



**Australian Government**

# **CUA50720 Diploma of Graphic Design**

**Release 3**

## CUA50720 Diploma of Graphic Design

### Modification History

Release	Comments
Release 3	<p>This version first released with CUA Creative Arts and Culture Training Package Version 6.0.</p> <p>Minor change to add the following unit of competency in the elective unit list:</p> <ul style="list-style-type: none"> <li>CUAMWB403 Prepare to work with confronting material and processes in the creative industries.</li> </ul>
Release 2	<p>This version first released with CUA Creative Arts and Culture Training Package Version 5.1.</p> <p>Version created to correct typographical errors.</p>
Release 1	<p>This version first released with CUA Creative Arts and Culture Training Package Version 5.0.</p>

### Qualification Description

This qualification reflects the role of individuals who combine 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.

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.

#### Licensing, legislative, regulatory or certification considerations

##### *Qualification*

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

##### *Units of competency in qualification*

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

## Entry Requirements

Individuals must provide 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.

## Packaging Rules

**Total number of units = 19**

**9 core units** plus

**10 elective units**, of which:

- 6 must be from the electives listed below
- 4 may be from the remaining listed electives or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Where relevant, the choice of elective units set out in the packaging rules above can serve to provide the qualification with one of the following specialisations. The rules to achieve a specialisation are detailed at qualification end.

- Illustration

### Core units

CUAACD531 Refine drawing and other visual representation tools

CUADES413 Develop and extend design skills and practice

CUAGRD501 Research visual communication history and theory

CUAGRD502 Produce graphic designs for 2-D and 3-D applications

CUAGRD503 Produce typographic design solutions

CUAGRD514 Create and manipulate graphics

CUAGRD515 Design and manipulate complex layouts

CUAGRD516 Develop graphic design practice to meet industry needs

CUAPPR513 Present a body of own creative work

### Elective units

BSBCMM411 Make presentations

BSBCRT412 Articulate, present and debate ideas

BSBCRT413 Collaborate in creative processes  
BSBCRT512 Originate and develop concepts  
BSBTEC501 Develop and implement an e-commerce strategy  
BSBLEG525 Apply legal principles in intellectual property law matters  
BSBESB402 Establish legal and risk management requirements of new business ventures  
BSBMKG439 Develop and apply knowledge of communications industry  
BSBMKG437 Create and optimise digital media  
BSBMKG551 Create multiplatform advertisements for mass media  
BSBMKG546 Develop social media engagement plans  
BSBPMG430 Undertake project work  
BSBPRC402 Negotiate contracts  
BSBTWK401 Build and maintain business relationships  
BSBWHS501 Ensure a safe workplace  
BSBPEF501 Manage personal and professional development  
BSBWHS512 Contribute to managing work-related psychological health and safety  
BSBWRT411 Write complex documents  
BSBMKG555 Write persuasive copy  
CUAACD532 Create observational drawings  
CUAACD533 Select and refine a specialised drawing technique  
CUAACD534 Research and apply light and colour  
CUAACD536 Refine 2-D design ideas and processes  
CUAACD537 Refine 3-D design ideas and processes  
CUAACD522 Work with photomedia in creative practice  
CUAANM513 Design specifications for animation and digital visual effects  
CUACMP511 Manage copyright arrangements  
CUADES412 Interpret and respond to a design brief  
CUADES511 Implement design solutions  
CUADES512 Establish, negotiate and refine a design brief  
CUADIG304 Create visual design components  
CUADIG401 Author interactive media  
CUADIG413 Create user interfaces  
CUADIG511 Coordinate testing of interactive media products  
CUADIG512 Design digital applications  
CUADIG513 Design e-learning resources  
CUADIG516 Design interactions  
CUADIG517 Design digital simulations  
CUADIG519 Investigate technologies for the creation of digital art  
CUAFIM511 Source funding for projects  
CUAAILL401 Develop and refine illustrative work  
CUAAILL511 Develop professional illustrations

CUAILL512 Refine illustration techniques

CUAIND411 Extend expertise in specialist creative fields

CUAIND412 Provide freelance services

CUAIND512 Enhance professional practice using creative arts industry knowledge

CUAMWB401 Develop and implement own self-care plan in the creative industries

CUAMWB402 Manage feedback on creative practice

CUAMWB403 Prepare to work with confronting material and processes in the creative industries

CUAPHI531 Apply visual communication theory to photo imaging practice

CUAPHI523 Employ colour management in a digital imaging workplace

CUAPHI524 Prepare digital images for pre-press processing

CUAPOS412 Manage media assets

CUAPPR408 Integrate disability access and inclusion

CUAPPR511 Realise a body of creative work

CUAPPR512 Develop sustainability of own professional practice

CUAPPR514 Establish and maintain environmentally sustainable creative practice

CUASOU304 Prepare audio assets

FNSORG501 Develop and manage a budget

ICPPRN3840 Set up and produce basic digital print

ICPPRN4960\* Set up and produce complex digital print

ICPPRP422 Digitise complex images for reproduction

ICPPRP4300 Manage colour

ICPPRP4350 Generate complex imposition

ICPPRP4840 Set up and operate automated workflow

ICTWEB513 Build dynamic websites

SITXEBS003 Build and launch a small business website

\*Note the following prerequisite unit requirements:

Unit in this qualification	Prerequisite unit
ICPPRN4960 Set up and produce complex digital print	ICPPRN3840 Set up and produce basic digital print

## Specialisations

The achievement of a specialisation will be identified on testamurs as follows:

- CUA50720 Diploma of Graphic Design (Illustration).

## Packaging rules to achieve a specialisation

### Illustration

- 6 elective units must be selected from the listed electives and must include CUAILL401 Develop and refine illustrative work, CUAILL511 Develop professional illustrations and CUAILL512 Refine illustration techniques.

## **Qualification Mapping Information**

Supersedes and is equivalent to CUA50715 Diploma of Graphic Design.

## **Links**

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>