



Australian Government

Department of Education, Employment and Workplace Relations

CUVGRD506A Develop graphic design practice to meet industry needs

Release: 1

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Modification History

Version	Comments
CUVGRD506A	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 develop an industry focus for graphic design practice and to adapt that practice to meet both current and emerging industry opportunities.

Application of the Unit

Emerging graphic designers apply the skills and knowledge in this unit as they focus their practice on different industry needs and explore the new and emerging opportunities of the sector.

At this level, the designer is working independently with some guidance and mentoring 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. Develop an industry focus for design practice	1.1 Establish the current and potential range of professional opportunities for graphic design practice 1.2 Determine key professional relationships for graphic designers 1.3 Evaluate ways that graphic designers do business and the business practices they use 1.4 Engage with industry networks and sources as part of a developing professional practice
2. Address key legal and safety requirements for graphic design practice	2.1 Evaluate key legal considerations for graphic design practice 2.2 Build safe work practices into all graphic design work according to relevant legislation and standards 2.3 Practise work in ways that take account of intellectual property issues in graphic design practice
3. Research and evaluate graphic design trends	3.1 Source information on local and global graphic design trends using formal and informal research strategies 3.2 Assess the ways in which industry practice may change in response to different trends 3.3 Evaluate emerging convergence and connections between graphic design and other professions and industries
4. Develop skills to meet trends	4.1 Analyse the impact of current and emerging trends on the skills needed by graphic designers 4.2 Interrogate trends in terms of their impact on fundamental skills and professional tools 4.3 Take action to address the need for own skills development
5. Develop own response to changing trends and technologies	5.1 Assess the implications and consequences of graphic design trends on own work 5.2 Use critical analysis to identify creative or commercial opportunities presented by emerging trends 5.3 Develop systems and habits to identify and respond to industry trends 5.4 Refine approaches to work in the context of current and emerging trends

Required Skills and Knowledge

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

Required skills

- communication skills to participate in industry networks
- critical thinking and analytical skills to:
 - evaluate information and its impact on own work
 - distil and synthesise information from varied sources
 - develop own responses to changing industry trends
- initiative and enterprise skills to proactively identify commercial and creative opportunities from research into graphic design practice
- learning and self-management skills to reflect on own practice and professional development needs
- literacy skills to research complex, varied and potentially unfamiliar information sources
- planning and organising skills to undertake the research process
- technology skills to investigate new technologies used in graphic design practice.

Required knowledge

- current and emerging place of graphic design in the broader design context and in the wider cross-industry context
- graphic design industry networks and professional development opportunities – local, national and international
- ways that graphic design business is currently undertaken, including ways work is accessed, costing of work, and key relationships
- broad global design trends that apply to all design disciplines
- business implications and consequences of emerging graphic design technologies
- implications of increasing convergence between graphic design and other disciplines
- sources of information about graphic design
- specific current and emerging graphic design technologies and trends at a global level
- intellectual property issues associated with professional graphic design practice
- sustainability considerations for graphic design practice
- safety considerations for professional graphic design practice.

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: • use a range of professional graphic design business practices in a work project • undertake coherent and relevant research into current and emerging graphic design practice • develop an informed response to current and emerging graphic design trends in the context of own professional practice • apply knowledge of the graphic design industry, its key relationships and ways of doing business.
Context of and specific resources for assessment	Assessment must ensure access to: • a range of graphic design information sources.
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 the ways in which the candidate integrates industry focus into work projects • evaluation of presentation prepared by the candidate about own research into graphic design practice • questioning and discussion about candidate's industry knowledge • 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.

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.

Professional opportunities may be found in:	• advertising agencies • graphic design studios • large organisations across all sectors that employ in-house graphic designers • media organisations: • electronic • print • printing businesses • sole practice.
Professional relationships may be with:	• artists • illustrators • other designers • paper manufacturers • printers.
Business practices may relate to:	• advertising of work • communication protocols • documentation formats • roles and responsibilities in projects • typical contractual issues • ways of estimating and costing work.
Industry networks and sources may include:	• design associations • enterprises • mentors • peers.
Graphic design trends may relate to:	• changing social mores • convergence with other professions and industries • economic climate • habits of different age groups or genders • impact of technology • lifestyle trends • political environment.
Formal and informal research strategies may	• analysing and comparing information • discussion with others

include:	• note taking • observing the work of others • reflecting on own experience.
Fundamental skills may include:	• capacity to learn • critical thinking • design expertise • visual literacy.
Professional tools may include:	• drawing expertise • industry networking • proficiency with software.
Critical analysis may include:	• comparing • considering merit • contrasting • critiquing • discussion and debate • reflecting.
Systems and habits may include:	• attending industry events • ensuring regular receipt of industry information • networking with peers • participating in industry projects • undertaking program of professional development.

Unit Sector(s)

Visual communication – graphic design

Custom Content Section

Not applicable.