



Australian Government

CUAGRD614 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.

Application

This unit describes the skills and knowledge required to create effective advertising using highly developed creative and technical graphic design expertise and an understanding of advertising and consumer behaviour. It involves the analysis and application of advertising concepts applied to visual arts.

The unit applies to those working in a range of industry contexts who are likely to be members of a collaborative team. Depending on the work context, they may or may not be responsible for integrating content such as text, sound or interactivity to produce completed advertisements. Although designers at this level work with a high degree of autonomy, they are still likely to be members of a collaborative creative team.

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. Interpret creative briefs	1.1 Analyse creative briefs to determine the key communication objectives 1.2 Evaluate advertising media requirements 1.3 Develop shared interpretations of advertising requirements 1.4 Negotiate and schedule and budgetary requirements
2. Evaluate the context for advertising work	2.1 Evaluate current trends and thinking about advertising 2.2 Analyse consumer behaviour and the influences on buying decisions

ELEMENT	PERFORMANCE CRITERIA
	2.3 Evaluate sustainability issues within advertising projects 2.4 Assess and respond to legal and ethical constraints
3. Generate and assess advertising ideas	3.1 Identify sources to assist development of visual concepts for advertising 3.2 Explore different visual devices to communicate key messages 3.3 Evaluate technical, creative and budgetary implications when considering ideas 3.4 Refine and select approaches that best balance the overall needs of the brief
4. Develop designs for advertising	4.1 Develop designs according to production and design requirements 4.2 Consult with other experts on legal, ethical and business requirements
5. Finalise advertising designs	5.1 Negotiate modifications and amend designs 5.2 Develop accurate and comprehensive documentation to support the production process 5.3 Present final designs and documentation for signoff
6. Evaluate effectiveness of advertisements	6.1 Evaluate completed designs against advertising objectives 6.2 Assess own work against creative, technical and business requirements 6.3 Analyse and evaluate feedback from client and colleagues 6.4 Reflect on own role in design process and note areas for future improvement 6.5 Develop strategies for further development of own skills

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
Learning	Uses reflection to analyse own performance and determine effective strategies for further skill enhancement
Reading	Interprets and assesses complex textual and visual information to develop responses to advertising briefs
Writing	Composes and edits text to communicate effectively with project personnel selecting appropriate vocabulary, structure and format

SKILL	DESCRIPTION
	Develops detailed documentation to convey all production process requirements and outcomes
Oral Communication	- Participates in discussions with others to determine project objectives and related information using appropriate, detailed and clear language - Uses listening and questioning skills to clarify and confirm understanding - Presents detailed information using language, tone and pace appropriate to audience and purpose
Numeracy	Interprets numerical information and applies calculations to accommodate work within budgetary considerations and workplace deadlines
Self-management	- Takes responsibility for own workload, negotiating some key aspects with others - Evaluates the implications of legal, ethical and sustainability requirements when negotiating and planning work with assistance of expert opinion
Teamwork	Selects and uses appropriate communication practices to foster a collaborative approach to project work, clarifying objectives, negotiating shared outcomes, seeking feedback and specialist advice
Problem solving	- Critically analyses complex and varied information to determine the creative and technical direction of the project with consideration of budgetary and time constraints - Uses a combination of creative and analytical thinking, exploration, manipulation and refinement to resolve the concept and visual content that conveys the requirements of the brief - Evaluates work in a systemic manner for success in meeting project objectives, considering project parameters and feedback, and identifies improvement opportunities
Planning and organising	Plans sequential stages of production and applies creative and technical skills and judgment to execute designs that are refined and modified to convey key messages

Unit Mapping Information

Supersedes and is equivalent to CUAGRD604 Develop and execute advertising concepts.

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 CUAGRD614 Develop and execute advertising concepts

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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 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

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