



Australian Government

Assessment Requirements for CUAGR617 Develop graphic designs for branding and identity

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 designs for branding according to at least two different briefs.

In the course of the above, the candidate must:

- interpret objectives and requirements of creative brief
- conceive and create professional graphic design solutions for branding and identity that fulfil creative, technical, intellectual property 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
- 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:

- current trends and ideas in branding and identity
- key people involved in branding and identity design and their typical roles, responsibilities and relationships with the graphic designer
- different types of branding and identity design projects and the particular considerations that apply to them
- ways in which consumers respond to branding and identity for different types of products and services
- production factors that impact on graphic designs

- ways visual impact is achieved in branding and identity designs
- use of critical and creative thinking techniques in the design process
- intellectual property issues relating to branding and identity designs.

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>