

**Unit of Competency Content**  
**Certificate III in Commercial Arts (Graphic Design and Desktop Publishing) – 30673QLD**  
**AQF Level 3**

**Drawing**

Produce commercial sketches for graphic design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to drawing/sketching
- Use and care of art materials and equipment
- Construction and form
- Perspective: 2 dimensional
- Figure drawing and proportions
- Animal studies – movement and form
- Still life studies – light and shade

**Colour Analysis**

Analyse colour for design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to colour
- Use and care of art materials and equipment
- Colour analysis: primary, secondary and tertiary colours
- Colour mediums, mixing and application
- Selection of colour appropriate to a specific task

**Typography and Layout**

Apply typography and layout for design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to layout and composition
- Use and care of art materials and equipment
- Type fundamentals and design
- Type and space relationships

**2D Design I**

Create 2D design (basic)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Logo and graphics design
- Stationary design
- Marker rendering
- Newspaper and magazine advertising design



### **Finished Art 1**

Produce finished art (basic)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to Finished Art
- Understanding professional requirements
- History of paste-up procedures

### **Printing Processes**

Research printing processes (theory)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Production processes and procedures
- Terminology
- Inks: PMS, process colours and specials high gloss, quick-set, heat set, ultra violet, metallic, magnetic, fluorescent, varnish and lacquers
- Stock and papers
- Paper making, machine and hand made
- Coated, uncoated, bond, bank, text, laid, wove and cover
- Paper characteristics: weight, opacity, thickness, strength, texture and colour
- Selecting stock and colour for specific job requirements

### **Finished Art 2**

Produce finished art (intermediate)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Production of multi coloured artwork
- Understanding professional requirements
- Preparation of camera ready art
- Rendering colour mark-ups
- Marking up printing specifications
- Production of artwork for four colour process printing
- Understand job costing and quoting

### **Professional Practice**

Apply professional practice

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Professional standards required for employment
- Working as a freelance artist
- Working as part of a creative team
- Work pressures and deadlines
- Setting up a studio: costs, equipment, clients, quoting and invoicing
- Working with production houses: typesetters, separators, printers, service bureaus



### **Career Preparation**

Prepare a portfolio

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Interview techniques and application procedures
- Career counselling
- Portfolio assembly and presentation
- Employment opportunities
- Self promotion

### **Electronic Design I**

Produce electronic design (fundamentals)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to computer graphics
- Master the Macintosh and IBM compatible PC
- Computer software and hardware
- Program application
- Designing and reproducing digital art
- Outputting information
- Service bureaux

### **Electronic Imaging I**

Produce electronic imaging (basic)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Revision of Use a vector drawing program to create and manipulate object oriented images unit of competency
- Advanced techniques using all software
- Short cuts
- Fine tuning a document
- Creating charts and graphs
- Creating multi page documents
- Creating illustrations and graphics
- Scanning and manipulating photos and graphics
- Increasing speed and efficiency
- Systems management
- Upgrading systems
- Computers within advertising



### **Computer Skills Technical**

#### Use business technology

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Computer systems
- Operating systems
- Computer interfaces
- Storage devices/mediums
- Disk format – interrogation
- Input/output devices – modems
- Networking
- Postscript
- Occupational Health and Safety
- Monitor adjustment – viewing conditions
- File transfers
- Keyboarding skills
- Hardware types
- Start up and shut down procedures
- Saving and printing files
- File management

### **Introduction to the Internet**

#### Access and use the Internet

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- The structure and purpose of the Internet
- Internet navigation
- Social and ethical considerations of Internet use
- Performing Internet searches
- Using E-mail
- Analysing information received
- Networking
- Postscript
- Occupational Health and Safety
- File transfers
- Hardware types
- Start up and shut down procedures
- Saving and printing files
- File management



**Unit of Competency Content**  
**Certificate IV in Commercial Arts (Graphic Design and Advertising) – 30674QLD**  
**AQF Level 4**

**Illustrator for Design I**

Illustrate for design (black and white)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Introduction to marker rendering
- Use and care of art materials and equipment
- Rendering people, texture and animals
- Rendering styles and techniques

**Advertising I**

Apply fundamental advertising principles

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Understanding the advertising agency
- The create department
- Account services
- Campaign planning

**2D Design 2**

Create 2D design (intermediate)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Brochure/leaflet design and layout
- Poster/hoarding design and layout
- Dimensional promotional design
- Self promotion

**Commercial Illustration**

Produce commercial illustrations

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Revision of 1 and 2 point perspective
- Architectural illustration
- Illustrating motor vehicles
- Revision of airbrushing
- Retail illustration



### **Finished Art 3**

Produce finished art (advanced)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Producing multi-page leaflets and brochures

### **Career Preparation**

Prepare a portfolio

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Interview techniques and application procedures
- Career counselling
- Portfolio assembly and presentation
- Employment opportunities
- Self promotion

### **Electronic Imaging 2**

Produce electronic imaging (intermediate)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Working with networks
- File sharing
- Advanced alpha channel work
- Using clip art as a base
- Keeping abreast of new technology
- Increasing efficiency
- Multi-page production
- High end illustration work

### **Electronic Design 2**

Produce electronic design (advanced)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Printing standards
- Pre-press and print production processes
- Finished art for print production
- Colour separation
- Software integration
- Budget and production schedule techniques
- Project management
- Service bureau issues
- Paper and binding
- Imposition
- Colour theory
- Colour proofing
- Colour calibration



### **Computer Concepts Copyright**

Research copyright theory

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Copyright issues for the protection and exploitation of products
- Copyright protection of creative works or performance is adequate locally and internationally
- Copyright of creative works or performers
- License rights to creative works or performance
- Conditions of copyright agreement

### **Illustration for Design 2**

Illustrate for design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Application and techniques of illustrating with markers and other colour media
- Selecting papers, boards and cards
- Designing a composition
- Creative marker use
- Developing learners individual style in areas such as: marker rendering, computer generated illustration, computer airbrush illustration, rendering for advertising purposes



**Unit of Competency Content**  
**Diploma of Commercial Arts (Graphic Design) – 303675QLD**  
**AQF Level 5**

**Fashion Illustration**

Produce fashion illustrations

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- The fashion figure: male and female
- Illustration fashion for newspaper advertisements
- Illustration fashion for promotional purposes
- Rendering fabrics: lace, satin, fur etc

**2D Design 3**

Create 2D design (advanced)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Revision of logo design
- Communication design
- Environmental graphics and design
- Signage and hoardings
- Poster design
- Understanding the client and interpreting their needs
- Cover designs, book jackets and CD covers

**Advertising 2**

Apply advanced advertising principles

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Client case histories
- Campaign briefing and planning
- Advertising law
- Consumer protection
- Media planning and buying
- Presentation and negotiation skills
- TV and cinema advertising and graphics
- The role of the Art Director
- Designing and creating an image
- Working with a photographer
- Working with a team



### **Book Illustration**

Produce book illustrations

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Book illustrating
- Technical rendering
- Children's stories: fiction and non fiction
- Illustrating for magazine articles
- Text books
- Book/novel covers

### **Packaging Design**

Create a package design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- 2 and 3 dimensional packing design
- Suitability of type, colour and design
- Packaging for grocery items
- Gift item packaging
- Point of sale 3 dimensional displays
- Corporate packaging range for a retail outlet: wrapping paper and carry bags

### **Creative Writing**

Writing for advertising

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Understanding the role of the copy writer
- Creative writing for advertising: retail advertising, newspaper, radio and TV
- Writing a head line
- Selling the product

### **Corporate Design**

Produce a corporate design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Understanding corporate identity and design
- Logo design
- Stationary design
- Annual report/brochure design
- Creating a corporate image
- Vehicle and building signage
- Uniform design
- Packaging design
- Newspaper and magazine advertising



### **Electronic Imaging 3**

Produce electronic imaging (advanced)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Revision of Produce and manipulate raster images
- Using the computer as a design and production tool
- Creating finished layouts for presentation to a client
- Combining programs and techniques to create special effects

### **Career Preparation**

Prepare a portfolio

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Interview techniques and application procedures
- Career counselling
- Portfolio assembly and presentation
- Employment opportunities
- Self promotion

### **Photography Direction**

Photography for graphic design

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- The role of the photographer
- Understanding the basic photography
- Tools of the trade
- Working with layouts
- Working to a budget
- Special effects and lighting
- Talent, casting models, make-up and stylists
- Retouching and manipulating, (mechanical and computer generated) photography
- Technical and creative photography
- Setting up a photography shoot
- Architectural photography
- Press and public relations
- Multimedia



**Unit of Competency Content**  
**Advanced Diploma of Commercial Arts**  
**(Electronic Design and Interactive Media) – 30676QLD**  
**AQF Level 6**

**Computer Skills – Video Production**

Produce a digital video

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Formats of digital video
- Designing digital video
- Editing digital video
- Presenting a digital video sequence

**Computer Skills – Sound Production**

Produce digital sound

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Formats of digital video
- Use of digital audio software
- Editing digital audio
- Constructing a digital audio track

**Cinema Language and Film Theory**

Research cinema language and film theory

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Denotative and connotative meaning
- Signifier and signified
- Codes
- Semiotics
- Lighting
- Content
- Shot types
- Description of the linear story structure
- Comparison to non linear structures



### **Design for Interactive Media I (Flash)**

Design for interactive multimedia (basic)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- 2D and 3D design literacy for multimedia
- 2D and 3D visualisation and design techniques for multimedia
- Principles and practice of interface design interface metaphor
- Principles and practice of interactive design
- Navigation and structuring information
- Multimedia design process and evaluation methods
- Digital media and production and integration for multimedia
- Animation techniques for multimedia
- Introduction to programming and scripting for interaction and the interface
- Output distribution forms and techniques
- Awareness of sound, video, imaging, digitising and editing techniques
- 2D and 3D design literacy for multimedia
- Data management for multimedia
- Identifying current industry standards and practices in multimedia
- Identify audience, software and hardware targeting in industry
- Presentation systems for multimedia distribution
- Theory and methodologies of human computer interface design
- Theory of the interface metaphor, design application, appraisal
- Interactive techniques and methodologies
- Project management for multimedia production
- Project design and development for multimedia production
- Evaluation and testing strategies for multimedia production

### **3D Imaging and Animation I**

Design a 3D image and animation

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Animation requirements
- 2D animation software
- Product key drawings for animation
- Producing 2D animation
- Evaluating animation



### **Writing for the World Wide Web**

Write for the world wide web

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Overview of the World Wide Web
- The role of Hyper Text Markup Language (HTML) documents as the basis for presenting information on the Web
- View a variety of Web pages representing text, graphics and multimedia examples as well as the source code used to generate these pages
- Design elements of Web pages
- Plan, logic, navigation, aesthetics, ease of use, icons
- Create HTML documents using a word processor, an HTML editor and then incorporate their designs into their documents
- Enhancement to HTML documents
- Range of available file types that can be incorporated
- Need to maintain Web pages as dynamic and evolving documents
- Link Web pages to other documents and/or sites reinforcing the 'web'
- Copyright and acknowledge authorship where appropriate

### **Design for Interactive Multimedia 2 (Adobe Flash)**

Design for interactive multimedia (intermediate)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Applied principles and practices of interface design
- Advancement in visualisation design techniques
- Integration for multimedia of 3D imaging and/or digital video in digital format
- Production techniques for video digitising, editing, composition and digital move output
- Programming, scripting data management of digital video
- Production techniques for multimedia and the Internet
- Advanced multimedia topics
- Introduce presentation systems
- Identify future capabilities and potential of multimedia
- Identify interactive techniques and methodologies
- Interface metaphor design, use, application and evaluation theory
- Apply metaphor design theory and/or methodologies to the design of interactive multimedia
- Project development for integration of 3D imaging and/or digital video
- Applied evaluation and testing strategies for multimedia production
- Research and development of a multimedia project
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### **3D Imaging and Animation 2**

Create a 3D image and animation

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Animation requirements
- Scope of 3D animation software
- Producing 3D animation
- Evaluating animation



### **Research Project 1**

Research the multimedia industry

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Development of research skills
- Development of design skills
- Time management skills
- Industry liaison
- Skills relevant to computer software used with the unit of competency
- Use of acquired skills within the area of specialisation

### **Writing for Interactive Multimedia 2**

Write for interactive multimedia

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Determining project requirements
- Identifying approaches and selecting the most appropriate
- Producing a design for the multimedia project design
- Reviewing and confirming design

### **Electronic Design 3**

Produce electronic design for multimedia

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Design process and practice
- Research techniques
- System architecture, management and operation
- Software integration
- Colour theory and practice
- Communication and marketing
- Packaging design
- Point of sale design
- Written rationale for design concepts
- File management and transfer techniques
- 3D software integration and information design
- Design core studies
- Production schedule techniques
- Visual identity and signage systems
- Electronic presentation
- Copyright and intellectual ownership



### **Design for Interactive Multimedia 3**

Design for interactive multimedia (advanced)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Applied principles and practices of interface design
- Advancement in visualisation design techniques
- Research and development strategies
- Advanced digital media production and integration for multimedia
- Advanced animation techniques for multimedia
- Ability to specialise in a key skill area of multimedia production
- Research into subject, user and audience specific production
- Research into specific production for current areas of social use and application
- Theory of research to design of human computer interface
- Applied interactive techniques and methodology
- Completed project to an output distribution format
- Interface metaphor design, use and application
- Apply multimedia theory and/or methodologies to the design of interactive multimedia
- Applied project management for multimedia production
- Project design and development for multimedia production
- Applied evaluation and testing strategies for multimedia production
- Completion in a key area of distribution

### **Electronic Imaging for Multimedia (Adobe Dreamweaver)**

Produce electronic imaging for the world wide web

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- OH & S
- Digital and Photo imaging
- 2D/3D animation
- Problem solving
- Output display methods
- World Wide Web
- Internet
- Product differences
- HTML
- Testing procedures

### **Research Project 2**

Prepare a multimedia industry project

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Development of research skills
- Development of design skills
- Time management skills
- Industry liaison
- Skills relevant to computer software used within the unit of competency
- Use of acquired skills within the area of specialisation



### **Introduction for Small Business Management**

Establish a multimedia freelance business (theory)

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Definitions of professional practice
- Role in the Australian economy
- Impact of employment trends
- Effect of national economic policy
- Factors contributing to a good location/poor location
- Choosing premises – factors to consider
- Regulations, licenses and permits (eg. building permits, health regulations, etc)
- Leasing: lease, lessee, lessor, factors to consider when leasing, other tenancy options
- Advantages and disadvantages of home-based business or freelance
- Employment
- Purpose of market research
- Sources of information
- Define marketing
- Components of the marketing process
- Market segments
- Target markets
- “Competitive edge” concept
- Major strategies used in promotion
- Importance of image
- Effect of promotional activity on business success
- Writing promotional literature
- Customer service – effects of good and bad
- Legal requirements:
- Types of business ownership
- Advantages and disadvantages of different business types of business ownership
- Choosing and registering a business name
- Additional laws and regulations (e.g Trade Practices, Consumer Laws, Equal Employment Opportunities, Occupational Health and Safety, etc)
- Financial requirements: Start up costs, working capital, net work, forecasting running costs
- Types and sources of finance
- Cash budgets
- Record keeping requirements
- Employment (Goods and services tax)
- Business Plans: definitions, benefits, elements
- Time Management: goal setting

### **CADD Computer Aided Art and Design Research Project**

Present a multimedia industry project

Focus will be directed to the performance criteria of this unit of competency. In achieving the performance criteria, the following topics will be addressed:

- Research & Project production skills
- Industry reference & Industry liaison
- Research contract
- Critical analysis
- Industry mentors

