



# Course outline

CUA30720 Certificate III in  
Design Fundamentals



Welcome to Australian Pacific College and to your Design Fundamentals course. We hope you enjoy your time at Australian Pacific College and that you find the course a useful program for your professional development in the field of Design. In this booklet, you will find information about our design course: *CUA30720 Certificate III in Design Fundamentals*.

# CUA30720 Certificate III in Design Fundamentals

## Aims

APC's CUA30720 Certificate III in Design Fundamentals will introduce students to foundation skills to launch their career in a creative industry. Students will experience a variety of projects to begin shaping their design style and inform their progression to an area of specialisation. Building from a base of history and theory students will follow the design process and collaborate with their peers to explore colour, drawing, 2D & 3D, typography, page layout and industry software.

## Job roles

This qualification reflects the role of individuals who are developing a broad range of technical and conceptual design skills and who take responsibility for their own outputs in work and learning. Practice at this level is underpinned by the design process and introductory theory and history for a range of design contexts.

The outcomes of this qualification apply to those working in design roles across different work environments. The job roles that relate to this qualification may include Design Assistant, Junior Graphic Design Assistant and Junior Interior Design or Decorator Assistant. It also provides a pathway to other junior design assistant roles.

## Duration

The expected duration for the CUA30720 Certificate III in Design Fundamentals is 2 Terms (9 weeks in length each) /6 months which is considered as Full-Time study. Domestic students may study the course part-time with a maximum duration of 1 year. It is recommended that you attend all classes in order to increase your chances of successfully completing the course. Students who are identified as having difficulties in completing the course in the required duration may be able to extend their course as per APC's Intervention Policy. NOTE: Due to college closure over the Christmas/New Year period the maximum course length for students studying at this time is 28 weeks.

## Entry Requirements

### ACADEMIC -

Successful completion of Australian Year 10 or equivalent at minimum. For more information please visit our website [apc.edu.au](http://apc.edu.au).

### ENGLISH LANGUAGE PROFICIENCY -

International students - Successful completion of 8 weeks of General English at Intermediate level or equivalent (plus 80% attendance) at English Unlimited or 10 weeks at other approved providers.

## Materials

APC will provide students with comprehensive course documents for each subject including a subject outline and assessment tasks which include extensive reading lists and links to instructional videos and lectures.

Each student is required to have their own laptop computer or other suitable computing device and access to appropriate software such as Adobe Creative Cloud software and SketchUp. Students can also expect to supply themselves with limited graphic design materials such as sketchbooks, journals, coloured pens and pencils.

## Course Structure

The course is delivered in four subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and studios.

Term	Subject	Competencies
1	<b>The Design Process</b>	CUADES201 Follow a design process CUADES302 Explore and apply the creative design process to 2D forms CUADES301 Explore the use of colour
1	<b>Design Periods</b>	CUADES305 Source and apply information on the history and theory of design CUAGRD312 Use typography techniques CUAPPR311 Produce creative work
2	<b>Exploring 3D through Objects and Space</b>	CUAACD311 Produce drawings to communicate ideas CUADES303 Explore and apply the creative design process to 3D forms CUAACD312 Produce computer-aided drawings
2	<b>The Design Workplace</b>	CUADES304 Source and apply design industry knowledge CUAWHS312 Apply work health and safety practices CUAPPR314 Participate in collaborative creative projects

## Assessment Schedule

Information about your assessments is included in the course documents for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task. Generally, assessments are due on the day of the lecture in weeks 4 and 8.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment tasks or ask your trainer for further information on the units of competency and the elements (elements describe the essential outcomes) and performance criteria (performance criteria describe the performance needed to demonstrate achievement of the element).

Assessment methods in design include but are not limited to:

### A - Projects – Short and Research

These tasks are often used as final assessments for higher-level qualifications, (Diploma and Advanced Diploma) where students have more extensive work and life experience and use case studies, design projects and scenarios to showcase their learning.

### B - Teacher Questioning

This formative assessment is used throughout the term, especially in the tutorial setting to test whether a student has understood the key concepts presented in the lectures.

### C - Written and Verbal Responses to exams and collaborative assessments

These assessments take many forms and are generally used to test key concepts where students are able to show how they would apply their understanding of key concepts in the workplace.

### D - Observations with Checklists and Self Assessment

These observations and self-assessments are primarily used during class for knowledge checking to ensure students are in a position to achieve competence.

### E - Diary/Journal/Portfolio

Documents such as these are primarily used by students enabling them to keep or put together evidence of their learning process and results.

### F - Role Play /Oral Presentation/Simulations

Role-plays and oral presentations are used by APC trainers to ensure the student is able to apply key concepts in workplace simulations and are useful in assisting students to practise workplace situations.

# Units of Competency - Elements and Performance Criteria

## CUADES201 Follow a design process

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Clarify the challenge	1.1 Confirm nature and scope of challenge with stakeholders 1.2 Agree on specific objectives with stakeholders 1.3 Identify constraints that may impact the design process 1.4 Identify and source applicable supporting information and assistance
2. Explore different ideas and select solutions	2.1 Generate different ideas according to challenge requirements 2.2 Explore different options and ideas for meeting requirements and discuss with stakeholders 2.3 Analyse different ideas and feedback and select preferred solution 2.4 Summarise key ideas and present to stakeholders in required format 2.5 Obtain required approvals to progress solution
3. Implement solution	3.1 Schedule key tasks and organise resources required for implementation 3.2 Carry out testing, prototyping or trialling of proposed solution 3.3 Maintain any required documentation 3.4 Identify problems and seek advice and guidance from others
4. Evaluate solution	4.1 Check success of solution based on original objectives 4.2 Seek feedback from required stakeholders 4.3 Review both the solution and the process undertaken and record for future reference

## CUADES302 Explore and apply the creative design process to 2D forms

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source information on 2D design	1.1 Identify and access applicable sources of information on 2D design 1.2 Evaluate and collate information on features of 2D design
2. Explore the creative design process for 2D forms	2.1 Generate different ideas and options for use of 2D design using creative thinking techniques 2.2 Explore and challenge different ideas using experimentation of different 2D designs 2.3 Challenge assumptions, evaluate ideas and refine approaches 2.4 Consciously change perspective, and evaluate ideas and situations in new ways
3. Communicate ideas through application of design processes to 2D forms	3.1 Investigate and examine how a particular idea might be communicated in 2D 3.2 Select materials, tools and equipment applicable to the realisation of idea 3.3 Apply a creative design process to produce different 2D idea realisations 3.4 Examine own application of design process and success in communicating the idea 3.5 Seek and obtain feedback from others about the 2D form and its success in communicating idea 3.6 Present and store concept realisations and work samples as required

## CUADES301 Explore the use of colour

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source information on colour and colour theory	1.1 Identify and access sources of information on colour and colour theory 1.2 Evaluate and collate information on colour and its application in different contexts
2. Experiment with colour	2.1 Develop ideas on testing, challenging or confirming colour theory 2.2 Test different colours and colour-combinations through experimentation with different ideas 2.3 Confirm safe use of materials, tools and equipment during experimentation with colour
3. Communicate ideas through use of colour	3.1 Investigate how colour communicates particular ideas 3.2 Select materials, tools and equipment applicable to idea 3.3 Apply colour to communicate idea based on own knowledge of colour and colour theory 3.4 Review own use of colour and what it communicates 3.5 Seek and obtain feedback from others on way colour has been used and its success in communicating idea 3.6 Present and store work samples as required for future use

## CUADES305 - Source and apply information on the history and theory of design

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Collect information on design history and theory	1.1 Identify and access applicable sources of information on design history and theory 1.2 Organise research material and findings for use in design practice, facilitating easy access and cross-referencing
2. Apply information to own area of work	2.1 Evaluate information in the context of current design practice 2.2 Assess which aspects of information on design history and theory could be used or adapted to inform current practice 2.3 Apply understanding of own area of work using applicable information in culturally appropriate way
3. Update and maintain knowledge of design trends	3.1 Identify and use opportunities to update and expand knowledge of design trends and developments 3.2 Incorporate and integrate knowledge into design activities

## CUAGRD312 Use typography techniques

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan typographic work	1.1 Identify requirements for typographic work in briefing documentation and clarify requirements with required personnel 1.2 Collect reference material on typefaces and typography according to briefing documentation 1.3 Organise workspace and equipment according to safety requirements and organisational procedures
2. Test and explore a range of typographic techniques	2.1 Identify approaches to typography design and establish criteria for selection of final approach 2.2 Select materials, tools and equipment that test approaches, styles and techniques 2.3 Trial typography techniques that meet the design brief 2.4 Evaluate trials against criteria and select design approach that meets the design brief
3. Complete typographic work	3.1 Develop typographic work in response to the design brief 3.2 Review work in progress in relation to the design brief 3.3 Seek and use feedback on work in progress and make adjustments to typographic work as required 3.4 Confirm typography meets briefing requirements 3.5 Back-up and store files and completed documentation using standard industry procedures 3.6 Present completed work within agreed time and quality as established by the design brief

## CUAPPR311 Produce creative work

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source ideas for creative work	1.1 Select and review cultural, historical and contemporary information required for creative work 1.2 Extract and evaluate key ideas and concepts required for own work 1.3 Determine personal creative goals 1.4 Develop ideas using different sources of information
2. Refine and communicate ideas	2.1 Refine ideas through experimentation with tools, techniques, and elements and principles of design specific to creative work 2.2 Confirm ideas and techniques using research, experimentation and discussion with required personnel 2.3 Discuss and present ideas and information about own work with required personnel
3. Plan and produce creative work	3.1 Identify and plan work processes and resources according to ideas 3.2 Organise resources and work space based on plan for own work 3.3 Realise ideas using resources and chosen techniques 3.4 Resolve technical problems within scope of own role as required 3.5 Create record of own work that shows process of development
4. Finalise and review work	4.1 Clean and maintain tools and work area, dispose of waste, and store equipment and materials 4.2 Review own work for technical proficiency and success in communicating ideas 4.3 Review process of creating work and final outcome through self-evaluation and questioning others 4.4 Plan future skill development using required information

## CUAACD311 Produce drawings to communicate ideas

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan drawing work	1.1 Identify drawing requirements from reference material and confirm with applicable personnel 1.2 Identify factors that may impact on how drawing work is undertaken 1.3 Gather information about drawing techniques, materials and equipment from different sources 1.4 Evaluate information for application to communicating ideas and specific drawings
2. Experiment to represent ideas	2.1 Explore different drawing techniques with identified materials and equipment 2.2 Select approaches that best suit the purpose of drawings and their presentation context
3. Create drawings	3.1 Organise materials, tools and equipment for selected techniques 3.2 Produce preliminary drawings and compare with drawing requirements in consultation with required personnel 3.3 Confirm intellectual property and other applicable legislative requirements are met 3.4 Finalise drawings, incorporating feedback on work in progress as required 3.5 Prepare drawings for presentation context

## CUADES303 Explore and apply the creative design process to 3D forms

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source information on 3D design	1.1 Identify and access applicable sources of information on 3D design 1.2 Evaluate and collate information on features of 3D design
2. Explore the creative design process for 3D forms	2.1 Generate different ideas and options for use of 3D design using creative thinking techniques 2.2 Explore and challenge different ideas using experimentation of 3D designs 2.3 Challenge assumptions, evaluate on ideas and refine approaches 2.4 Consciously change perspective, and evaluate ideas and situations in new ways
3. Communicate ideas through application of design processes to 3D forms	3.1 Investigate and examine how a particular idea might be communicated in 3D form 3.2 Select materials, tools and equipment applicable to the realisation of the idea 3.3 Apply a creative design process to produce different 3D idea realisations 3.4 Examine own application of design process and success in communicating the idea 3.5 Seek and obtain feedback from others about the 3D form and its success in communicating idea 3.6 Present and store concept realisations or work samples as required



## CUAACD312 Produce computer-aided drawings

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare for computer-aided drawing work	1.1 Clarify drawing requirements and objectives in concept or project information 1.2 Identify hardware, software, tools and equipment required for computer-aided design and drafting projects 1.3 Set up hardware and software according to operating instructions and organisational procedures as required 1.4 Identify and retrieve digitised information required for projects
2. Gather object parameters and measurements	2.1 Establish and record critical dimensions and data for required designs 2.2 Identify requirements in relation to accuracy, tolerances and other information according to drawing requirements
3. Prepare plots or drawings	3.1 Access and use CADD functions and features according to operating instructions 3.2 Access and use peripheral equipment required for projects 3.3 Prepare and review preliminary drawings in consultation with required personnel
4. Finalise drawings	4.1 Check designs against project objectives and specifications and mark up documentation according to organisational procedures 4.2 Identify and make required adjustments to designs in consultation with required personnel 4.3 Store data files according to operating instructions and organisational procedures 4.4 Submit final drawings within agreed time parameters

## CUADES304 Source and apply design industry knowledge

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source and apply information on the structure and operation of design industry	1.1 Identify and analyse information on the design industry and professional design practice 1.2 Inform own design practice and work using knowledge of the design industry 1.3 Obtain information on employment obligations and opportunities in the design industry 1.4 Apply knowledge of employment obligations and opportunities within day-to-day work activities
2. Seek information on new design technology	2.1 Identify sources of information on new technology affecting different areas of design practice 2.2 Investigate applicable technologies to assist required work performance
3. Update industry knowledge	3.1 Identify and use opportunities to update knowledge of the design industry and monitor current issues of concern to the industry 3.2 Share updated knowledge with colleagues and peer group as required, and incorporate into day-to-day work activities
4. Apply information on ethical and legal work practices	4.1 Source information on ethical and legal work practices in the context of design 4.2 Share updated knowledge on ethical and legal work practice in day-to-day work activities

## CUAWHS312 Apply work health and safety practices

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Implement safe work practices	1.1 Develop and maintain own knowledge of WHS legislation, codes of practice and workplace policies and procedures 1.2 Apply legislative requirements, safety documentation and signage to work tasks 1.3 Comply with duty of care requirements relevant to work tasks 1.4 Use personal protective equipment and other measures as required to prevent injury or impairment 1.5 Use tools, equipment and materials according to safe work practices 1.6 Participate in WHS consultative activities
2. Participate in hazard identification and risk assessment and control	2.1 Identify and report hazards or WHS issues in the workplace to required personnel 2.2 Assess and control risks in line with workplace procedures 2.3 Document risk control actions as required according to workplace procedures 2.4 Contribute to reporting workplace WHS, hazard, accident and incident reports as required
3. Follow emergency procedures	3.1 Report emergencies and incidents promptly to required personnel or authorities according to workplace procedures 3.2 Respond to emergencies in line with own level of responsibility 3.3 Implement evacuation procedures as required

## CUAPPR314 Participate in collaborative creative projects

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Participate in project set up	1.1 Identify overall purpose and goals of creative project, collaborating with others involved 1.2 Agree on responsibilities for different aspects of work within team and project timelines 1.3 Develop ideas for creative project
2. Collaborate with team and realise project	2.1 Organise resources needed for individual or team work based on own role and responsibilities and project timelines 2.2 Share creative and technical ideas with team during creation of work 2.3 Support evolving ideas using different technical creative skills according to requirements of creative work 2.4 Test and refine techniques through production of work within parameters of project 2.5 Finish own responsibilities for project
3. Evaluate collaborative work	3.1 Identify and resolve practical and interpersonal challenges in collaborative work within scope of own role 3.2 Review of project processes and outcomes with other team members 3.3 Seek feedback on own role and identify skill development opportunities 3.4 Provide supportive feedback to others