



Australian Government

Assessment Requirements for CUAGR612 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 5.0.

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:

- develop and refine at least two graphic design concepts according to requirements.

In the course of the above, the candidate must:

- conceive, plan and realise graphic design solutions that meet the requirements of the brief
- apply creative and technical skills to concept development and refinement processes
- develop the project plan and documentation and monitor work against plan for each project stage
- review success of final graphic design to meet communication objectives and project management requirements
- collaborate effectively with personnel throughout the project.

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:

- roles and responsibilities of key people involved in the graphic design process and typical communication protocols between those people
- types of research to different projects or design challenges
- ways in which designers use research and existing personal ideas to develop design solutions
- features of current and emerging technologies used in graphic design practice and the options they present for effective graphic design solutions
- effect of professional realities and constraints on the graphic design process
- graphic design project management methods and protocols, including documentation required to support projects
- presentation options for communicating design concepts

- contribution of critical and creative thinking techniques to the design process
- intellectual property issues and legislation that impact on professional graphic design practice.

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:

- 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 Guide is found on VETNet -

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