



Australian Government

CUAGR612 Originate graphic designs for complex briefs

Release: 1

CUAGRD612 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 5.0.

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 involves creating and applying graphic design concepts that adhere to creative and technical requirements.

The unit applies to those 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 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. Plan graphic design briefs	1.1 Evaluate overall graphic design objectives 1.2 Review creative, technical, legal, budgetary and timeframe considerations 1.2 Develop and share ideas relating to graphic design projects 1.3 Evaluate and refine options based on own analysis and input from others 1.4 Agree with required personnel 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 requirements and options available

ELEMENT	PERFORMANCE CRITERIA
	2.2 Identify the potential for customised or specific research as needed 2.3 Adapt and use ideas and approaches from research considering intellectual property requirements 2.4 Consider the potential of new and emerging technologies to inform designs 2.5 Reflect on own practice and experience to inform designs 2.6 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 Administer and monitor work against the project plan 3.3 Communicate and collaborate with required personnel at key stages 3.4 Create project documentation at key stages during the project 3.5 Engage specialist expertise where appropriate
4. Realise graphic design solutions	4.1 Integrate design techniques and tools to produce design solutions 4.2 Engage in creative collaboration and refinement throughout the design process
5. Evaluate design outcomes	5.1 Evaluate the success of completed designs against design objectives 5.2 Assess own work against creative, technical and business requirements 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 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 to develop creative responses to graphic design challenges and monitor work progress

SKILL	DESCRIPTION
Writing	- 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	- 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	Estimates project costs and timelines
Self-management	Uses evaluation processes to identify opportunities for further skill development and future work
Teamwork	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
Planning and organising	- Develops flexible plans for complex design briefs, and manages communication with stakeholders - Manages concept development using a range of strategies and options - 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
Problem solving	- Analyses implication of intellectual property requirements when planning and negotiating design concepts - Uses analytical thinking and creative collaboration techniques to manage presentation of concepts and final designs

Unit Mapping Information

Supersedes and is equivalent to CUAGRD602 Originate graphic designs for complex briefs.

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 CUAGRD612 Originate graphic designs for complex briefs

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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:

- 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

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