



Australian Government

Assessment Requirements for CUAGR614 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 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 at least two different advertising designs according to brief requirements.

In the course of the above, the candidate must:

- interpret objectives and requirements of advertising brief
- 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 and evaluate final work for success in meeting creative, technical and client objectives
- develop strategies to further develop own skills.

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:

- current trends and ideas in advertising design
- key people involved in advertising, and their typical roles, responsibilities and relationships to the graphic designer
- principles of consumer behaviour and influences on buyer behaviour
- production factors for different types of advertising and their impact on the design process
- sources of ideas for visual concepts for advertising
- ways aesthetic and creative aspects of advertising concepts convey the message/communication

- use of critical and creative thinking techniques as part of the design process
- intellectual property issues and legislation in relation to advertising
- legal and ethical requirements relating to the advertising industry
- sustainability considerations related to messages in advertising and materials used in advertising and their impact on graphic design.

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
- 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

Companion Volume Implementation Guide is found on VETNet -

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