



Australian Government

Department of Education, Employment and Workplace Relations

CUVGRD401A Research and apply graphic design techniques

Release: 1

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Modification History

Version	Comments
CUVGRD401A	This version first released with <i>CUV11 Visual Arts, Craft and Design Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research and apply techniques to produce graphic design work. It involves interpreting work briefs, organising resources, testing ideas, and refining approaches to a range of design challenges.

Application of the Unit

Individuals still developing a full repertoire of graphic design skills apply the skills and knowledge in this unit. Research, experimentation and refinement are used to produce a range of design work, which is likely to be generalist in nature. Work is carried out independently, with guidance and supervision as required.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>

Elements and Performance Criteria

1. Interpret graphic design briefs	1.1 Interpret the specifications of graphic design briefs 1.2 Take user or client requirements into account when making decisions about graphic design work 1.3 Clarify issues about specifications, parameters and constraints with relevant people as required 1.4 Research and evaluate information pertinent to briefs
2. Organise resources	2.1 Identify resources required for graphic design work, including work space, materials, tools and equipment 2.2 Prepare and care for resources according to requirements 2.3 Follow storage and inventory procedures
3. Test graphic design approaches	3.1 Produce preliminary visual representations 3.2 Identify possible design approaches and establish criteria for selecting final approach 3.3 Select materials, tools and equipment and test approaches and techniques 3.4 Evaluate testing processes against criteria and select the approach that best meets the requirements of briefs 3.5 Critique own work and seek feedback as required 3.6 Refine and document the design approach based on testing and evaluation
4. Produce graphic design work	4.1 Create graphic designs using selected approach 4.2 Respond positively to feedback and refine graphic design work as required 4.3 Present finished work within agreed work parameters

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to engage with others about approaches to graphic design work
- initiative and enterprise skills to experiment with graphic design techniques to produce effects that enhance the final product
- learning skills to refine and improve a range of techniques
- literacy skills to interpret design briefs and research information to support graphic design work
- numeracy skills to work with technical issues, such as layouts and image resolution
- self-management and planning skills to plan graphic design work
- technical skills to evaluate, adapt and integrate a range of graphic design techniques
- technology skills to use a range of digital imaging and design software.

Required knowledge

- role of experimentation in developing and refining graphic design work
- work and ideas of other graphic designers
- formal elements and principles of design and their application to graphic design
- techniques, materials, tools and equipment used in graphic design
- types of graphic design briefs
- history and theory of graphic design
- intellectual property issues and legislation and their relevance to graphic design
- OHS requirements for graphic design work.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: - produce multiple examples of graphic design work that meet the requirements of briefs - demonstrate a command of selected graphic design techniques.
Context of and specific resources for assessment	Assessment must ensure access to: - briefs on which to base graphic design work - equipment and tools used to produce graphic design work.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: - evaluation of graphic designs produced by the candidate - questioning and discussion about the candidate's intentions and the work outcome - review of portfolios of evidence - review of third-party reports from experienced practitioners. Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: - BSBDES401A Generate design solutions - BSBDES402A Interpret and respond to a design brief.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Specifications may refer to:	• audience • medium • purpose • style.
Briefs are usually prepared by a commissioning body or organisation and may be:	• diagrammatic • verbal • visual • written.
Graphic design work may be:	• advertising • annual reports • banners • book designs • corporate presentations • corporate stationery • invitation • logos • posters • visual merchandising • web design.
Parameters and constraints may refer to:	• considerations, such as: • client's organisational background • legal • contractual • ethical • copyright • health and safety • subject matter • cost • material characteristics • product characteristics and statistics • quantity • technology

	• timeframe.
Relevant people may include:	• clients • colleagues • industry practitioners • managers • mentors • supervisors.
Work space needs may include:	• drafting table • electronic equipment • lighting and power requirements • process-specific needs.
Materials may include:	• board • drawing implements • fabrics • inks • metal surfaces • perspex • range of papers of differing weights and textures • wet mediums • wood.
Tools and equipment may include:	• computer • digital camera • drafting table and equipment • hand tools • light box • nibs and pens • printer • projection equipment and screens • range of brushes, including air brushes • scanner • scrapers • software • spatulas • sponges • spray cans • spray guns • storage devices.
Preliminary visual representations may involve:	• computer-aided drawing • sketching • technical drawing.
Approaches may	• aesthetic considerations

encompass:	- choice of medium and materials - design solutions - parameters of the brief.
Criteria may include:	- access to materials, tools and equipment required for graphic design - access to specialist support services - consistency with briefs - ease of application of techniques - personal affinity with medium and materials.
Strategies to test techniques may involve:	- exploring techniques by making practice pieces, test pieces, mock-ups or samples - testing materials and their application.
Techniques may include:	- digital imaging - handbuilding: - displays - installations - mock-ups - hand drawn illustration - lettering - preparing work for printing processes.
Process followed to refine the design approach may involve:	- adjustment to content - adjustment to take account of elements and principles of design - adjustment to use extended capabilities of techniques.
Process used to document the approach may involve:	- final drawings - illustrations - photographs - plans - written rationale or description.

Unit Sector(s)

Visual communication – graphic design