



Australian Government

CUAGR617 Develop graphic designs for branding and identity

Release: 1

CUAGRD617 Develop graphic designs for branding and identity

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 branding and identity that convey key messages about organisations or brands and their underpinning philosophies.

The unit applies to those who work in a range of industry contexts that include design consultancy, commercial printing, advertising, publishing, television or marketing. Graphic designers also frequently offer their services on a freelance basis. It involves the creation of graphic designs using techniques and approaches that meet organisational brand strategy requirements.

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 Identify creative objectives for branding or identity work 1.2 Develop shared understandings of the scope and nature of branding or identity work with required personnel 1.3 Confirm schedule and budgetary requirements
2. Evaluate potential approaches to branding and identity	2.1 Evaluate current trends and ideas in branding and identity 2.2 Analyse the client's current approach to identity and brand strategy in the context of the work project 2.3 Identify the particular production factors that impact on

ELEMENT	PERFORMANCE CRITERIA
	branding and identity work 2.4 Assess and respond to legal considerations for branding and identity design
3. Generate and assess ideas	3.1 Identify references for branding and identity work 3.2 Analyse the key questions that underpin branding and identity design 3.3 Experiment with different techniques and media 3.4 Generate design ideas that support key client objectives 3.5 Evaluate ideas for technical, creative and budgetary implications 3.6 Refine and select approaches that best balance the overall needs of the brief
4. Develop designs to support branding and identity	4.1 Develop designs from initial concepts according to production and design requirements 4.2 Combine conceptual and technical expertise in creation of design solutions 4.3 Engage with other experts on technical, legal and business requirements
5. Finalise designs	5.1 Modify designs as required after receiving feedback from others 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 creative objectives 6.2 Assess own work against creative and technical requirements 6.3 Analyse and evaluate feedback from required personnel 6.4 Reflect on own role in design process and note areas for future improvement

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 personal reflection to analyse own performance and determine effective strategies for skill enhancement

SKILL	DESCRIPTION
Reading	Interprets and evaluates complex textual and visual information from various sources to identify content
Writing	Distils information from a wide variety of sources to develop accurate documentation using industry specific terminology, vocabulary and structure appropriate for audience and purpose
Oral Communication	- Participates in exchanges of complex ideas and information with others using questioning techniques and careful listening 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
Self-management	- Takes responsibility for own workload - Evaluates the implications of legislative and regulatory requirements when negotiating, planning and undertaking work
Teamwork	Selects and uses appropriate communication techniques to participate in discussions, seek advice and negotiate shared outcomes and agreement with others
Problem solving	Critically analyses all information required for design and production requirements
Initiative and enterprise	Explores new and innovative ideas to develop new approaches to design challenges
Technology	Uses advanced features of digital tools and applications to conceive, present and evaluate solutions

Unit Mapping Information

Supersedes and is equivalent to CUAGRD607 Develop graphic designs for branding and identity.

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 CUAGRD617 Develop graphic designs for branding and identity

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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 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

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