

CUA50725

# Diploma of Graphic Design

## About this course

Gain the skills you need to launch or accelerate a creative career in graphic design. Learn how to produce engaging, professional designs for digital ads, 3D design, print publications, brand packaging and more. By the end of this course, you'll have the skills you need to land a role such as being a Graphic Designer, Junior Art Director or Brand Designer.

## What will I learn?

- **Build and refine your professional typography skills, including your ability to recognise and use different type fonts, faces and styles**
- **Learn how you can use Adobe Creative Cloud tools to create illustrations, produce graphics manipulate photos and more**
- **Discover how you can create 3D designs using industry-respected software**
- **Develop your understanding of key colour management concepts and learn how to keep colour consistent across digital and print designs**
- **Build your ability to produce engaging and creative online ads**
- **Discover techniques and best practices you can use to create a body of creative work, such as an evolving portfolio of your own graphic designs**
- **Learn how you can use approaches such as professional development to continually update and enhance your design skills**

## Career Opportunities

- Graphic Designer
- Web Designer
- Junior Art Director
- Illustrator
- Brand Designer
- Advertising Designer
- Print Designer

## 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 short design portfolio.

## Course Overview



Qualification  
**Diploma**



CRICOS code  
**118932J**



Study mode  
**Blended learning**



Duration  
**78 Weeks**



Units  
**19 Units of Competency**

# Course Units

Unit code	Unit name	What you'll learn
<b>CUAGRD515</b>	Design and manipulate complex layouts	Be equipped to lay out different elements (e.g., headings, body copy, images and more), in ways that make your designs more effective. In this unit, you'll learn how to use elements like placement, contrast, colour and size to make your layouts visually engaging. You'll also discover how to use layouts that guide people through understanding the information in your designs.
<b>CUAGRD503</b>	Produce typographic design solutions	Build your ability to use type in your designs in polished and professional ways. Discover how to recognise and use different type fonts, faces and styles. Also build your confidence in manipulating and arranging type for different kinds of designs.
<b>CUAPPR513</b>	Present a body of own creative work	Prepare an up-to-date portfolio of creative work that you can share with others. Learn how to format and finalise portfolios that look professional, capture your unique style and send the right messages. Also explore innovative and interactive ways for presenting portfolios of work.
<b>CUAGRD514</b>	Create and manipulate graphics	Develop your technical skills in creating and manipulating graphics. Learn how to use bitmap and vector images. Also build your ability to use a range of techniques in Adobe Creative Cloud and other industry-respected graphic design software.
<b>CUAPHI523</b>	Employ colourmanagement in a digital imaging workplace	Colour management is a vital part of graphic design. It ensures that colour is reproduced consistently across different mediums and devices, such as printed brochures, websites and TV ads. In this unit, you'll build your practical skills in using colour management techniques. Discover how to use colour profiles, calibration tools, closed loop systems and more.
<b>CUAACD531</b>	Refine drawing and other visual representation tools	In this unit, you'll refine your ability to use both offline and online drawing approaches. You'll learn how to use different materials, techniques, compositions, spatial fields and more to evoke different moods and messages with your drawings.
<b>CUAACD522</b>	Work with photo media in creative practice	Build your skills in editing photos and using them in their designs. As a graphic designer, being able to manipulate images is a core skill. In this unit, you'll explore a range of digital and experimental techniques for working with photos and images. You'll discover to how Adobe Creative Cloud to produce creative and polished photomedia work.
<b>BSBMKG551</b>	Create multiplatform advertisements for mass media	Jump into the world of online advertising. Discover how you can interpret a client's requirements for digital ads. Then go about creating options for different digital ads, presenting them to clientsand seeking their feedback.

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<b>CUAGRD516</b>	Develop graphic design practice to meet industry needs	Explore how graphic design, and the approaches graphic designers use, are evolving. Build your ability to research design trends and incorporate them into your designs. Also discover how to use networking to connect with other graphic designers and learn from them.
<b>BSBCRT512</b>	Originate and develop concepts	Build your ability to come up with design ideas and potential solutions. Learn how to use a range of brainstorming and other techniques to generate creative ideas. Then evaluate these ideas, select the most promising ones and present these potential solutions to others.
<b>CUADES511</b>	Implement design solutions	Learn how to take a design concept and transform it into a finalised prototype. In this unit, you'll build your ability to experiment with different design solutions. You'll discover ways to challenge and refine your design solutions with input from others.
<b>CUAGRD501</b>	Research visual communication history and theory	Deepen your understanding of visual communication; that is, the use of visual images, graphics, type and other elements to communicate a message. In this unit, you'll explore how you can gather information on existing graphic designs and design concepts. Then take inspiration from this research and apply it to your own graphic design work.
<b>BSBCRT413</b>	Collaborate in a creative process	In this unit, you'll build your skills in working with other designers. You'll develop your understanding of how to collaborate with others to come up with ideas and effective design solutions. You'll also learn how to agree on tasks and timelines within a team and use various approaches for maximising team creativity.
<b>BSBMKG437</b>	Create and optimise digital media	Build your understanding of different digital media used for marketing, such as social media, online ads and email campaigns. Discover how you can work with marketers to review the performance of different media and propose options for improvement.
<b>CUADIG304</b>	Create visual design components	Discover how to create designs for interactive media, such as websites, social media and marketing emails. In this unit, you'll build your skills in developing high-impact visual designs in response to a project brief. Learn how to clarify project requirements, discuss design process and finalise designs according to technical specifications.
<b>BSBPEF501</b>	Manage personal and professional development	In this unit, you'll explore how you can refine your design and other skills on an ongoing basis. You'll build your ability to recognise areas in which you could improve your own skills, as well as areas in which your work team members could enhance their skills. Then create clear, professional plans for building these skills.

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<b>BSBWHS521</b>	Ensure a safe workplace for a work area	Discover how you can avoid injuries, manage work stress and otherwise improve the health and safety of your workplace. In this unit, you'll learn about the Work Health and Safety (WHS) policies, procedures and programs that businesses have. Then explore how you can contribute to implementing and maintaining a WHS management system for your organisation.
<b>CUAGR502</b>	Produce graphic designs for 2-D and 3-D applications	Explore a range of 2D and 3D graphic designs that exist, including illustrations, logos, motion graphics and videos. In this unit, you'll enhance your skills in responding to a design brief that requires a body of 2D and 3D work. You'll learn how to manage creative production, collaborate with others and use hands-on technical skills in industry software such as Adobe Creative Cloud.
<b>CUADES413</b>	Develop and extend design skills and practice	In this unit, you'll explore how you can extend your technical skills in graphic design and refine your unique, individual creative style. You'll learn how you can extend your conceptual design skills, such as your ability to interpret a client's needs and come up with creative ideas. You'll also discover how to research and pursue graphic design work opportunities.