



Course outline

CUA50720 Diploma of Graphic Design

CUA60320 Advanced Diploma of Graphic Design



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F and Virtu Design Institute Pty Limited (ABN: 31 154 273 757, RTO number 40530) trading as APC Design School together known as Australian Pacific College (APC).

Welcome to Australian Pacific College and to your Graphic Design courses.
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 Graphic Design.
In this booklet you will find information about our design courses:
CUA50720 Diploma of Graphic Design and CUA60320 Advanced Diploma of Graphic Design.

CUA50720 Diploma of Graphic Design

Aims

APC's CUA50720 Diploma of Graphic Design combines the learning of technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. Practice at this level is underpinned by application of design theory and practice and the ability to analyse and synthesise information from a range of sources to generate design solutions.

Job roles

Practitioners may work in many different commercial and community contexts across both print and digital media. The job roles that relate to this qualification may include Graphic Designer, and related roles such as Studio Manager. It may also provide pathways to other related roles in graphic design and associated industries such as:

- Entry level Graphic Designer
- Junior First Design and Layout Assistant
- Entry level Typographer
- Graphic Design Production Assistant
- Entry level Illustrator

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Duration

The expected duration for the CUA50720 Diploma of Graphic Design is 4 Terms (9 weeks in length each) /1 year which is considered as Full Time study. Domestic students may study the course part time with a maximum duration of 3 years. 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 52 weeks.

Entry Requirements

To enter this qualification, applicants must provide portfolio evidence of their technical skills and ability to:

- produce multiple examples of graphic design work that meets different design requirements
- produce typography that supports the overall design solution
- use graphic design industry software.

Skills and knowledge may have been acquired through personal or work experience or formal study.

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.
- Domestic students applying for VET Student Loans (VSL) - a Senior Secondary Certificate of Education, or a Certificate IV level course delivered in English, or competency at or above Exit Level 3 in the ACSF in both reading and numeracy using an approved English test.
- Other Domestic students who have not completed either a Australian Senior Secondary Certificate of Education (year 12 certificate), an International Baccalaureate diploma or a Certificate 4 or above in the AQF or equivalent (where the course was delivered in English), must undertake an Academic Aptitude test (AAT) administered by APC and available in an online format.

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. Students can also expect to supply themselves with limited graphic design materials such as sketch books, journals, coloured pens and pencils.

Course Structure

The course is delivered in eight 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	Design Ideas	CUADES413 Develop and extend design skills and practice CUAACD531 Refine drawing and other visual representation tools CUAILL401 Develop and refine illustrative work
1	Typography 1	CUAGRD503 Produce typographic design solutions
2	Visual Communication History & Theory	CUAGRD501 Research visual communication history and theory CUAPHI531 Apply visual communication theory to photo imaging practice
2	Brand & Identity	CUAGRD516 Develop graphic design practice to meet industry needs CUADIG519 Investigate technologies for the creation of digital art BSBCRT512 Originate and develop concepts

3	2D & 3D Graphic Design	CUAGRD502 Produce graphic designs for 2-D and 3-D applications
3	Advertising	CUAPPR513 Present a body of own creative work BSBMKG551 Create multiplatform advertisements for mass media CUAPHI524 Prepare digital images for pre-press processing
4	Interactive Design	CUADIG516 Design interactions CUADIG512 Design digital applications BSBCRT413 Collaborate in creative processes
4	Graphic Design Studio	CUAGRD514 Create and manipulate graphics CUAGRD515 Design and manipulate complex layouts CUADIG304 Create visual design components

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

CUADES413 Develop and extend design skills and practice

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Acquire and develop technical skills	<ul style="list-style-type: none">1.1 Plan strategies for development of applicable technical skills in design practice1.2 Plan and use opportunities to develop and assess technical skills1.3 Identify and use practice, feedback, discussion and evaluation opportunities to continuously improve technical skills1.4 Develop and extend technical skills through testing capabilities of materials, tools and equipment1.5 Identify and use applicable media to stimulate technical and professional development
2. Develop conceptual skills and ideas	<ul style="list-style-type: none">2.1 Engage in ongoing experimentation and exploration of different ideas and techniques2.2 Discuss ideas with others and apply knowledge gained to own work2.3 Stimulate conceptual and technical skills development using studies of others work2.4 Research and share ideas across different design disciplines2.5 Identify and use different opportunities to develop own skills and keep informed about current design practice
3. Develop own voice	<ul style="list-style-type: none">3.1 Explore and experiment with new ideas in making and interpreting design work3.2 Develop own voice and expand practice using technology where required
4. Evaluate own work	<ul style="list-style-type: none">4.1 Seek and apply constructive criticism from others4.2 Evaluate own work against planned strategy for own practice4.3 Evaluate own work in the context of work by others4.4 Adjust work processes and practice as necessary to improve technical, conceptual and commercial outcomes
5. Research work opportunities	<ul style="list-style-type: none">5.1 Identify sources of information relating to work opportunities for designers5.2 Identify networks and promotional opportunities for designers which may be helpful in developing career opportunities5.3 Incorporate research results and information into own work and career planning

CUAACD531 Refine drawing and other visual representation tools

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Evaluate the role of drawing in professional practice	1.1 Investigate drawing and different visual communication devices, idea generation methods and problem-solving tools for professional practice 1.2 Evaluate how practitioners use different tools and make links to own work 1.3 Identify and challenge own barriers to drawing 1.4 Determine ways in which drawing and other visual representation tools could be used to support own practice
2. Support and develop practice through experimentation with drawing and visual representation	2.1 Generate and develop ideas using different materials and techniques 2.2 Create variety in compositions and spatial fields using visual elements 2.3 Experiment with techniques and mixed media to produce drawings
3. Assess individual approach to the use of drawing	3.1 Evaluate the success of completed drawings in communicating ideas 3.2 Evaluate the process of drawing and visual representation as a professional practice tool 3.3 Determine the value and place of drawing and visual representation in own practice based on experimentation

CUAILL401 Develop and refine illustrative work

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Interpret briefs for illustrative work	1.1 Interpret the specifications of illustration briefs 1.2 Discuss and clarify issues about specifications, parameters and constraints with relevant people as required 1.3 Evaluate client requirements to make decisions about style and content of illustrative work 1.4 Source and evaluate information pertinent to briefs
2. Organise resources	2.1 Calculate, select and organise equipment, tools and materials based on the requirements of the work 2.2 Set up a safe and efficient workspace 2.3 Prepare, maintain, store and dispose of all resources according to each item's needs and according to workplace procedures
3. Test design approaches for illustrative work	3.1 Produce preliminary visual representations that take account of intellectual property requirements 3.2 Identify possible illustrative approaches and establish criteria, in line with the brief, for selecting final approach 3.3 Experiment with different illustrative techniques to test a range of approaches that will best communicate ideas required by the brief 3.4 Evaluate testing processes against criteria and select approach that best meets requirements of briefs 3.5 Critique own work for conceptual success and technical execution and seek feedback, as required 3.6 Refine and accurately document the illustrative approach based on testing processes

4. Produce finished illustrative work	<p>4.1 Create illustrations using techniques selected from experimentation and testing, considering and applying elements and principles of design</p> <p>4.2 Review and refine ideas and approaches based on ongoing experience with production of own work</p> <p>4.3 Seek and consider feedback from key people to refine illustrative work as required</p> <p>4.4 Present finished work within agreed work parameters</p>
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CUAGR503 Produce typographic design solution

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research type as visual communication	<p>1.1 Research the history, theory and practice of typography and its application to graphic design practice</p> <p>1.2 Assess the effects of typography trends or fashions on professional practice</p>
2. Analyse design needs	<p>2.1 Confirm communication objectives based on the design brief and consultation with relevant people</p> <p>2.2 Evaluate design brief requirements</p> <p>2.3 Source and evaluate legal considerations and other information pertinent to design brief</p>
3. Develop ideas for typographic solutions	<p>3.1 Assess typographic options in the context of the brief</p> <p>3.2 Identify and access sources of information and ideas about type to inform work</p> <p>3.3 Test different type fonts, faces and styles to determine suitability</p> <p>3.4 Explore hand drawing techniques and a range of media to create type based on the needs of the brief</p> <p>3.5 Consider production issues resulting from type selection and delivery platform</p> <p>3.6 Evaluate and select typographic approaches for their potential to meet the communication need</p> <p>3.7 Produce and present visual representations of design ideas and confirm as required</p>
4. Manipulate and integrate type	<p>4.1 Explore options for type design using essential typography theory and principles</p> <p>4.2 Use advanced features of software to confidently manipulate and arrange type</p> <p>4.3 Explore different ways of integrating type within the design</p> <p>4.4 Identify and resolve technical problems based on developing expertise</p>
5. Integrate type within the overall design	<p>5.1 Explore and integrate elements and principles of design into design solution</p> <p>5.2 Integrate other visual components and typographic elements into layouts</p> <p>5.3 Produce a final design that supports key communication objectives</p> <p>5.4 Establish and follow protocols for saving, exporting and storing work</p>
6. Evaluate typographic design solutions	<p>6.1 Evaluate functional and aesthetic qualities of typography in the overall design</p> <p>6.2 Evaluate the chosen solution and its potential to inform future work</p>

CUAGRD501 Research visual communication history and theory

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Select focus for research	1.1 Select a focus for visual communication research based on specific needs and perspectives 1.2 Challenge own assumptions about the research process and potential information sources 1.3 Select relevant historical and contemporary sources for investigation and consider any intellectual property requirements
2. Conduct critical analysis	2.1 Identify and investigate issues and ideas in the development of visual communication 2.2 Evaluate ways in which meanings, messages and information are communicated in both a historical and contemporary content 2.3 Seek out and compare the critical views of others in chosen area of inquiry 2.4 Allow the process of analysis to take exploration of issues in new and unintended directions
3. Present ideas about visual communication history and theory	3.1 Develop substantiated opinions and ideas about visual communication history and theory 3.2 Make informed contributions to professional discussions of visual communication practice as a result of research 3.3 Document and present clear and accurate ideas
4. Develop own practice from research	4.1 Determine potential for integration of research findings into own work 4.2 Relate visual communication history and theory research outcomes to business practice considerations 4.3 Recognise connections and associations between history, theory and contemporary practice 4.4 Develop relevant ideas about how research impacts on own professional practice and its future direction

CUAPHI531 Apply visual communication theory to photo imaging practice

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research role of photo imaging in visual communication	1.1 Investigate theories and commentators on conceptualisation, production and use of photo images 1.2 Investigate use of photo images in various modes and media 1.3 Evaluate meaning of photo image in context of its use and effectiveness with target audience 1.4 Critique a range of photo images and themes according to visual communication theory
2. Use visual communication in photo imaging practice	2.1 Determine target audience and intent of work for photo images 2.2 Apply photo image themes and selected aspects of visual communication theory to photo images 2.3 Produce photo images using range of visual communication modes and media
3. Evaluate visual communication in photo imaging practice	3.1 Evaluate effectiveness of visual communication in production of photo images 3.2 Evaluate how applying visual communication theories to photo images impacts on own creative practice, equipment needs and work opportunities

CUAGRD516 Develop graphic design practice to meet industry needs

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Develop an industry focus for design practice	1.1 Establish the range of current and potential professional opportunities for graphic design practice 1.2 Determine key professional relationships for graphic designers 1.3 Evaluate graphic design business practices 1.4 Engage with industry networks and sources to acquire connections for 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 legislation and standards 2.3 Interpret and adhere to intellectual property requirements in graphic design practice
3. Research and evaluate graphic design trends	3.1 Research information on local and global graphic design trends using formal and informal research strategies 3.2 Assess industry trends in graphic design 3.3 Evaluate 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 Take action to address the need for own skills development
5. Develop own response to changing trends and technologies	5.1 Compare graphic design trends to own graphic design work 5.2 Analyse creative or commercial opportunities presented by emerging trends 5.3 Use networking and professional development opportunities to identify and respond to industry trends 5.4 Refine approaches to work in response to current and emerging trends

CUADIG519 Investigate technologies for the creation of digital art

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research digital technologies	1.1 Evaluate current, emerging and experimental digital technologies and equipment applicable to artistic practice 1.2 Research the capabilities of different digital technologies and equipment to achieve different effects 1.3 Determine cost and supply issues for different technologies and equipment
2. Select digital technologies for in-depth exploration	2.1 Assess the creative and professional opportunities offered by different technologies 2.2 Determine limitations and constraints of different technologies 2.3 Discuss the characteristics and opportunities of different digital art technologies with required personnel 2.4 Select technologies that suit own artistic practice and apply according to safety requirements
3. Integrate technologies into own work	3.1 Experiment with technologies to challenge and extend their capabilities for use in own artistic works 3.2 Develop own ways of working with technologies to achieve desired outcomes

4. Manage digital technologies in professional practice	4.1 Establish systems to maintain currency of knowledge of digital art technologies 4.2 Maintain the quality and life of equipment and consumables through required handling and storage procedures
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BSBCRT512 Originate and develop concepts

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Scope issue	1.1 Select issue to be explored in consultation with relevant personnel 1.2 Assess possible solutions to business issue and identify restrictions according to job role and organisational policy 1.3 Research information on possible solutions to identified issue 1.4 Assess factors affecting viability of possible solutions
2. Generate and present solutions	2.1 Brainstorm ideas for addressing issue 2.2 Evaluate ideas against identified factors affecting viability 2.3 Compare ideas with best practice examples of similar products or programs or processes or services 2.4 Select and present a solution in relevant format to stakeholders
3. Refine solutions for implementation	3.1 Seek feedback on ideas from stakeholders 3.2 Respond to questions with substantiated answers 3.3 Document feedback according to organisational requirements 3.4 Refine and finalise solution according to task requirements

CUAGR502 Produce graphic designs for 2-D and 3-D applications

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Interpret briefs for 2-D and 3-D work	1.1 Confirm the objectives of the work based on the design brief 1.2 Evaluate design brief specifications 1.3 Source and evaluate other information and considerations pertinent to design brief
2. Collaborate and liaise with others	2.1 Identify relevant people who contribute to the design process 2.2 Collaborate with others to inform and enhance the design process 2.3 Invite critical analysis of own work by others and act on feedback
3. Develop and present ideas for 2-D and 3-D work	3.1 Explore a range of sources to inform ideas for work, and consider associated intellectual property implications 3.2 Evaluate ideas and options for meeting the brief using critical and creative thinking techniques 3.3 Experiment with techniques, equipment and media to develop ideas 3.4 Consider new and different approaches to format, type and visuals 3.5 Evaluate and review ideas for technical viability and suitability for communicating key messages 3.6 Produce and present visual representations of the design proposal 3.7 Produce clearly written explanatory information to support visual representation

4. Plan and organise the production of work	<p>4.1 Assess specific processes, materials and technologies needed to realise technical and creative aspects of proposed designs</p> <p>4.2 Determine and organise the financial, physical and other resources required to complete the project</p> <p>4.3 Develop a realistic timeframe for the production of work</p> <p>4.4 Assess and respond to possible project constraints and risks</p> <p>4.5 Monitor the project workflow</p> <p>4.6 Develop production specifications supported by comprehensive visual and written documentation of the design processes</p>
5. Realise 2-D and 3-D designs	<p>5.1 Extend skills with selected processes, materials and technologies to fulfil the objectives of the brief</p> <p>5.2 Consider the elements and principles of design and manipulate format, type and visual elements to achieve desired effects</p> <p>5.3 Engage in ongoing evaluation and refinement of creative and technical aspects</p> <p>5.4 Apply safe work practices during the production process</p>
6. Finalise artwork	<p>6.1 Prepare artwork to technical production specifications</p> <p>6.2 Create documentation to support the final artwork</p> <p>6.3 Conduct final checks and proofing processes</p> <p>6.4 Make necessary adjustments and confirm final artwork and documentation with others as required</p>
7. Evaluate own work	<p>7.1 Review work in progress and final work against requirements of the brief</p> <p>7.2 Identify and respond to opportunities for refinement and re-thinking</p> <p>7.3 Evaluate efficiency and effectiveness of the work process</p> <p>7.4 Reflect on completed work to recognise own professional practice and skill development needs</p>

CUAPPR513 Present a body of own creative work

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Evaluate and select presentation ideas	<p>1.1 Research presentation ideas using required information sources</p> <p>1.2 Explore new and innovative ideas for digitally presenting work using ideas from other disciplines</p> <p>1.3 Develop presentation ideas in consultation with required personnel</p> <p>1.4 Select presentation idea based on intended purpose and requirements</p> <p>1.5 Evaluate production requirements and content implications of selected presentation idea</p>
2. Plan presentation	<p>2.1 Develop presentation concept using critical thinking techniques</p> <p>2.2 Refine presentation concept considering explicit and implicit messages required for intended audience</p> <p>2.3 Develop production budget, timeframes and workflow plan</p> <p>2.4 Support key communication messaging using design templates and prototypes</p>
3. Create presentation	<p>3.1 Develop presentation within required timeframe, selecting and integrating content that supports identified objectives and messages</p> <p>3.2 Obtain and record clearance of copyright and intellectual property rights on sourced content</p> <p>3.3 Address conceptual and technical challenges as required</p> <p>3.4 Review projected and actual budget outcomes, adjusting process as required</p>

4. Deliver and evaluate presentation	4.1 Present own creative work in format and style required for intended audience and purpose
	4.2 Evaluate presentation based on identified objectives and feedback from required personnel
	4.3 Identify opportunities for updating and refining presentation

BSBMKG551 Create multiplatform advertisements for mass media

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify requirements for multiplatform advertising	1.1 Identify and Confirm task objectives and requirements with client 1.2 Establish timeline, target audience and budget for multiplatform advertisements for mass media
2. Develop multiplatform advertisement	2.1 Select advertising platforms according to task objectives 2.2 Prepare multiplatform advertisements for mass media according to task objectives, client and platform specifications 2.3 Present advertisement to client for confirmation 2.4 Implement advertisement on platform according to platform specifications in consultation with client
3. Review multiplatform advertisement	3.1 Seek feedback on advertisement from client 3.2 Analyse feedback to identify areas for improvement 3.3 Document key learnings according to organisational policies and procedures

CUAPHI524 Prepare digital images for pre-press processing

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan for pre-press processing	1.1 Source printing requirements from required personnel and interpret print specifications 1.2 Discuss and resolve with required personnel any constraints associated with different printing processes and other diffusion techniques
2. Prepare files for pre-press processing	2.1 Prepare image files using required pre-press processing techniques 2.2 Choose suitable test charts or targets and print to required specifications for ink density and stock on linearised proofer 2.3 Calibrate digital proofing device to examine test charts and use results to generate colour profile 2.4 Print test file on calibrated digital proofing device and use results to generate output profile for press and stock 2.5 Produce sample image, confirm quality of image with required personnel and modify if required 2.6 Optimise images and output image product to profile specifications using industry standards 2.7 Save image files in appropriate format for pre-press processing and prepare invoice or account for client 2.8 Assemble completed images for electronic or physical dispatch and deliver with invoice or account to agreed location by required methods within agreed timeframe

3. Wrap up and review print preparation

- 3.1 Catalogue and archive images according to industry standards
- 3.2 Review feedback from required personnel on final printed product
- 3.3 Maintain contractual and financial records for business and taxation purposes
- 3.4 Evaluate own performance in job context and identify future improvements
- 3.5 Identify future opportunities, work directions, equipment needs and workflow changes resulting from job

CUADIG512 Design digital applications

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine project requirements	<ul style="list-style-type: none"> 1.1 Analyse project brief and identify project requirements in discussion with required personnel 1.2 Determine target audience characteristics and their influence on design 1.3 Identify content and application functions and how these are accessed, searched and delivered
2. Research and select digital applications	<ul style="list-style-type: none"> 2.1 Research different digital applications and analyse how these meet project requirements 2.2 Identify issues relating to delivery platform and technical and industry standards, and determine how these may affect digital application options 2.3 Confirm different digital application options identified in consultation with required personnel 2.4 Select applications that meet project requirements
3. Draft design specifications	<ul style="list-style-type: none"> 3.1 Outline interrelationship of different components and screens and design architecture of digital application 3.2 Identify content and data displays, and specify how these will be logically structured and integrated into digital application 3.3 Specify production requirements, including applicable testing strategies 3.4 Produce draft design specifications and instructions for development teams according to project brief requirements
4. Review and confirm design specifications	<ul style="list-style-type: none"> 4.1 Review designs against project requirements 4.2 Present draft design specifications using industry standard techniques and discuss with required personnel 4.3 Adjust designs as necessary after discussions with required personnel 4.4 Clarify ownership of intellectual property according to project and organisational requirements 4.5 Confirm acceptance of design specifications with required personnel

CUADIG512 Design digital applications

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine project requirements	1.1 Analyse project brief and identify project requirements in discussion with required personnel 1.2 Determine target audience characteristics and their influence on design 1.3 Identify content and application functions and how these are accessed, searched and delivered
2. Research and select digital applications	2.1 Research different digital applications and analyse how these meet project requirements 2.2 Identify issues relating to delivery platform and technical and industry standards, and determine how these may affect digital application options 2.3 Confirm different digital application options identified in consultation with required personnel 2.4 Select applications that meet project requirements
3. Draft design specifications	3.1 Outline interrelationship of different components and screens and design architecture of digital application 3.2 Identify content and data displays, and specify how these will be logically structured and integrated into digital application 3.3 Specify production requirements, including applicable testing strategies 3.4 Produce draft design specifications and instructions for development teams according to project brief requirements
4. Review and confirm design specifications	4.1 Review designs against project requirements 4.2 Present draft design specifications using industry standard techniques and discuss with required personnel 4.3 Adjust designs as necessary after discussions with required personnel 4.4 Clarify ownership of intellectual property according to project and organisational requirements 4.5 Confirm acceptance of design specifications with required personnel

CUA60320 Advanced Diploma of Graphic Design

Aims

The APC CUA60320 Advanced Diploma of Graphic Design reflects the role of individuals who have highly specialised technical, creative and conceptual skills in visual communication to conceive, negotiate and realise design solutions. Practice at this level is underpinned by the application of visual communication and design theory and history and the ability to critically analyse and synthesise information from a range of sources. Application of advanced communication, organisational and project management skills are also required.

Job roles

Practitioners at this level may work in many different commercial and community contexts across both print and digital media environments. The job roles that relate to this qualification include Graphic Designer and Junior Art Director. It may also provide a pathway to Studio Manager and other studio agency or in-house roles, as well as developing skills to commence own business or work as a freelance graphic designer. Other job roles may include:

- Graphic Designer
- Multimedia Artist
- Pre-press designer
- Junior Art Director
- Computer Finished Artist
- Illustrator Layout artist
- Packaging Designer

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Duration

The expected duration for the CUA60320 Advanced Diploma of Graphic Design is 4 Terms (9 weeks in length each) /1 year which is considered as Full-Time study. Domestic students may study the course part-time with a maximum duration of 3 years. 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 the college closure over the Christmas/New Year period the maximum course length for students studying at this time is 52 weeks.

Entry Requirements

ACADEMIC -

Successful completion of the CUA50720 Diploma of Graphic Design or equivalent qualification and submission of a design portfolio with 5-8 pieces of original creative work.

Individuals must provide evidence of their ability to:

- produce professional typography that demonstrates application of visual communication history and theory
- produce graphic designs for two-dimensional and three-dimensional applications
- create and manipulate graphics and design complex publication layouts.

Skills and knowledge may have been acquired through graphic design work experience or through formal study.

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.
- Domestic students applying for VET Student Loans (VSL) - a Senior Secondary Certificate of Education, or a Certificate IV level course delivered in English, or competency at or above Exit Level 3 in the ACSF in both reading and numeracy using an approved English test.
- Other Domestic students who have not completed either an Australian Senior Secondary Certificate of Education (year 12 certificate), an International Baccalaureate diploma or a Certificate 4 or above in the AQF or equivalent (where the course was delivered in English), must undertake an Academic Aptitude Test (AAT) administered by APC and available in an online format.

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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. Students can also expect to supply themselves with limited graphic design materials such as sketchbooks, journals, coloured pens and pencils.

Work Placement

Work placement is a mandatory component of some APC courses and qualifications including the Advanced Diploma of Graphic Design. The work placement provides a framework that enables students to gain relevant working experience while developing specialised knowledge and practical skills in organisational learning and capability development.

The Work Placement takes place in the final term of study. It requires between 120-135hrs of work placement, attendance at studio class and the completion of assessment work. Specific subject requirements are outlined in the individual course documents.

It is the students responsibility to find and secure a Host Organisation for their Work Placement prior to the start of their final term. APC will support students with resources to secure a Host Organisation prior to the Work Placement.

Course Structure

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

Term	Subject	Units of Competency
1	Design Briefs	CUADES512 Establish, negotiate and refine a design brief CUAGRD612 Originate graphic designs for complex briefs
1	Typography 2	CUAGRD603 Extend typographic design expertise CUADIG518 Refine digital art techniques
2	Managing Design and eBusiness	CUAGRD616 Develop graphic designs for packaging BSBPMG430 Undertake project work
2	Design and the Environment	BSBLEG525 Apply legal principles in intellectual property law matters CUAGRD611 Engage in the business of graphic design BSBTEC501 Develop and implement an e-commerce strategy
3	Observational Drawing	CUADES612 Research global design trends CUADES601 Design innovative products
3	Graphic Projects for Business	CUAGRD615 Develop graphic designs for the built environment CUADES511 Implement design solutions
4	Understanding the Graphic Design Workplace - Work Placement	CUADES611 Manage design realisation CUAPPR612 Collaborate in professional 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

CUADES512 Establish, negotiate and refine a design brief

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Establish design requirements	<ul style="list-style-type: none">1.1 Identify and make contact with required stakeholders for the design project, in addition to the client1.2 Identify and source information and references required for design project1.3 Undertake critical analysis of sources and extract key information to inform the design project1.4 Determine overall objectives and parameters for design project in collaboration with client and other key stakeholders1.5 Seek, review and act on information needed to inform constructive communication with client
2. Develop and refine design brief	<ul style="list-style-type: none">2.1 Develop concepts and ideas for inclusion in design brief2.2 Undertake own analysis of concept and challenge ideas and approaches taken2.3 Present ideas in applicable format/medium and discuss, debate and critically analyse in collaboration with key stakeholders2.4 Re-evaluate and refine options based on own analysis and discourse with others2.5 Establish and agree on final nature and scope of design brief with client and document details according to organisational policies, procedures and standards
3. Negotiate terms and conditions	<ul style="list-style-type: none">3.1 Negotiate and agree terms and conditions of brief in accordance with applicable organisational and professional standards3.2 Clarify, agree and document roles and responsibilities of those involved in the project3.3 Confirm agreements in writing in accordance with organisational policies and procedures3.4 Identify the need for specialist advice when developing formal agreements or contracts, and seek required assistance

CUAGR612 Originate graphic designs for complex briefs

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan graphic design briefs	1.1 Evaluate overall graphic design objectives 1.2 Review creative, technical, legal, budgetary and timeframe considerations 1.2 Develop and share ideas relating to graphic design projects 1.3 Evaluate and refine options based on own analysis and input from others 1.4 Agree with required personnel on final nature and scope of design briefs
2. Develop and refine graphic design concepts	2.1 Develop design concepts based on a thorough understanding of the requirements and options available 2.2 Identify the potential for customised or specific research as needed 2.3 Adapt and use ideas and approaches from research considering intellectual property requirements 2.4 Consider the potential of new and emerging technologies to inform designs 2.5 Reflect on own practice and experience to inform designs 2.6 Create concept presentations that suit the nature of the work
3. Plan and monitor graphic design projects	3.1 Develop viable project management plans for graphic design work 3.2 Administer and monitor work against the project plan 3.3 Communicate and collaborate with required personnel at key stages 3.4 Create project documentation at key stages during the project 3.5 Engage specialist expertise where appropriate
4. Realise graphic design solutions	4.1 Integrate design techniques and tools to produce design solutions 4.2 Engage in creative collaboration and refinement throughout the design process
5. Evaluate design outcomes	5.1 Evaluate the success of completed designs against design objectives 5.2 Assess own work against creative, technical and business requirements 5.3 Analyse and evaluate feedback from client and peers 5.4 Identify potential approaches for future work and further skill development opportunities

CUAGR603 Extend typographic design expertise

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research type to develop design solutions	1.1 Assess the function and effect of type on visual communication using historical and contemporary research 1.2 Research and evaluate detailed technical and aesthetic factors that influence the successful use of typography 1.3 Explore relationships between typographic form and related imagery across digital and traditional media 1.4 Analyse own approach to typography in the context of research

2. Explore creative and complex applications of type	<ul style="list-style-type: none"> 2.1 Explore and extend the potential of typography in own design practice 2.2 Investigate the ways that typography conveys messages at a detailed level 2.3 Analyse the interactions between text and other visual components in complex forms of information 2.4 Experiment with the expressive potential of type 2.5 Evaluate typography in the context of current technologies in design practice
3. Extend typography expertise in professional practice	<ul style="list-style-type: none"> 3.1 Apply typography to the needs of complex design projects 3.2 Work effectively with complex, varied and large amounts of type 3.3 Control typography hierarchy and systems within complex applications 3.4 Create specialised type to meet particular design needs, including dynamic and sculptural type 3.5 Develop typography for 2-D, 3-D and virtual applications 3.6 Participate knowledgeably and critically in discussions with industry peers and professionals about typographic design

CUADIG518 Refine digital art techniques

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research digital media ideas and techniques	<ul style="list-style-type: none"> 1.1 Research ways other artists have used different digital media techniques 1.2 Investigate how particular digital media techniques work to achieve different technical effects 1.3 Evaluate the relationships between digital media techniques and ideas 1.4 Adapt and use applicable ideas and approaches in own practice, with consideration for intellectual property rights
2. Select digital media techniques for refinement	<ul style="list-style-type: none"> 2.1 Evaluate opportunities offered by different digital media techniques for own professional practice 2.2 Determine and compare limitations and constraints of different digital media techniques 2.3 Select digital media technique for refinement
3. Consolidate digital media technique to professional level	<ul style="list-style-type: none"> 3.1 Develop confidence and skill in using digital media technique through practice and experimentation 3.2 Identify and safely resolve technical problems in digital media project based on developing expertise 3.3 Challenge and test own ideas
4. Evaluate own digital media technique	<ul style="list-style-type: none"> 4.1 Evaluate development of own technique in discussion with required personnel 4.2 Discuss concepts and approaches that challenge own individual style with required personnel 4.3 Document ways that experimentation with different techniques has informed own work 4.4 Identify ways in which techniques may be further developed as part of professional practice and build ideas into future work

CUAGRD616 Develop graphic designs for packaging

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Interpret creative briefs	1.1 Analyse creative briefs in terms of key communication objectives 1.2 Evaluate the broader context for the packaging design work 1.3 Confirm schedule and budgetary requirements 1.4 Obtain information required to support the design process
2. Evaluate packaging design considerations	2.1 Consider current and developing packaging trends and ideas and their impact on the project 2.2 Consider the ways that customers engage with packaging 2.3 Examine customer and product requirements 2.4 Identify production factors that affect the creation of graphic designs for packaging 2.5 Evaluate key sustainability issues for incorporation into design 2.6 Assess and respond to regulatory requirements that affect packaging design
3. Generate and assess ideas	3.1 Identify references to support the design process 3.2 Explore different three-dimensional design ideas and processes 3.3 Generate design ideas for packaging 3.4 Evaluate ideas for technical, creative and budgetary implications 3.5 Refine and select approaches that best balance the overall needs of the brief
4. Create packaging designs	4.1 Develop designs according to production and design requirements 4.2 Realise designs according to production and design requirements
5. Finalise designs for packaging	5.1 Modify designs as required after receiving feedback 5.2 Develop documentation required for the production process 5.3 Present final designs and documentation to required personnel
6. Evaluate design work and process	6.1 Evaluate completed design against design objectives 6.2 Analyse and evaluate feedback from others. 6.3 Note and develop strategies for future improvement of skills

BSBPMG430 Undertake project work

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Establish project parameters	1.1 Identify project scope 1.2 Define project stakeholders 1.3 Seek clarification from delegating authority of issues related to project and project parameters 1.4 Identify responsibilities of relevant stakeholders and reporting requirements 1.5 Clarify relationship of project to other projects and to the objectives of the organisation 1.6 Identify availability and access of resources for undertaking the project

2. Develop project plan	<p>2.1 Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS)</p> <p>2.2 Develop project budget and timeframe and seek approval from relevant stakeholders</p> <p>2.3 Consult team members and apply their views in planning the project</p> <p>2.4 Identify and access appropriate project management tools</p> <p>2.5 Develop project plan according to project parameters and deliverables</p> <p>2.6 Finalise project plan and gain necessary approvals to commence project according to documented plan</p>
3. Administer and monitor project	<p>3.1 Communicate to project team members their responsibilities and project requirements</p> <p>3.2 Establish and maintain required recordkeeping systems throughout the project</p> <p>3.3 Implement and monitor plans for managing the project</p> <p>3.4 Undertake risk management as required</p>
4. Finalise and review project	<p>4.1 Complete financial recordkeeping associated with project and confirm according to agreed budget</p> <p>4.2 Complete project documentation and obtain sign-offs for concluding project</p> <p>4.3 Review project outcomes and processes against the project scope and plan</p> <p>4.4 Document feedback and suggested improvements</p>

BSBLEG525 Apply legal principles in intellectual property law matters

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare to apply principles of intellectual property	<p>1.1 Identify task requirements</p> <p>1.2 Identify key principles of intellectual property law according to task requirements</p> <p>1.3 Identify key provisions of legislation and common law, policies or procedures relevant to task requirements</p>
2. Employ principles of intellectual property	<p>2.1 Apply principles of intellectual property law to relevant legal matters arising in the workplace</p> <p>2.2 Analyse and evaluate key issues</p> <p>2.3 Develop recommendations of legal and economic implications of copyright infringement according to task requirements</p>
3. Finalise application of intellectual property principles	<p>3.1 Review analysis with designated person</p> <p>3.2 Obtain feedback from relevant personnel</p> <p>3.3 Amend advice according to feedback</p> <p>3.4 Store documents and data used according to organisational policies and procedures</p>

CUAGR611 Engage in the business of graphic design

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Adopt professional work practices	1.1 Evaluate the skills and knowledge needed to practice as a professional graphic designer 1.2 Collaborate with other professionals to discuss creative and commercial aspects of graphic design 1.3 Evaluate own current skills and abilities and opportunities for professional development 1.4 Evaluate all aspects of own practice on an ongoing basis
2. Develop commercial skills for graphic design	2.1 Assess the key commercial relationships that operate in the graphic design sector 2.2 Investigate costing practices and charges for graphic design work 2.3 Assess the opportunities used by graphic designers to promote their services 2.4 Analyse the client perspective of graphic design and its impact on professional practice 2.5 Evaluate information to build own approach to the commercial position of own practice
3. Analyse the legal, moral and ethical obligations of graphic designers	3.1 Evaluate the legal and moral rights and obligations of graphic designers 3.2 Apply legal and moral obligations to work practices 3.3 Engage work 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 that exist in current and developing graphic design trends

BSBTEC501 Develop and implement an e-commerce strategy

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Analyse opportunities for e-commerce	1.1 Undertake a competitive analysis to determine the impact emerging trends will have on industry sectors and competitors 1.2 Complete value chain analysis and identify processes and relationships that may benefit from the adoption of e-commerce solutions, according to organisational strategies 1.3 Identify threats and opportunities of e-commerce implementation and evaluate potential contributions to the organisation 1.4 Conduct resource analysis and identify cost and revenue implications in opportunities, according to organisational policies and procedures 1.5 Identify and evaluate legal and ethical issues in e-commerce opportunities
2. Evaluate e-commerce models	2.1 Identify and analyse business-to-business, business-to-consumer, intra-organisational e-commerce applications and e-commerce models, and assess applicability to own organisation 2.2 Rank compatible e-commerce models in terms of their strengths and weaknesses, identify resourcing, technical and security requirements of each and assess according to organisational strategies 2.3 Analyse cost implications of implementation of e-commerce models 2.4 Determine an e-commerce model most appropriate in relation to organisational strategies

3. Design an e-commerce strategy	<ul style="list-style-type: none"> 3.1 Formulate purpose, objectives and values for the e-commerce 3.2 Identify target market, and value chain structure according to chosen e-commerce model 3.3 Identify and obtain technical needs and expertise required to implement e-commerce model 3.4 Investigate and identify possible culture issues, and develop plan to manage transition to e-commerce, according to organisational policies and procedures
4. Implement an e-commerce strategy	<ul style="list-style-type: none"> 4.1 Develop policies and procedures that support customers, supply chain and staff and ensure successful implementation 4.2 Monitor performance of organisational goals and adjust policies and procedures to respond to changing requirements of customers, staff and supply chain 4.3 Review e-commerce systems and models, seek feedback from users and stakeholders responsible for e-commerce implementation 4.4 Incorporate evaluation results and feedback and improve future e-commerce strategies

CUADES612 Research global design trends

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research design trends	<ul style="list-style-type: none"> 1.1 Analyse and select formal and informal research strategies and source information on global design trends 1.2 Identify and explore new and alternative sources of information 1.3 Evaluate the credibility of information gathered and confirm research scope is sufficiently broad
2. Analyse design trends to inform own practice	<ul style="list-style-type: none"> 2.1 Challenge and extend own perspectives and ways of thinking using researched information 2.2 Examine and assess implications and consequences of design trends on own work 2.3 Identify creative and commercial opportunities presented by emerging trends and technologies using critical analysis 2.4 Develop systems to identify and respond to opportunities
3. Develop and articulate positions and ideas	<ul style="list-style-type: none"> 3.1 Develop substantiated positions and ideas on global design trends 3.2 Generate informed discussion, debate and critical analysis with peers and colleagues 3.3 Challenge and refine own positions using debate and feedback
4. Extend own design skills	<ul style="list-style-type: none"> 4.1 Identify and use opportunities presented by research to extend own design skills 4.2 Re-evaluate and refine approaches to work in the context of current and emerging trends 4.3 Improve skills continuously using practice, discussion and ongoing evaluation

CUADES601 Design innovative products

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Define design challenge	1.1. Conceptualise a design innovation and determine potential target market 1.2. Investigate and clarify purpose, medium, technical requirements, costs and timeframes for product 1.3 Confirm that industry standards, intellectual property and other relevant legal requirements are met 1.4 Articulate concept using appropriate representation formats
2. Generate ideas and responses to design challenge	2.1 Undertake research and consultation to inform design solution 2.2 Use range of creative thinking techniques to generate different options and ideas 2.3 Apply relevant principles of functionality, ergonomics, aesthetics and sustainability to development of different options 2.4 Develop and use range of criteria to evaluate different options and ideas 2.5 Select preferred solution against agreed criteria and in consultation with relevant stakeholders
3. Implement and monitor realisation of design	3.1 Develop plan and schedule to achieve realisation of design, including key roles and responsibilities linked to timelines and budget 3.2 Experiment with range of techniques and processes to test and refine design solution 3.3 Organise and allocate resources to achieve realisation of design within required standards, timelines and budget 3.4 Liaise with others involved in design realisation to ensure obligations and quality standards are met within time, budget and technical resources 3.5 Monitor processes and take action to resolve any identified problems
4. Complete design process	4.1 Finalise design outcomes, and present and promote to relevant people 4.2 Seek feedback on finished design and make final adjustments as necessary 4.3 Evaluate completed product and realisation processes to inform future development work

CUAGR615 Develop graphic designs for the built environment

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Interpret creative briefs	1.1 Analyse creative briefs for the built environment project 1.2 Develop shared understandings of design requirements 1.3 Negotiate and confirm practical considerations, schedule and budgetary requirements
2. Evaluate background for design work in the built environment	2.1 Consider current trends and thinking about design for the built environment 2.2 Assess the ways that people engage with signage 2.3 Evaluate locations for design work 2.4 Obtain and analyse technical data for the design 2.5 Evaluate key design sustainability issues 2.6 Assess and respond to regulatory requirements for design in the built environment

3. Generate and assess ideas	<ul style="list-style-type: none"> 3.1 Identify references to assist development of design in the built environment 3.2 Explore ideas for designs 3.3 Evaluate opportunities offered by current signage technologies 3.4 Reflect technical, creative and budgetary implications for projects 3.5 Refine and select approaches that meet design requirements.
4. Develop designs for the built environment	<ul style="list-style-type: none"> 4.1 Develop designs according to production and design requirements 4.2 Realise designs using aesthetic and technical expertise 4.3 Consult other experts on technical, legal and business requirements as required
5. Finalise designs for the built environment	<ul style="list-style-type: none"> 5.1 Negotiate modifications and amend designs 5.2 Develop documentation to support the production process 5.3 Present final designs and documentation to personnel for confirmation
6. Evaluate design work and process	<ul style="list-style-type: none"> 6.1 Evaluate completed designs against design objectives 6.2 Assess the work against other creative, technical and business considerations 6.3 Analyse and evaluate feedback from others 6.4 Reflect on own role in design process and note areas for future improvement 6.5 Develop strategies for further development of own skills

CUADES511 Implement design solutions

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Organise resources for realising the design solution	<ul style="list-style-type: none"> 1.1 Confirm nature and scope of the proposed design solution 1.2 Research resources required for developing the design concept to implementation stage 1.3 Investigate different factors impacting the selection and use of resources 1.4 Select and prepare resources based on research and other legislative or organisational requirements
2. Test the design solution	<ul style="list-style-type: none"> 2.1 Experiment with the design solution using different techniques and processes 2.2 Evaluate, challenge and refine testing processes 2.3 Gain input and feedback from required personnel during testing 2.4 Document outcomes of testing according to organisational and design solution requirements 2.5 Select final design solution based on outcomes of testing and input from others
3. Develop prototype	<ul style="list-style-type: none"> 3.1 Create prototype based on agreed approaches 3.2 Select and organise materials, tools and equipment according to chosen design solution as required 3.3 Expose model to quality checks and ongoing analysis, enhancement and refinement 3.4 Compare completed prototype against identified needs and other considerations and make adjustments as required
4. Present prototype or model	<ul style="list-style-type: none"> 4.1 Identify required personnel design should be presented to 4.2 Select format for presentation based on nature of audience and design 4.3 Present prototype and optimise clarity, conciseness and appeal

CUADES611 Manage design realisation

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan realisation of design	1.1 Collect, analyse and maintain required information on the design 1.2 Discuss and agree on standards of work and monitoring requirements with required personnel 1.3 Develop plan and schedule realisation that meets design requirements 1.4 Incorporate key roles and responsibilities linked to timelines and budget in plan
2. Implement and monitor realisation of design	2.1 Organise and allocate resources according to design requirements 2.2 Confirm obligations and quality standards are met according to design requirements 2.3 Maintain accurate, applicable and complete documentation in accordance with agreed standards 2.4 Monitor process through challenging and interrogating own design work 2.5 Confirm integrity of design is maintained at all times 2.6 Identify difficulties and problems that arise in relation to realisation of design and take action to rectify situation
3. Liaise and negotiate with stakeholders	3.1 Establish and maintain applicable communication channels with required personnel 3.2 Seek and provide information to required personnel according to design requirements 3.3 Assess adherence to agreed terms and conditions and negotiate changes in light of changed circumstances as required 3.4 Negotiate and agree on revisions with required parties according to organisational policies and procedures
4. Complete design process	4.1 Finalise design outcomes in accordance with terms and conditions 4.2 Seek feedback from required personnel on finished design and make final adjustments as agreed 4.3 Evaluate completed design in relation to own work and overall process

CUAPPR612 Collaborate in professional creative projects

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare for collaborative project	1.1 Establish sustainable and productive creative relationships 1.2 Engage with collaborative communities and partnerships based on potential benefits for self and others 1.3 Identify factors inhibiting potential collaboration and address as required 1.4 Identify and pursue collaboration opportunities
2. Establish collaborative project	2.1 Establish collaborative project and contribute to project objectives and parameters 2.2 Agree ways of working that acknowledges different contributions of required personnel 2.3 Determine ethical considerations, copyright and intellectual property requirements 2.4 Identify professional and practical project requirements 2.5 Organise and allocate work activities with clear and agreed outcomes

3. Realise collaborative project	<p>3.1 Contribute own technical and creative expertise from idea generation to project realisation</p> <p>3.2 Extend own expertise and learn from others as project progresses</p> <p>3.3 Monitor project progress against agreed objectives</p> <p>3.4 Challenge, test and share ideas with project team</p> <p>3.5 Suggest ideas and solutions for technical, creative and organisational challenges</p> <p>3.6 Meet established personal responsibilities for creative work and overall project</p>
4. Evaluate collaborative project	<p>4.1 Engage in review and evaluation with others involved in project</p> <p>4.2 Evaluate own contribution based on collaborative effort and professional relationships with others</p> <p>4.3 Identify and seek opportunities for refining and expanding own expertise</p>