



Australian Government

CUAGR615 Develop graphic designs for the built environment

Release: 1

CUAGRD615 Develop graphic designs for the built environment

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 combine creative and technical design expertise with a sound grasp of the factors that apply to signage and other built environment designs. It involves developing creative briefs tailored to the built environment.

The unit applies to those working as graphic designers who are likely to be members of a collaborative creative team. They may create logos and signs on building interiors and exteriors, directional signage in streets, transport terminals and retail outlets, or promotional signage in any of these contexts.

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 for the built environment project 1.2 Develop shared understandings of design requirements 1.3 Negotiate and confirm practical considerations, schedule and budgetary requirements
2. Evaluate background for design work in the built environment	2.1 Consider current trends and thinking about design for the built environment 2.2 Assess the ways that people engage with signage 2.3 Evaluate locations for design work

ELEMENT	PERFORMANCE CRITERIA
	2.4 Obtain and analyse technical data for the design 2.5 Evaluate key design sustainability issues 2.6 Assess and respond to regulatory requirements for design in the built environment
3. Generate and assess ideas	3.1 Identify references to assist development of design in the built environment 3.2 Explore ideas for designs 3.3 Evaluate opportunities offered by current signage technologies 3.4 Reflect technical, creative and budgetary implications for projects 3.5 Refine and select approaches that meet design requirements.
4. Develop designs for the built environment	4.1 Develop designs according to production and design requirements 4.2 Realise designs using aesthetic and technical expertise 4.3 Consult other experts on technical, legal and business requirements as required
5. Finalise designs for the built environment	5.1 Negotiate modifications and amend designs 5.2 Develop documentation to support the production process 5.3 Present final designs and documentation to personnel for confirmation
6. Evaluate design work and process	6.1 Evaluate completed designs against design objectives 6.2 Assess the work against other creative, technical and business considerations 6.3 Analyse and evaluate feedback from others 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 creative briefs
Writing	• Composes and edits text to communicate effectively with project personnel selecting appropriate vocabulary, structure and format • 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 schedules
Initiative and enterprise	• Explores and develops new and innovative ideas through experimentation, analysis and critical thinking to develop and improve design approaches • Evaluates the implications of legal, sustainability and regulatory requirements when negotiating and planning work with the assistance of expert opinion
Teamwork	• Selects and uses appropriate communication techniques to foster a collaborative approach to project work, clarifying objectives, negotiating shared outcomes, seeking feedback and specialist advice
Planning and organising	• Plans sequential stages of production and applies creative and technical skills and judgment to execute feasible designs that are refined, modified and amended with input from others • Evaluates work for success in meeting project objectives and identifies improvement opportunities
Self-management	• Takes responsibility for own workload and negotiates some key aspects with others

Unit Mapping Information

Supersedes and is equivalent to CUAGRD605 Develop graphic designs for the built environment.

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 CUAGRD615 Develop graphic designs for the built environment

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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 graphic designs for the built environment according to brief requirements.

In the course of the above, the candidate must:

- interpret objectives and requirements of built environment project brief
- conceive and realise graphic design solutions that fulfil creative, technical and budgetary requirements for a range of built environment projects
- communicate and collaborate effectively with others in:
 - concept development
 - design production and refinement
 - presentation and review
 - addressing technical, creative or organisational issues
- review and evaluate final work for success in meeting creative, technical and client objectives
- identify 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 design for the built environment
- key people involved in built environment projects, and their typical roles, responsibilities and interrelationships, in relation to the graphic designer
- different types of signage and built environment projects and the particular considerations that apply
- ways in which consumers respond to signage

- production factors for different types of signage and their impact on the design process
- sources of ideas for built environment designs
- ways visual impact is achieved in design for the built environment
- use of critical and creative thinking techniques in the design process
- legislative and regulatory issues that affect design in the built environment, including particular council requirements and duty of care
- intellectual property issues and legislation in relation to designs for the built environment
- sustainability issues related to materials and cost for signage 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:

- graphic design technologies
- opportunities for collaboration with others.

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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