legal and moral rights and obligations of graphic designers 3.2 Apply legal and moral obligations to work practices 3.3 Engage work as a graphic designer consistent with own professional and ethical standards
4. Pursue professional graphic design opportunities	4.1 Evaluate new work opportunities for graphic designers at a local and global level 4.2 Identify and evaluate opportunities that exist in current and developing graphic design trends

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Interprets and assesses complex and varied information for use in own practice
Writing	Extracts and records key facts, information and ideas from a variety of sources for personal use
Oral Communication	- Uses listening and questioning skills to gather information and confirm understanding - Participates in exchanges of ideas and relatively complex information with others using language appropriate to audience and context
Numeracy	Identifies and compares numerical information from different texts to assist business management of professional practice
Self-management	Self directs own investigation and analysis of skills, knowledge and behaviours required to develop and maintain a professional practice
Teamwork	Selects and uses appropriate communication techniques to collaborate and share information with colleagues

SKILL	DESCRIPTION
Problem solving	Gathers and analyses information in a systemic manner to make decisions about the operation and future of own professional practice
Planning and organising	Takes responsibility for planning, sequencing and implementing tasks required to increase business-related skills and maximise design opportunities

Unit Mapping Information

Supersedes and is equivalent to CUAGRD601 Engage in the business of graphic design.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAGRD611 Engage in the business of graphic design

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to: identify and explore at least two professional opportunities in the field of graphic design.

- 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
- participate in a discussion with one or more professionals to collaborate and share ideas for graphic design work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

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

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes 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

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