



Australian Government

CUAGR616 Develop graphic designs for packaging

Release: 1

CUAGRD616 Develop graphic designs for packaging

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 graphic designs for packaging by combining creative and technical design expertise with a comprehensive understanding of the factors that apply to packaging. It involves evaluating packaging design requirements and creating products that meet client objectives.

The unit applies to those whose role is integral to defining the overall look of a product and its packaging and the messages that this imparts about the product itself.

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 in terms of key communication objectives 1.2 Evaluate the broader context for the packaging design work 1.3 Confirm schedule and budgetary requirements 1.4 Obtain information required to support the design process
2. Evaluate packaging design considerations	2.1 Consider current and developing packaging trends and ideas and their impact on the project 2.2 Consider the ways that customers engage with packaging 2.3 Examine customer and product requirements 2.4 Identify production factors that affect the creation of

ELEMENT	PERFORMANCE CRITERIA
	graphic designs for packaging 2.5 Evaluate key sustainability issues for incorporation into design 2.6 Assess and respond to regulatory requirements that affect packaging design
3. Generate and assess ideas	3.1 Identify references to support the design process 3.2 Explore different three-dimensional design ideas and processes 3.3 Generate design ideas for packaging 3.4 Evaluate ideas for technical, creative and budgetary implications 3.5 Refine and select approaches that best balance the overall needs of the brief
4. Create packaging designs	4.1 Develop designs according to production and design requirements 4.2 Realise designs according to production and design requirements
5. Finalise designs for packaging	5.1 Modify designs as required after receiving feedback 5.2 Develop documentation required for the production process 5.3 Present final designs and documentation to required personnel
6. Evaluate design work and process	6.1 Evaluate completed design against design objectives 6.2 Analyse and evaluate feedback from others. 6.3 Note and develop strategies for future improvement of 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	Reflects on own performance to identify 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

SKILL	DESCRIPTION
	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
Self-management	- Evaluates the implications of legal, sustainability and regulatory safety requirements when negotiating, planning and undertaking work with the assistance of expert opinion - Takes responsibility for own workload
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 development and realisation of packaging designs for success in meeting project objectives, considering project parameters and feedback, and identifies improvement opportunities
Problem solving	Analyses information to solve problems
Initiative and enterprise	Explores and develops new and innovative ideas through analysis and critical thinking to develop and improve the approaches to packaging design

Unit Mapping Information

Supersedes and is equivalent to CUAGRD606 Develop graphic designs for packaging.

Links

Companion Volume implementation guides is found on VETNet -

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

Assessment Requirements for CUAGRD616 Develop graphic designs for packaging

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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 packaging designs according to production requirements.

In the course of the above, the candidate must:

- interpret objectives and requirements of packaging design project brief
- conceive and realise graphic design solutions that fulfil creative, technical, regulatory and budgetary requirements for product packaging
- communicate and collaborate effectively with required personnel in:
 - concept development
 - design production and refinement
 - presentation and review
- review and evaluate work for success in meeting creative, technical and client objectives
- identify opportunities 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:

- key people involved in the packaging design process and their typical roles, responsibilities and relationships with the graphic designer
- different types of packaging design projects and the particular considerations that apply
- ways in which consumers respond to packaging
- sources of ideas for packaging designs
- ways visual impact is achieved in the context of packaging design
- use of critical and creative thinking techniques in the design process
- intellectual property issues, regulatory requirements and legislation in relation to designs for packaging

- sustainability issues for product packaging 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
- materials commonly used in packaging design
- opportunities for collaboration with others during all processes.

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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