



Australian Government

Department of Education, Employment and Workplace Relations

CUVGRD601A Engage in the business of graphic design

Release: 1

CUVGRD601A Engage in the business of graphic design

Modification History

Version	Comments
CUVGRD601A	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 adopt a professional, commercial approach to the business of graphic design.

Application of the Unit

Graphic designers work across a diverse range of industry and community contexts. They could be employed by others in small or large organisations, operate as freelancers or set up their own studios. Regardless of the business model, graphic designers engage with the professional, commercial and legal aspects of practice to sustain their livelihoods as designers.

This activity is self-directed.

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. Adopt professional work practices	1.1 Develop and maintain a professional work ethic to support graphic design practice 1.2 Collaborate, communicate and share ideas with other professionals about creative and commercial aspects of graphic design 1.3 Evaluate the skills and knowledge needed to operate as a professional graphic designer 1.4 Evaluate own current skills and abilities and the need for further professional development 1.5 Evaluate all aspects of own practice on an ongoing basis, as a key component of professional and personal growth
2. Develop commercial skills for graphic design	2.1 Assess the key commercial relationships that operate in the graphic design sector, and how they are affected by changing trends 2.2 Investigate ways in which graphic design work is costed and charged in different industry contexts 2.3 Assess the opportunities and avenues used by graphic designers to promote their services 2.4 Analyse the client perspective in graphic design practice and its impact on professional practice 2.5 Develop an individual approach to the commercial aspects of own practice based on evaluation of relevant information
3. Analyse the rights and obligations of graphic designers	3.1 Evaluate the legal and moral rights and obligations of graphic designers 3.2 Practise work and business in ways that meet legal and moral obligations 3.3 Pursue own rights as a graphic designer consistent with own professional and ethical standards
4. Pursue professional graphic design opportunities	4.1 Evaluate new work opportunities for graphic designers at a local and global level 4.2 Identify and evaluate opportunities offered by current and emerging trends in graphic design

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - collaborate with others on practice development issues
 - interact with other professionals on management and development issues
- critical thinking and analytical skills to:
 - research and evaluate information and ideas from a wide range of sources
 - reflect on complex issues and make judgements and decisions about those issues
- initiative and enterprise skills to identify and pursue professional work opportunities
- learning and self-management skills to engage in and commit to an ongoing process of professional development and lifelong learning
- literacy skills to interpret varied information dealing with complex issues from a range of sources
- planning and organising skills to integrate a range of complex and varied information into a cohesive approach to developing own professional practice
- problem-solving skills to assess potentially competing and conflicting issues and develop solutions for own practice
- numeracy skills to manage the financial aspects of a professional practice
- technology skills to use the internet as a research tool.

Required knowledge

- factors that influence the client perspective on graphic design practice
- legal rights and obligations of graphic designer, particularly in relation to intellectual property
- professional development opportunities in graphic design
- range of local and global work opportunities open to graphic designers across the spectrum of community and business activity
- range of professional practice skills needed by graphic designers
- sustainability considerations for graphic design practice
- trends in graphic design and the impacts of this on professional practice
- types of behaviour and practice that constitute a professional way of working
- typical ways that business is done in graphic design practice, including key commercial relationships
- ways that graphic design work is costed and priced in different practice contexts.

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: - research and evaluate a broad range of professional and commercial information about graphic design - develop cohesive approaches and strategies for own practice that are grounded in research and reflection - articulate the wide range of professional opportunities for graphic design at a local and global level - apply a professional understanding of the graphic design industry, including new and emerging trends in work practice.
Context of and specific resources for assessment	Assessment must ensure access to: - industry networks and information - general business information.
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 presentation or documentation prepared by the candidate detailing professional practice ideas and strategies - questioning and discussion with the candidate and others about professional plans and practice - 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 work ethic may refer to:	• building sustainable professional relationships • commitment to ongoing learning and development • ethical behaviours • honouring professional commitments • industry codes of practice • meeting timelines • work / life balance.
Skills and knowledge may be:	• creative • financial • interpersonal • practical • promotional.
Professional development may include:	• attendance at events • further study • industry engagement • mentoring • professional memberships • research.
Commercial relationships may be:	• internal relationships in: • advertising agencies • design studios • client businesses • relationships between organisations in the supply chain: • artists • creative directors • illustrators • marketers • printers • researchers • software developers.
Ways in which graphic design work is costed may relate to:	• commissions • quoting for time, including hourly and daily rates • quoting for materials

	• standard rates • whole project quotations.
<i>Client perspective</i> may be influenced by:	• assumptions • costs • expectations • familiarity or lack of familiarity with the design process • preconceptions • technological know-how • time.
<i>Individual approach</i> may be one that considers:	• experiences of others • local work opportunities • own: • financial situation • preferences • risk profile • skills.
<i>Rights and obligations</i> may relate to:	• copyright and intellectual property (IP) • duty of care • moral rights • safety of self and others • taxation responsibilities.
<i>Current and emerging trends</i> may relate to:	• changing social mores • economic climate • habits of different age groups or genders • impact of technology • lifestyle trends • political environment.

Unit Sector(s)

Visual communication – graphic design

Custom Content Section

Not applicable.