CUA60325
Advanced Diploma of
Graphic Design

About this course

Elevate your graphic design skills and career. This course will build your ability to use advanced typography, design dynamic websites, manage design clients, lead design projects and more. By the end of this course, you'll have the skills you need to land a role such as being a Senior Graphic Designer, Design Manager or Art Director.

What will I learn?

- Build your skills in identity design, including in being able to prepare cohesive and professional brand guidelines
- Grow your business-related skills, including being able to find new graphic design work opportunities and successfully negotiate with design clients
- Discover how to prepare effective design briefs and gain stakeholder approval for them
- Learn how to use User Interface (UI) and User Experience (UX) principles when designing dynamic websites
- Develop key management skills you need to lead design projects and design teams
- Build your ability to use advanced typography skills, including working effectively with complex amounts of type, creating 3D type and using typography in virtual applications

Career Opportunities

- Senior Graphic Designer
- Design Manager
- Senior Illustrator
- Design Team Leader
- Studio Manager
- Art Director

What are the entry requirements

International students:

- To enter this qualification, you will need to:
- Have completed Australian Year 12 or equivalent
- Hold IELTS 6.0 English language equivalence if a non-native English speaker
- Be at least 18 years of age
- You will also need to provide evidence of your technical skills and ability in graphic design, such as in the form of a design portfolio or evidence of previous graphic design study.

Course Overview

Qualification
Advanced Diploma

CRICOS code
118931K

Study mode
Blended learning

Duration
52 Weeks

Units
16 Units of Competency

Course Units

Unit code	Unit name	What you'll learn
CUADES512	Establish, negotiate and refine a design brief	In this unit, you'll build your ability to work proactively with a client to develop and negotiate a design brief. You'll learn how to set design project parameters, negotiate terms and conditions. communicate constructively with clients and seek agreement on the final scope of a design project.
CUAGRD603	Extend typographic design expertise	In this unit, you'll explore how you can use typography in complex designs. You'll develop your understanding of more advanced typography concepts, such as relationships between typographic form and other design components. You'll also build your skills in creating 3D type, working with complex and large amounts of type, and using typography in virtual applications.
CUADES611	Manage design realisation	Enhance your skills in taking a design from concept to production. Learn how to plan the realisation of a design, oversee the implementation of the design and manage different stakeholders throughout the design process.
CUAGRD617	Develop graphic designs for branding and identity	In this unit, you'll jump into the world of branding and identity design. You'll explore how you can set the direction for an organisation's visual identity, from its logos and fonts to the imagery and coloursthat it uses. Develop your skills in analysingbranding trends and developing branding designs that are trustworthy, distinct, professional and memorable.
CUADIG413	Create user interfaces	Discover how to interpret different design briefs to develop distinct User Interface (UI) designs. Learn how to apply visual design principles in sophisticated ways while also meeting requirements for technical feasibility and accessibility standards. By the end of this unit, you'll be equipped to produce engaging UI designs.
ICTWEB513	Build dynamic websites	In this unit, you'll build your understanding of how dynamic websites work and how you can design for them. Dynamic websites change their content based on people's interactions, preferences and other variables. For example, dynamic websites can show real-time updates and personalisedrecommendations. By the end of this unit, you'llunderstand how to create User Interface (UI) prototypes for websites, then develop and test website pages.
BSBLEG525	Apply legal principles in intellectual property law matters	If you're seeking to have a successful graphic design career, it helps to understand Intellectual Property (IP) laws. These protect copyright materials, including the original creative work of both yourself and others. Learn how to address IP risks, such as the risk of using someone else's copyright work without the appropriate permissions. Also build your understanding of how to protect the intellectual property of owndesigns, and that of an organisation you work for.
BSBPMG430	Undertake project work	Build your ability to lead a graphic design. In this unit, you'll explore useful project management approaches that you apply in your work, such as quality assurance, financial recordkeeping and managing project scope. You'll also build your hands-on skills in developing a project plan, setting responsibilities for team members and overseeing project work.

Course Units

Unit code	Unit name	What you'll learn
CUAGRD612	Originate graphic designs for complex briefs	Learn how to tackle complex design briefs, such as those focused on complex communication challenges. Build your skills in evaluating scope and key requirements for the design project, developing design concepts and using peer feedback to enhance your designs. Also extend your skills in exploring new and emerging technologies to inform your designs, as well as in developing design concept presentations.
CUAACD537	Refine 3-D design ideas and processes	In this unit, you'll explore a range of 3D designs that graphic designers can produce, from packaging designs and 3D type to designs for Augmented Reality (AR) and Virtual Reality (VR). You'll dive into understanding the tools, challengesand benefits of creating 3D designs. You'll also build your ability to plan, develop and document effective 3D design solutions.
CUAACD536	Refine 2-D design ideas and processes	In this unit, you'll refine your skills in developing 2D design ideas and bringing them to life in polished, professional ways. You'll explore advanced techniques for creating 2D designs. For example, these designs may be typefaces, images, illustrations or User Interface designs. You'll build your skills in refining 2D concepts, presenting design solutions and taking initiative to further develop your 2D design skills.
CUAPPR612	Collaborate in professional creative projects	Learn how to better collaborate with design team members, clients, managers and other creative professionals when developing design work. In this unit, you'll explore how you can develop productive creative relationships, address factors that limit collaboration and engage others in evaluating designs. You'll also build your skills in challenging, testing and sharing ideas within a project team.
BSBMKG555	Write persuasive copy	Develop your ability to write in a persuasive way; that is, a way that encourages others to adopt a particular viewpoint or take action. Being able to write persuasively as a graphic designer can have many benefits, from empowering you to write more effective design briefs to enabling you to prepare convincing descriptions that sit within your design portfolio. In this unit, you'll explore key techniques for making your writing more persuasive. You'll then prepare, edit and finalise persuasive written content.
CUAGRD611	Engage in the business of graphic design	Build commercial skills that will help you succeed in a management position or as the owner of your creative business. Learn how to promote design services, cost graphic design projects, find new work opportunities and understand client needs.
CUAPPR611	Originate a body of independent creative work	In this unit, you'll create a coherent and professional body of creative work. You'll build your ability to determine your personal goals and aspirations. Then plan and implement an effective strategy for creating a polished and professional body of work.
CUAGRD612	Originate graphic designs for complex briefs	Learn how to tackle complex design briefs, such as those focused on complex communication challenges. Build your skills in evaluating scope and key requirements for the design project, developing design concepts and using peer feedback to enhance your designs. Also extend your skills in exploring new and emerging technologies to inform your designs, as well as in developing design concept presentations.