

CUA50715 Diploma of Graphic Design

Total number of units = 19 units

Course duration: 1.5 years

9 core units

10 electives

Timetable Mon-Tues 8.30am to 4.15pm

13.5 hours face to face in the classroom

6.5 hours Online – attendance based

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.

Assessments Methods

(Practical, Research Report, Project, Knowledge, Presentations, Group based)

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

- produce multiple examples of graphic design work that respond effectively to different design challenges
- produce typography that supports the overall design solution
- use graphic design industry software
- Produce Creative brief

INDUSTRY STANDARD SOFTWARE: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat

Other devices: SCANNER, WACOM TABLET for digital drawing and editing.

Students will learn and design: Posters, flyers, magazines, T-Shirt designs, packaging, advertising campaigns, 2D/3D Graphics, manipulate typography, post-process photographs, use a digital camera to capture photographs, create graphics for print and web, collaborate, communicate and present concepts and ideas, continually develop their skills and design knowledge through research and software, understand social media and marketing, work in a team environment and communicate effectively.

Outcome of the course: A qualified, professional Graphic Designer with the ability to work across the digital media or print field. End of year, Graphic Design exhibition to be held on campus to showcase Graphic Design student work created during their study period. Potential employers and industry contacts will be invited to attend this exhibition.

Unit outline as per the course calendar

<p>BSBDES403 Develop and Extend Design Skills and Practice</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the project management field of work and include access to:</p> <ul style="list-style-type: none"> • promote the implementation of the performance management system and analyse its strengths and weaknesses • provide advice and information to employees on the benefits of effective performance management, and how it links with performance development • review the performance management system • make recommendations for improvement.
<p>CUAACD501 Refine drawing and other visual representation tools</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none"> • Analyse how the drawing process and visual representation techniques can support professional activities in own art and design practice • create visuals and compositions that incorporate experimentation with materials, techniques and ideas • critically evaluate final works.
<p>CUAGRD502 Produce graphic designs for 2-D and 3-D applications</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none"> • interpret briefs to produce a body of two-dimensional (2-D) and three-dimensional (3-D) graphic design work that meets the creative and technical requirements



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	<ul style="list-style-type: none">• organise and schedule creative and technical processes, production and presentation of design work within effective timeframes• collaborate with others in design and evaluation processes• write and present explanatory information to support graphic design visuals• recognise and document professional development needs.
<p>CUAGR503 Produce typographic design solutions</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none">• assess historical and contemporary information about typography for relevance to graphic design practice• interpret and evaluate design requirements in briefs and other information sources• manipulate type with a high level of technical proficiency using graphics software programs• develop and present typographic concepts• integrate typography and other visual components into final design or layout• develop multiple pieces of professional standard typography that convey the visual communication objectives defined in client briefs• evaluate the effectiveness of typography solutions.
<p>CUAGR504 Create and manipulate graphics</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none">• analyse graphics requirements in briefs and other information sources• develop and present ideas for graphics



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	<ul style="list-style-type: none">• create original graphics for at least two different graphic design projects• use an extended range of tools and features of relevant software with a high level of technical proficiency• integrate technical and creative processes to produce outcomes that meet design objectives• evaluate the technical and aesthetic effectiveness of graphics work.
<p>CUAGR505 Design and manipulate complex layouts</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none">• analyse layout requirements in briefs and other information sources• develop and present layout concepts• create original designs for the layout of at least two publications• use an extended range of tools and features of relevant software with a high level of technical proficiency• integrate technical and creative processes to produce outcomes that meet design objectives• evaluate the effectiveness of layouts.
<p>CUAGR506 Develop graphic design practice to meet industry needs</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in graphic design field of work and include access to:</p> <ul style="list-style-type: none">• use a range of professional graphic design business practices in own work• adopt intellectual property and safety standards required for graphic design practice• research and evaluate the effect of current and emerging trends on graphic design practice



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	<ul style="list-style-type: none">• apply research outcomes to develop creative and commercial opportunities in own professional practice• identify and address skill development needs.
CUAPPR503 Present a body of own creative work	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to:</p> <ul style="list-style-type: none">• research new or innovative ways for presenting portfolios of creative work• design a presentation concept that includes key proposed objectives and messages• realise a presentation concept within required budget and timeframes• present creative product in a manner suited to the intended audience and purpose• evaluate presentation and document ways to respond to future presentation opportunities.
CUAACD512 Work with photomedia in creative practice	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the management and graphic design field of work and include access to:</p> <ul style="list-style-type: none">• use research and analysis of traditional and contemporary photo media practice to inform own work• investigate and test performance of photo media tools to refine ideas• produce a coherent body of photomedia work using well-developed conceptual and technical skills• apply safe work practices for the technologies being used• assess the success of finished work to meet creative and technical project objectives
BSBADV509 Create mass print media advertisements	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities</p>



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	<p>experienced in the project management field of work and include access to:</p> <ul style="list-style-type: none">• outline key features of industry, services, products and organization• explain principles and purposes of advertising• outline principles of consumer behavior and describe influences on buyer behavior• identify principles and elements of design used in print advertisements• outline range of available advertising approaches for different markets• identify and explain key provisions of relevant legislations, code of practice and national standards affecting business operations• identify ethical principles relevant to advertising industry• identify requirements for advertising timelines, budget, central idea and resources as specified in the advertising brief
<p>BSBWHS501 Ensure a safe workplace</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the management and leadership of project management field of work and include access to:</p> <ul style="list-style-type: none">• establish, implement, maintain and evaluate a work health and safety (WHS) management system for a work area of an organisation in accordance with WHS legislation including policies, procedures and record keeping• ensure organisational WHS compliance• establish, implement, maintain and evaluate effective and compliant participation arrangements for managing WHS including identifying duty holders, identifying and approving the required resources and developing and implementing a training program• establish, implement, maintain and evaluate procedures for effectively identifying hazards, and



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	<p>assessing and controlling risks using the hierarchy of risk control</p> <ul style="list-style-type: none">• provide information and complete documentation for a WHS management system• identify requirements for and request expert WHS advice.
<p>BSBCRT402 Collaborate in a creative process</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• make a positive contribution to a collaborative creative process that generates, expands and develops ideas into a well-conceived solution• reflect on and evaluate own role in the collaborative process• identify and act on ways to enhance own ability to contribute effectively to a collaborative creative process.
<p>BSBMKG421 Optimise digital media impact</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• establish realistic digital channel performance measures• analyse digital media data and offline information to• determine engagement characteristics of target audience• identify variation between target and actual performance• create a digital media learning environment• model and test alternative methods and techniques to optimise digital impact



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	<ul style="list-style-type: none">• respond rapidly to changing expectations, feedback and technological environment• utilise tools and technologies to monitor digital activity work effectively as a team member in a rapidly changing environment• use data evaluation methods accurately.
<p>CUAPHI513 Employ colour management in a digital imaging workplace</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• document research into the principles and techniques of digital colour management• evaluate digital colour management systems and strategies, and select a system to apply in a digital imaging context• manage digital colour across a range of digital devices to achieve consistent quality in products• evaluate outcomes and document ways to respond to future changes or opportunities.
<p>BSBWOR501 Manage personal work priorities and professional development</p>	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• use business technology to create and use systems and processes to organise and prioritise tasks and commitments• measure and maintain personal work performance including assessing competency against competency standards and seeking feedback• maintain an appropriate work-life balance to manage personal health and stress• participate in networks



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	<ul style="list-style-type: none">• develop a personal development plan which includes career objectives and an action plan• develop new skills.
BSBCRT501 Originate and develop concepts	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• generate concepts and ideas that provide innovative solutions to identified issues• evaluate and test concepts and ideas• present ideas and information to others and reflect on responses• develop at least two concepts, substantiated and supported with sufficient information to allow implementation to occur.
BSBDES501 Implement design solutions	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• undertake critical analysis, testing and development of a model, prototype or aspect of a design solution to meet an identified need• present model to key stakeholders using the most appropriate best practice methods.
CUADIG304 Create visual design components	<p>Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to:</p> <ul style="list-style-type: none">• explore and experiment with design techniques and visual design and communication principles to produce ideas and concepts for visual design components



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| | <ul style="list-style-type: none">• use design techniques to create visual design components that respond effectively to a project brief• present and discuss ideas, concepts and designs with relevant personnel• save and archive files using standard industry or enterprise naming conventions. |
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