



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUVGRD606A Develop graphic designs for packaging**

**Release: 1**

## CUVGRD606A Develop graphic designs for packaging

### Modification History

| Version    | Comments                                                                                                 |
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| CUVGRD606A | 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 create graphic designs for packaging by combining creative and technical design expertise with a sound understanding of the particular factors that apply to packaging.

### Application of the Unit

Graphic designers who work in the area of packaging design apply the skills and knowledge described in this unit. The designer's role is integral to defining the overall look of product packaging and the messages that this imparts about the product itself.

Although designers at this level work with a high degree of autonomy, they are still likely to be members of a collaborative creative team.

### 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                                                                                                                                                                                                                                                                                                    |
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| <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

|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 1. Interpret creative briefs                                | <p>1.1 Analyse creative briefs in terms of key <b>communication objectives</b></p> <p>1.2 Develop an understanding of the <b>broader context</b> for the packaging design work</p> <p>1.3 Develop shared understandings of <b>packaging design requirements</b> with <b>relevant people</b></p> <p>1.4 Negotiate and confirm practical considerations of the brief, including schedule and budgetary requirements</p> <p>1.5 Identify and obtain all specific information required to support the design process</p>                                                                                                                                                 |
| 2. Evaluate packaging design considerations and constraints | <p>2.1 Consider current and emerging <b>packaging trends and ideas</b> and their impact on the project</p> <p>2.2 Consider the ways that <b>customers engage with packaging</b> in the relevant context</p> <p>2.3 Examine the nature of the customer, the product, and how the product will be displayed and distributed</p> <p>2.4 Identify the particular <b>production factors</b> that impact on the creation of graphic designs for packaging</p> <p>2.5 Evaluate key <b>sustainability issues</b> for incorporation into design</p> <p>2.6 Assess and respond to <b>regulatory requirements</b> that affect packaging design, including <b>OHS issues</b></p> |
| 3. Generate and assess ideas                                | <p>3.1 Identify and source <b>references</b> to support the design process</p> <p>3.2 Explore different three-dimensional design ideas and processes to inform work using a range of <b>materials</b></p> <p>3.3 Generate design ideas for packaging that show clear conceptual links between the product and the package</p> <p>3.4 Maximise contributions of others through collaboration on ideas as required</p> <p>3.5 Reflect on ideas for technical, creative and budgetary implications</p> <p>3.6 Refine and select approaches that best balance the overall needs of the brief</p>                                                                         |
| 4. Create packaging designs                                 | <p>4.1 Develop designs from initial ideas ensuring that all production and design factors are taken into account</p> <p>4.2 Realise designs from initial ideas by working confidently</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|                                     | <p>with the <b><i>elements and principles of design</i></b> and taking account of production factors</p> <p>4.3 Combine conceptual and technical expertise</p> <p>4.4 Engage in an ongoing process of testing, <b><i>creative collaboration and refinement</i></b> during the design process</p> <p>4.5 Engage with <b><i>other experts</i></b> on relevant technical, legal and business requirements</p>           |
| 5. Finalise designs for packaging   | <p>5.1 Negotiate and agree to modifications and amend designs as required</p> <p>5.2 Develop accurate and comprehensive <b><i>documentation</i></b> to support the production process</p> <p>5.3 Present final designs and documentation to relevant personnel and confirm</p>                                                                                                                                       |
| 6. Evaluate design work and process | <p>6.1 Evaluate completed design in terms of its <b><i>success</i></b> in meeting objectives</p> <p>6.2 Assess the work against other creative, technical and business considerations</p> <p>6.3 Analyse and evaluate feedback from client and others</p> <p>6.4 Reflect on own role in design process and note areas for future improvement</p> <p>6.5 Develop strategies for further development of own skills</p> |

## Required Skills and Knowledge

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

### Required skills

- communication skills to:
  - interpret and clarify written proposals and creative briefs
  - work collaboratively in a team environment on complex ideas and projects
  - present ideas for discussion and feedback
  - produce accurate and detailed packaging design and construction documentation
- critical thinking and analytical skills to:
  - evaluate communication needs and develop sophisticated design solutions
  - distil key ideas and approaches from complex and varying information and ideas
- initiative and enterprise skills to see opportunities for new and creative approaches to packaging design challenges
- literacy skills to engage with potentially complex information at an advanced level
- self-management and organisational skills to:
  - take responsibility for the design challenge
  - meet responsibilities within a collaborative project
- problem-solving skills to take ownership of complex technical and conceptual challenges and develop creative solutions in response
- numeracy skills to interpret and work within project budgets
- technology skills to:
  - use the advanced features of current graphic design software programs
  - use the internet as a research tool.

### Required knowledge

- current and emerging trends and ideas in the area of product packaging
- key people involved in the packaging design process, and their typical roles, responsibilities and interrelationships – particularly in relation to the graphic designer
- different types of packaging design projects and the particular considerations that apply
- ways in which consumers respond to packaging
- production factors for different types of packaging and how they impact on the design process
- other legislative and regulatory issues that affect design for packaging
- sources of ideas for packaging designs
- formal principles and elements of design in the context of packaging design
- collaborative processes used in graphic design
- critical and creative thinking techniques that can be used as part of the design process
- intellectual property issues and legislation in relation to designs for packaging
- sustainability issues for product packaging and how they impact on graphic design
- OHS legislation as it impacts on design for packaging.

## 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.*

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| <b>Overview of assessment</b>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b> | <p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>independently conceive and realise graphic design solutions for product packaging</li> <li>work confidently with the elements and principles of design across multiple packaging design projects</li> <li>collaborate effectively on creative, technical and organisational issues.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Context of and specific resources for assessment</b>                                             | <p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>access to: <ul style="list-style-type: none"> <li>industry-current graphic design technologies</li> <li>materials commonly used in packaging design</li> </ul> </li> <li>collaboration with others to reflect the design process.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Method of assessment</b>                                                                         | <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>evaluation by industry professionals of packaging design solutions developed by the candidate</li> <li>evaluation of presentations made by the candidate about work developed</li> <li>evaluation of processes used by the candidate to conceive, plan and realise the work</li> <li>evaluation of the effectiveness of project management evidenced through completion of work on time and on budget</li> <li>direct observation of work in progress</li> <li>evaluation of a candidate's visual diary or other forms of documentation showing the development of the designs</li> <li>questioning and discussion about candidate's intentions and the work outcome</li> <li>review of portfolios of evidence</li> <li>review of third-party reports from experienced practitioners.</li> </ul> <p>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</p> |

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|                                            | communities and those with interrupted schooling).                                                           |
| <b>Guidance information for assessment</b> | 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.*

|                                                     |                                                                                                                                                                                                                                                                                                                                                                              |
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| <b>Communication objectives</b> may be to:          | <ul style="list-style-type: none"> <li>• challenge</li> <li>• compare</li> <li>• contrast</li> <li>• inform</li> <li>• inspire</li> <li>• motivate</li> <li>• persuade.</li> </ul>                                                                                                                                                                                           |
| <b>Broader context</b> may relate to:               | <ul style="list-style-type: none"> <li>• client preferences and perceptions</li> <li>• community attitudes</li> <li>• industry trends</li> <li>• key relationships for the project</li> <li>• marketing objectives</li> <li>• overall direction of the organisation</li> <li>• where the product sits within a broader product range.</li> </ul>                             |
| <b>Packaging design requirements</b> may relate to: | <ul style="list-style-type: none"> <li>• crafted objects</li> <li>• exhibition needs</li> <li>• label design</li> <li>• point of sale</li> <li>• specialised packaging requirements</li> <li>• specialised product design</li> <li>• standard container design</li> <li>• technical solutions</li> <li>• transportation needs</li> <li>• visibility on the shelf.</li> </ul> |
| <b>Relevant people</b> may include:                 | <ul style="list-style-type: none"> <li>• art directors</li> <li>• clients</li> <li>• creative directors</li> </ul>                                                                                                                                                                                                                                                           |

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|                                                          | <ul style="list-style-type: none"> <li>• distributors</li> <li>• employers</li> <li>• end users</li> <li>• manufacturers</li> <li>• mentors</li> <li>• other artists and designers</li> <li>• potential customers</li> <li>• supervisors</li> <li>• technical experts.</li> </ul>                                                                                                                                                             |
| <b>Packaging trends and ideas</b> may relate to:         | <ul style="list-style-type: none"> <li>• convenience packaging</li> <li>• environmental sustainability</li> <li>• packaging for particular market groups</li> <li>• packaging technologies</li> <li>• role of packaging</li> <li>• type of packaging</li> <li>• use of different materials: <ul style="list-style-type: none"> <li>• cardboard</li> <li>• glass</li> <li>• metal</li> <li>• paper</li> <li>• plastics.</li> </ul> </li> </ul> |
| <b>Customer engagement with packaging</b> may relate to: | <ul style="list-style-type: none"> <li>• typical customer responses to: <ul style="list-style-type: none"> <li>• colour</li> <li>• shape</li> <li>• size</li> <li>• text.</li> </ul> </li> </ul>                                                                                                                                                                                                                                              |
| <b>Production factors</b> may relate to:                 | <ul style="list-style-type: none"> <li>• type of packaging materials and their interactions with different printing processes</li> <li>• number to be produced.</li> </ul>                                                                                                                                                                                                                                                                    |
| <b>Sustainability issues</b> may relate to:              | <ul style="list-style-type: none"> <li>• availability of materials</li> <li>• cost of production</li> <li>• environmental friendliness of materials</li> <li>• social acceptance of particular ideas and concepts.</li> </ul>                                                                                                                                                                                                                 |
| <b>Regulatory requirements</b> may relate to:            | <ul style="list-style-type: none"> <li>• intellectual property</li> <li>• consumer protection</li> <li>• dangerous goods</li> <li>• food safety labelling</li> <li>• manufacturing standards</li> <li>• security.</li> </ul>                                                                                                                                                                                                                  |
| <b>OHS issues</b> may relate                             | <ul style="list-style-type: none"> <li>• environmental factors, such as exposure to light, heat and cold</li> </ul>                                                                                                                                                                                                                                                                                                                           |

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| to:                                                 | <ul style="list-style-type: none"> <li>• materials used</li> <li>• security of content.</li> </ul>                                                                                                                                                                                                                                                                                                                                                      |
| <b>References</b> may include:                      | <ul style="list-style-type: none"> <li>• digital images</li> <li>• earlier iterations</li> <li>• film and video</li> <li>• internet</li> <li>• marketing data</li> <li>• models</li> <li>• own experience</li> <li>• photographs</li> <li>• previous work</li> <li>• product information</li> <li>• reference books, journals and texts</li> <li>• scripts</li> <li>• technical data</li> <li>• work of other designers</li> <li>• writings.</li> </ul> |
| <b>Materials</b> may include:                       | <ul style="list-style-type: none"> <li>• a range of papers, including bleed proof papers</li> <li>• bark or wood</li> <li>• boards</li> <li>• cardboard</li> <li>• ceramics</li> <li>• fiber boards</li> <li>• finishes and stains</li> <li>• form boards</li> <li>• found materials</li> <li>• glass</li> <li>• glues and fixatives</li> <li>• metal</li> <li>• plastics</li> <li>• textiles.</li> </ul>                                               |
| <b>Elements and principles of design</b> relate to: | <ul style="list-style-type: none"> <li>• alignment</li> <li>• balance</li> <li>• coherence</li> <li>• colour</li> <li>• composition</li> <li>• contrast</li> <li>• direction</li> <li>• dominance</li> <li>• emphasis</li> <li>• form</li> </ul>                                                                                                                                                                                                        |

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|                                                                  | <ul style="list-style-type: none"> <li>• line</li> <li>• movement</li> <li>• pattern</li> <li>• positive and negative space</li> <li>• proportion</li> <li>• proximity</li> <li>• repetition</li> <li>• rhythm</li> <li>• shape</li> <li>• simplicity or complexity</li> <li>• subordination</li> <li>• texture</li> <li>• unity.</li> </ul> |
| <b><i>Creative collaboration and refinement</i></b> may involve: | <ul style="list-style-type: none"> <li>• client consultation</li> <li>• informal conversations with peers</li> <li>• modelling</li> <li>• technical discussions</li> <li>• workshopping of ideas.</li> </ul>                                                                                                                                 |
| <b><i>Other experts</i></b> may be:                              | <ul style="list-style-type: none"> <li>• market researchers</li> <li>• packaging manufacturers</li> <li>• product designers</li> <li>• product manufacturers.</li> </ul>                                                                                                                                                                     |
| <b><i>Documentation</i></b> may include:                         | <ul style="list-style-type: none"> <li>• creative rationale</li> <li>• finished art</li> <li>• instructions for printers</li> <li>• production specifications</li> <li>• technical data.</li> </ul>                                                                                                                                          |
| <b><i>Success</i></b> may be measured by:                        | <ul style="list-style-type: none"> <li>• audience response</li> <li>• client feedback</li> <li>• cost effectiveness</li> <li>• customer comments</li> <li>• sales achieved.</li> </ul>                                                                                                                                                       |

## Unit Sector(s)

Visual communication – graphic design

## **Custom Content Section**

Not applicable.