

**Victorian Purchasing Guide
for
CUV11
Visual Arts, Craft and Design
Training Package
Version No 1**

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Victorian Purchasing Guide — Version History

Training Package Version	Date VPG Approved	Comments
CUV11 Visual Arts, Craft and Design Training Package Version 1	31/07/2012	Correction of typographical errors.
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CUV11 Visual Arts, Craft and Design Training Package Version 1	06/01/2012	<p>This is the initial release of this Victorian Purchasing Guide and reflects the primary release of CUV11 Visual Arts, Craft and Design Training Package Version1.</p> <p>CUV11 replaces CUV03 and includes new and revised content including new qualifications at Diploma and/or Advanced Diploma and revised qualifications. Refer to CUV11 Training Package at www.training.gov.au for more details.</p>

CUV11 Visual Arts, Craft and Design Training Package Victorian Purchasing Guide

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INTRODUCTION

What is a Victorian Purchasing Guide?

The Victorian Purchasing Guide provides information for use by Registered Training Organisations (RTOs) in the provision of Victorian government subsidised training.

Specifically the Victorian Purchasing Guide provides the following information related to the delivery of nationally endorsed Training Packages in Victoria:

- The nominal hour range (minimum-maximum) available for each qualification.
- Nominal hours for each unit of competency within the Training Package.
- Sample Training Programs

Registration

RTOs must be registered by either the Victorian Registration and Qualifications Authority (VRQA) or the Australian Skills Qualification Authority (ASQA) regulatory body to be eligible to issue qualifications and statements of attainment under the Australian Quality Framework (AQF).

The VRQA is the regulatory authority for Victoria that registers VET training organisations who provide courses to domestic students only and who only offer training in Victoria.

To register to provide training to international students and in other Australian states and territories you will need to apply with ASQA.

QUALIFICATIONS

Code	Title	Qualification Nominal Hour Range	
		Minimum	Maximum
CUV10111	Certificate I in Visual Arts	180	270
CUV10211	Certificate I in Aboriginal or Torres Strait Islander Cultural Arts	310	430
CUV20111	Certificate II in Visual Arts	230	390
CUV20211	Certificate II in Aboriginal or Torres Strait Islander Cultural Arts	405	620
CUV20311	Certificate II in Opal Cutting and Polishing	200	350
CUV30111	Certificate III in Visual Arts	450	675
CUV30211	Certificate III in Aboriginal or Torres Strait Islander Cultural Arts	665	965
CUV30311	Certificate III in Design Fundamentals	465	660
CUV30411	Certificate III in Arts Administration	310	610
CUV40111	Certificate IV in Visual Arts	525	840
CUV40211	Certificate IV in Aboriginal or Torres Strait Islander Cultural Arts	865	1060
CUV40311	Certificate IV in Design	535	760
CUV40411	Certificate IV in Photo Imaging	785	940
CUV40511	Certificate IV in Arts Administration	520	795
CUV40611	Certificate IV in Opal Cutting and Polishing	550	750
CUV50111	Diploma of Visual Arts	650	1105
CUV50211	Diploma of Ceramics	875	1180
CUV50311	Diploma of Graphic Design	865	1200
CUV50411	Diploma of Photo Imaging	740	1000
CUV60211	Advanced Diploma of Visual Arts	590	978
CUV60311	Advanced Diploma of Creative Product Development	660	1030
CUV60411	Advanced Diploma of Graphic Design	770	970

UNITS OF COMPETENCY AND NOMINAL HOURS

RTOs are advised that there is a mapping inside the Training Package that describes the relationship between new units and superseded or replaced units from the previous version of **CUV11 Visual Arts, Craft and Design Training Package**. Information regarding transition arrangements can be obtained from the state or national VET Regulating Authority (see Contacts and Links section).

You must be sure that all training and assessment leading to qualifications or Statements of Attainment from the **CUV11 Visual Arts, Craft and Design Training Package** is conducted against the Training Package units of competency and complies with the requirements in the assessment guidelines.

Listing of the Units of Competency and Nominal Hours

Unit Code	Unit Title	Nominal Hours
CUVACD101A	Use basic drawing techniques	50
CUVACD201A	Develop drawing skills to communicate ideas	60
CUVACD301A	Produce drawings to communicate ideas	80
CUVACD302A	Produce computer-aided drawings	50
CUVACD303A	Produce technical drawings	50
CUVACD304A	Make scale models	50
CUVACD401A	Integrate colour theory and design processes	30
CUVACD402A	Experiment with moulding and casting techniques	50
CUVACD501A	Refine drawing and other visual representation tools	70
CUVACD502A	Create observational drawings	50
CUVACD503A	Select and refine a specialised drawing technique	45
CUVACD504A	Research and apply light and colour	45
CUVACD505A	Work with the human form in creative practice	50
CUVACD506A	Refine 2-D design ideas and processes	70
CUVACD507A	Refine 3-D design ideas and processes	70
CUVACD508A	Refine model making skills	65
CUVACD509A	Develop and refine metal-working techniques	50
CUVACD510A	Manage kiln operations	35
CUVACD511A	Make moulds and casts	50
CUVACD512A	Work with photomedia in creative practice	55
CUVACD513A	Make mixed media artworks	55
CUVACD514A	Refine carving techniques for creative work	60
CUVACD515A	Manage specialised finishing processes	45
CUVACD601A	Extend professional expertise with drawing and other visual representation tools	60
CUVACD602A	Extend professional expertise across new art forms and media	50
CUVPUB501A	Develop and manage public relations strategies	40
CUVATS101A	Develop understanding of own Aboriginal or Torres Strait Islander identity	150
CUVATS301A	Develop and apply knowledge of Aboriginal or Torres Strait Islander cultural arts	200

Unit Code	Unit Title	Nominal Hours
CUVATS302A	Produce work that expresses own Aboriginal or Torres Strait Islander identity	100
CUVDES403A	Research and apply techniques for the design of wearable objects	50
CUVDES404A	Research and apply techniques in product design	50
CUVDES405A	Research and apply techniques in spatial design	50
CUVDES601A	Design innovative products	50
CUVFIM401A	Obtain revenue to support operations	30
CUVIND401A	Communicate effectively with arts professionals	30
CUVIND501A	Maintain and apply creative arts industry knowledge	50
CUVOPA201A	Identify and assess opal	20
CUVOPA202A	Handle and store rough and cut opal	10
CUVOPA203A	Complete pre-cutting processes for solid opals	30
CUVOPA204A	Cut and polish solid opals	80
CUVOPA205A	Complete pre-cutting processes for opal doublets and triplets	30
CUVOPA206A	Cut and polish opal doublets and triplets	80
CUVOPA401A	Use opal carving tools	80
CUVOPA402A	Production cut and polish opal	40
CUVOPA403A	Use a faceting machine	40
CUVOPA404A	Cut opal spheres and beads	30
CUVOPA405A	Obtain opal	10
CUVOPA406A	Identify the requirements for establishing an opal-cutting workshop	20
CUVOPA407A	Apply advanced pre-cutting processes to complex opals	40
CUVOPA408A	Undertake routine operational maintenance of machinery	50
CUVPRP101A	Use ideas and techniques for creative work	50
CUVPRP201A	Make simple creative work	40
CUVPRP202A	Participate in planning work for nominated sites	15
CUVPRP203A	Store finished creative work	30
CUVPRP301A	Produce creative work	45
CUVPRP302A	Document the work progress	15
CUVPRP303A	Select and prepare creative work for exhibition	30
CUVPRP304A	Participate in collaborative creative projects	50
CUVPRP401A	Realise a creative project	60
CUVPRP402A	Select sites for creative projects and plan work	15
CUVPRP403A	Select and organise finished work for storage	30
CUVPRP404A	Develop self as artist	60
CUVPRP405A	Develop and discuss ideas for own creative work	60
CUVPRP406A	Plan work space	15
CUVPRP501A	Realise a body of creative work	80
CUVPRP502A	Prepare for sustainable professional practice	35

Unit Code	Unit Title	Nominal Hours
CUVPRP503A	Present a body of own creative work	60
CUVPRP504A	Establish and maintain environmentally sustainable creative practice	30
CUVPRP505A	Establish and maintain safe professional practice	30
CUVPRP601A	Originate a body of independent creative work	75
CUVPRP602A	Collaborate in professional creative projects	50
CUVPRP603A	Engage in the business of creative practice	70
CUVPRP604A	Publicly present a body of own creative work	60
CUVPRP605A	Evolve ideas for professional creative work	50
CUVPRP606A	Extend expertise in a specialised art form to professional level	80
CUVRES201A	Source and use information relevant to own arts practice	30
CUVRES301A	Apply knowledge of history and theory to own arts practice	50
CUVRES401A	Research history and theory to inform own arts practice	70
CUVRES501A	Critique cultural works	50
CUVRES502A	Analyse cultural history and theory	70
CUVRES601A	Extend cultural research expertise	50
CUVCAL301A	Produce calligraphy	50
CUVCAL401A	Experiment with techniques to produce calligraphy	50
CUVCER201A	Develop ceramic skills	50
CUVCER301A	Produce ceramics	50
CUVCER401A	Experiment with techniques to produce ceramics	50
CUVCER402A	Experiment with throwing techniques	50
CUVCER403A	Experiment with ceramic surface treatments	50
CUVCER501A	Refine ceramics techniques	60
CUVCER502A	Investigate ceramic materials and processes	75
CUVCER503A	Refine throwing techniques	65
CUVCER504A	Refine handbuilding techniques	65
CUVCER505A	Develop and apply ceramic glazes	60
CUVDIG201A	Develop digital imaging skills	50
CUVDIG202A	Develop video art skills	50
CUVDIG301A	Produce digital images	50
CUVDIG302A	Produce video art	50
CUVDIG401A	Experiment with techniques to enhance digital images	50
CUVDIG402A	Experiment with techniques to produce video art	50
CUVDIG501A	Refine digital art techniques	80
CUVDIG502A	Investigate technologies for the creation of digital art	70
CUVDRA201A	Develop drawing skills	50
CUVDRA301A	Produce drawings	50
CUVDRA401A	Experiment with techniques to produce drawings	50
CUVDRA501A	Refine drawing techniques	80

Unit Code	Unit Title	Nominal Hours
CUVDRA502A	Investigate drawing materials and processes	70
CUVGLA201A	Develop glassworking skills	50
CUVGLA301A	Produce glasswork	50
CUVGLA401A	Experiment with techniques to produce glasswork	50
CUVGLA501A	Refine glassworking techniques	75
CUVGLA502A	Investigate glassworking materials and processes	110
CUVGLA503A	Refine kiln cast glass techniques	65
CUVGRD301A	Prepare files for publication	50
CUVGRD302A	Use typography techniques	50
CUVGRD401A	Research and apply graphic design techniques	50
CUVGRD501A	Research visual communication history and theory	55
CUVGRD502A	Produce graphic designs for 2-D and 3-D applications	60
CUVGRD503A	Produce typographic design solutions	60
CUVGRD504A	Create and manipulate graphics	60
CUVGRD505A	Design and manipulate complex layouts	65
CUVGRD506A	Develop graphic design practice to meet industry needs	60
CUVGRD601A	Engage in the business of graphic design	65
CUVGRD602A	Originate graphic designs for complex briefs	65
CUVGRD603A	Extend typographic design expertise	60
CUVGRD604A	Develop and execute advertising concepts	55
CUVGRD605A	Develop graphic designs for the built environment	55
CUVGRD606A	Develop graphic designs for packaging	55
CUVGRD607A	Develop graphic designs for branding and identify	55
CUVILL401A	Research and apply techniques for illustrative work	50
CUVILL501A	Develop professional illustrations	70
CUVILL502A	Refine illustration techniques	70
CUVINS601A	Realise an installation work	90
CUVJWL201A	Develop jewellery-making skills	50
CUVJWL301A	Produce jewellery	50
CUVJWL401A	Experiment with techniques to produce jewellery	50
CUVPAI201A	Develop painting skills	50
CUVPAI301A	Produce paintings	50
CUVPAI401A	Experiment with techniques to produce paintings	50
CUVPAI501A	Refine painting techniques	55
CUVPAI502A	Investigate painting materials and processes	50
CUVPER401A	Experiment with techniques to produce performance art	50
CUVPHI301A	Develop and apply photo imaging industry knowledge	15
CUVPHI302A	Capture photographic images	50
CUVPHI303A	Process photo images to work-print and file stage	120

Unit Code	Unit Title	Nominal Hours
CUVPHI304A	Process colour materials in a wet darkroom context	50
CUVPHI305A	Use wet darkroom techniques to produce monochrome photographs	50
CUVPHI401A	Capture images in response to a brief	150
CUVPHI402A	Research and apply information on the traditions that inform photo imaging practice	50
CUVPHI403A	Apply photo imaging lighting techniques	100
CUVPHI404A	Enhance, manipulate and output photo images	80
CUVPHI405A	Develop self for photo imaging industry	60
CUVPHI516A	Research the role and use of the photo image in visual communication	45
CUVPHI517A	Research and exploit photo imaging trends	45
CUVPHI518A	Explore the descriptive and emotive nature of photo lighting	45
CUVPHI519A	Investigate and exploit innovative imaging options	70
CUVPHI520A	Produce an innovative presentation of professional work	70
CUVPHI521A	Produce commercial photo images	50
CUVPHI522A	Provide domestic portrait services	50
CUVPHI523A	Produce media photo images	50
CUVPHI524A	Make wedding photo imaging products	45
CUVPHI525A	Plan, capture and exploit visual art photo images	45
CUVPHI526A	Produce technical photo images	55
CUVPHI527A	Make illustrative images for publication and display	45
CUVPHI528A	Plan, capture and exploit stock photo images	45
CUVPHI529A	Employ colour management in a digital imaging workplace	45
CUVPHI530A	Prepare digital images for pre-press processing	45
CUVPHI531A	Investigate and refine alternative approaches to photomedia	70
CUVPRI201A	Develop printmaking skills	50
CUVPRI301A	Produce prints	50
CUVPRI401A	Experiment with techniques to produce prints	50
CUVPRI501A	Refine printmaking techniques	75
CUVPRI502A	Investigate printmaking materials and processes	80
CUVPUA501A	Create works of art for public spaces	90
CUVPUA601A	Realise a public art project	90
CUVSCU201A	Develop sculptural skills	50
CUVSCU301A	Produce sculpture	50
CUVSCU401A	Experiment with techniques to produce sculpture	50
CUVSCU501A	Refine sculptural techniques	80
CUVSCU502A	Investigate sculptural materials and processes	100
CUVTEX201A	Develop skills in textile work	50
CUVTEX301A	Produce textile work	50
CUVTEX401A	Experiment with techniques to produce textile work	50

Unit Code	Unit Title	Nominal Hours
CUVTEX501A	Refine techniques for textile work	90
CUVTEX502A	Investigate materials and processes for textile work	80
CUVWOO201A	Develop woodworking skills	50
CUVWOO301A	Produce wood objects	50
CUVWOO401A	Experiment with techniques to produce wood objects	50
CUVWOO501A	Refine woodworking techniques	100
CUVWOO502A	Investigate woodworking materials and processes	90

SAMPLE TRAINING PROGRAMS

A range of Sample Training Plans have been provided to demonstrate the flexibility of qualifications contained in the **CUV11 Visual Arts Craft and Design Training Package**, but are by no means mandatory.

Occupation	Ceramic Artist	
Qualification Title	Certificate IV in Visual Arts	
Qualification Code	CUV40111	
Description	<p>This qualification reflects the role of practitioners working at a pre-professional level who are beginning to develop their own artistic voice. They produce work that shows proficiency with techniques in their chosen art form and are able to apply solutions to a defined range of unpredictable problems.</p> <p>They have broad and integrated factual, technical and theoretical knowledge with cognitive skills that allow them to analyse, compare and act on information from a range of sources.</p>	
Unit Code	Unit Title	Hours
Core (six)		
BSBOHS201A	Participate in OHS processes	20
CUVACD301A	Produce drawings to communicate ideas	80
CUVPRP401A	Realise a creative project	60
CUVPRP404A	Develop self as artist	60
CUVPRP405A	Develop and discuss ideas for own creative work	60
CUVRES401A	Research history and theory to inform own arts practice	70
Elective (nine)		
BSBDES301A	Explore the use of colour	40
CUSIND302A	Plan a career in the creative arts industry	35
CUAIND401A	Extend expertise in specialist field	45
CUVCER401A	Experiment with techniques to produce ceramics	50
CUVCER402A	Experiment with throwing techniques	50
CUVCER403A	Experiment with ceramic surface treatments	50
CUVPRP302A	Document the work progress	15
CUVPRP303A	Select and prepare creative work for exhibition	30
CUVPRP403A	Select and organise finished work for storage	30
Total Hours		695

Occupation	Artist specialising in illustration	
Qualification Title	Diploma of Visual Arts	
Qualification Code	CUV50111	
Description	Professional practitioners working in any area related to visual communication use drawing and other visual representation tools to support their practice. At this level, practitioners work independently, with mentoring and guidance available as required.	
Unit Code	Unit Title	Hours
Core (six)		
CUVACD501A	Refine drawing and other visual representation tools	70
CUVPRP501A	Realise a body of creative work	80
CUVPRP502A	Prepare for sustainable professional practice	35
CUVPRP503A	Present a body of own creative work	60
CUVPRP505A	Establish and maintain safe professional practice	30
CUVRES502A	Analyse cultural history and theory	70
Elective (nine)		
BSBWOR501B	Manage personal work priorities and professional development	60
CUVACD506A	Refine 2-D design ideas and processes	70
CUVACD513A	Make mixed media artworks	55
CUVDIG501A	Refine digital art techniques	80
CUVDRA502A	Investigate drawing materials and processes	70
CUVILL501A	Develop professional illustrations	70
CUVILL502A	Refine illustration techniques	70
CUVILL401A	Research and apply techniques for illustrative work	50
CUVIND501B	Maintain and apply creative arts industry knowledge	50
Total Hours		920

Occupation	Artist specialising in any creative form	
Qualification Title	Advanced Diploma of Visual Arts	
Qualification Code	CUV60211	
Description	<p>This qualification reflects the role of independent professional visual arts practitioners who have a command of wide-ranging, highly specialised technical, creative and conceptual skills and knowledge. These skills allow practitioners to extend and refine their practice to a point where they are able to originate, realise and exhibit a substantial body of resolved work that expresses their individual creative vision. The ability to engage in critical discourse and debate about one's own work and the work of others is underpinned by a mature engagement with a range of theoretical concepts and historical perspectives.</p> <p>Visual artists work in a wide range of contexts across the arts and other industries. They are often sole practitioners but may also hold positions in government or commercial organisations, bringing the visual arts perspective to areas such as business, community services and science. At this level, they may also teach art in a range of different community contexts.</p> <p>Independent artists work within and across many media, and their practice may incorporate ceramics, digital art, glasswork, drawing and illustration, jewellery making, painting, photomedia, printmaking, public art, sculpture, textiles or wood design. They may also be involved in installation and public art work. More broadly, visual artists often teach in a range of community settings.</p>	
Unit Code	Unit Title	Hours
Core (seven)		
BSBCRT601A	Research and apply concepts and theories of creativity	65
CUVPRP505A	Establish and maintain safe professional practice	30
CUVACD601A	Extend professional expertise with drawing and other visual representation tools	60
CUVPRP601A	Originate a body of independent creative work	75
CUVPRP603A	Engage in the business of creative practice	70
CUVPRP604A	Publicly present a body of own creative work	60
CUVRES601A	Extend cultural research expertise	50
Elective (five)		
BSBIPR501A	Manage intellectual property to protect and grow business	60
CUSFIM501A	Secure funding for projects	70
CUVPRP602A	Collaborate in professional creative projects	50
CUVPRP605A	Evolve ideas for professional creative work	50
CUVPRP606A	Extend expertise in a specialised art form to professional level	80
Total Hours		735

Occupation	Indigenous Painter	
Qualification Title	Certificate IV in Aboriginal or Torres Strait Islander Cultural Arts	
Qualification Code	CUV40211	
Description	<p>This qualification reflects the role of people who work in an Aboriginal or Torres Strait Islander cultural arts context. They produce work that shows a well-developed command of technique in their chosen art form and are able to apply solutions to a defined range of unpredictable problems. They have broad and integrated factual, technical and theoretical knowledge with cognitive skills that allow them to analyse, compare and act on information from a range of sources.</p> <p>The local cultural knowledge necessary to achieve some of the units of competency in this qualification may only be accessible to Aboriginal or Torres Strait Islander people. Any organisation or individual planning to offer this qualification would be expected to work closely with the local Aboriginal or Torres Strait Islander community, for example through establishing a local Aboriginal or Torres Strait Islander reference group.</p>	
Unit Code	Unit Title	Hours
Core (six)		
BSBOHS201A	Participate in OHS processes	20
CUVACD301A	Produce drawings to communicate ideas	80
CUVATS301A	Develop and apply knowledge of Aboriginal or Torres Strait Islander cultural arts	200
CUVATS302A	Produce work that expresses own Aboriginal or Torres Strait Islander identity	100
CUVPRP401A	Realise a creative project	60
CUVRES401A	Research history and theory to inform own arts practice	70
Elective (nine)		
BSBDES301A	Explore the use of colour	40
CUVPAI501A	Refine painting techniques	55
CUVPAI401A	Experiment with techniques to produce paintings	50
CUVPAI301A	Produce paintings	50
CUVPRP302A	Document the work progress	15
CUVPRP303A	Select and prepare creative work for exhibition	30
CUVPRP304A	Participate in collaborative creative projects	50
CUVPRP404A	Develop self as artist	60
CUVPRP405A	Develop and discuss ideas for own creative work	60
Total Hours		940

Occupation	Assistant in an opal cutting and polishing workshop	
Qualification Title	Certificate II in Opal Cutting & Polishing	
Qualification Code	CUV20311	
Description	<p>This qualification reflects entry-level skills in cutting and polishing opals. It is aimed at a young person entering the industry sector or the miner wanting hands-on skills in opal cutting and polishing.</p> <p>The qualification provides a pathway, which can subsequently be built on to achieve a range of high level outcomes in the industry.</p>	
Unit Code	Unit Title	Hours
Core (six)		
BSBOHS201A	Participate in OHS processes	20
CUECOR02C	Work with others	15
CUVOPA201A	Identify and assess opal	20
CUVOPA202A	Handle and store rough and cut opal	10
CUVOPA203A	Complete pre-cutting processes for solid opals	30
CUVOPA204A	Cut and polish solid opals	80
Elective (three)		
CUVOPA405A	Obtain opal	10
CUVOPA408A	Undertake routine operational maintenance of machinery	50
SIRXSLS001A	Sell products and services	20
Total Hours		255

	A person doing some cutting and trading online	
Qualification Title	Certificate IV in Opal Cutting & Polishing	
Qualification Code	CUV40611	
Description	<p>This qualification reflects the role of a competent and experienced opal cutter and polisher. The individual is able to advise others on the characteristics of cut and uncut opals, and work with the gemstones to produce high quality cut and polished opal products.</p> <p>The qualification also supports options for industry outcomes that see operators establishing small and micro businesses.</p>	
Unit Code	Unit Title	Hours
Core (ten)		
BSBOHS201A	Participate in OHS processes	20
CUVOPA201A	Identify and assess opal	20
CUVOPA202A	Handle and store rough and cut opal	10
CUVOPA203A	Complete pre-cutting processes for solid opals	30
CUVOPA204A	Cut and polish solid opals	80
CUVOPA205A	Complete pre-cutting processes for opal doublets and triplets	30
CUVOPA206A	Cut and polish opal doublets and triplets	80
CUVOPA401A	Use opal carving tools	80
CUVOPA405A	Obtain opal	10
CUVOPA408A	Undertake routine operational maintenance of machinery	50
Elective (six)		
BSBEBU401A	Review and maintain a website	50
BSBITU305A	Conduct online transactions	40
CUFDIG201A	Maintain interactive content	30
CUVOPA407A	Apply advanced pre-cutting processes to complex opals	40
CUVOPA408A	Undertake routine operational maintenance of machinery	50
SITXICT001A	Build and launch a website for a small business	85
Total Hours		705

Occupation	Digital Media Assistant	
Qualification Title	Certificate III in Design Fundamentals	
Qualification Code	CUV30311	
Description	This qualification provides a pathway to a career in design. There are limited job outcomes at this level, though in areas such as graphic design and digital media there may be some employment opportunities in junior roles.	
Unit Code	Unit Title	Hours
Core (ten)		
BSBDES201A	Follow a design process	40
BSBDES301A	Explore the use of colour	40
BSBDES302A	Explore and apply the creative design process to 2D forms	50
BSBDES303A	Explore and apply the creative design process to 3D forms	50
BSBDES304A	Source and apply design industry knowledge	20
BSBOHS201A	Participate in OHS processes	20
CUVACD301A	Produce drawings to communicate ideas	80
Elective (five)		
BSBDES305A	Source and apply information on the history and theory of design	65
CUFDIG201A	Maintain interactive content	30
CUFDIG301A	Prepare video assets	30
CUFDIG302A	Author interactive sequences	40
CUFDIG304A	Create visual design components	30
Total Hours		495

Occupation	Furniture Design specialisation	
Qualification Title	Certificate IV in Design	
Qualification Code	CUV40311	
Description	This qualification provides a pathway to a career in design. There are limited job outcomes at this level, though in areas such as graphic and digital design there may be some employment opportunities as a junior design assistant.	
Unit Code	Unit Title	Hours
Core (seven)		
BSBCRT301A	Develop and extend critical and creative thinking skills	40
BSBDES305A	Source and apply information on the history and theory of design	65
BSBDES401A	Generate design solutions	60
BSBDES402A	Interpret and respond to a design brief	20
BSBOHS201A	Participate in OHS processes	20
CUVACD401A	Integrate colour theory and design processes	30
CUVPRP401A	Realise a creative project	60
BSBCRT301A	Develop and extend critical and creative thinking skills	40
Elective (eight)		
LMFFDT4001A	Apply finishing techniques to custom furniture	54
LMFFDT4002A	Assemble custom furniture	108
LMFFDT4007A	Establish the design brief	36
LMFFDT4008A	Determine occupational health and safety implications of designs	40
LMFFDT4010A	Produce and evaluate developmental furniture models to scale	20
LMFFDT4011A	Set up, operate and maintain basic static woodworking machines for furniture designs	54
LMFFDT4014A	Research and select furniture materials and technology	72
LMFFDT4016A	Select, use and maintain hand tools for the creation of custom furniture	54
Total Hours		673

Occupation	Graphic Designer	
Qualification Title	Diploma of Graphic Design	
Qualification Code	CUV50311	
Description	<p>This qualification reflects the role of graphic designers at the beginning of their professional careers. They combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. They have a sound understanding of design theory and practice and are able to analyse and synthesise information from a range of sources to generate design solutions.</p> <p>Graphic designers work in many different commercial and community contexts across both print and digital media. At this level, the designer is likely to be working in junior or generalist roles. Their work may include or have links to areas such as advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.</p>	
Unit Code	Unit Title	Hours
Core (nine)		
BSBDES403A	Develop and extend design skills and practice	30
CUVACD501A	Refine drawing and other visual representation tools	70
CUVGRD501A	Research visual communication history and theory	55
CUVGRD502A	Produce graphic designs for 2D and 3D applications	60
CUVGRD503A	Produce typographic design solutions	60
CUVGRD504A	Create and manipulate graphics	60
CUVGRD505A	Design and manipulate complex layouts	65
CUVGRD506A	Develop graphic design practice to meet industry needs	60
CUVPRP503A	Present a body of own creative work	60
Elective (ten)		
BSBADV509A	Create mass print media advertisements	30
BSBADV510A	Create mass electronic media advertisements	50
BSBCRT401A	Articulate, present and debate ideas	40
BSBIPR401A	Use and respect copyright	50
BSBMKG402B	Analyse consumer behaviour for specific markets	60
CUFDIG502A	Design web environments	50
CUVACD512A	Work with photomedia in creative practice	55
CUVILL401A	Research and apply techniques for illustrative work	50
CUVACD507A	Refine 3-D design ideas and processes	70
CUVDIG502A	Investigate technologies for the creation of digital art	70
Total Hours		1045

Occupation	Graphic Designer specialising in Advertising	
Qualification Title	Advanced Diploma of Graphic Design	
Qualification Code	CUV60411	
Description	<p>This qualification reflects the role of graphic designers who have a command of wide-ranging, highly specialised technical, creative and conceptual skills and knowledge in visual communication. These skills allow designers to conceive, negotiate and realise design concepts for complex projects using sophisticated communication, organisational and project management skills. They may take responsibility for the work of others in terms of establishing and monitoring systems to ensure the effective production of work.</p> <p>Graphic designers work in many different commercial and community contexts across both print and digital media. Their work as professional designers may include or have links to areas such as advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.</p>	
Unit Code	Unit Title	Hours
Core (eight)		
BSBDES502A	Establish, negotiate and refine a design brief	65
BSBDES601A	Manage design realisation	50
BSBIPR501A	Manage intellectual property to protect and grow business	60
BSBPMG510A	Manage projects	60
CUVGRD601A	Engage in the business of graphic design	65
CUVGRD602A	Originate graphic designs for complex briefs	65
CUVGRD603A	Extend typographic design expertise	60
CUVPRP505A	Establish and maintain safe professional practice	30
Elective (seven)		
BSBADV509A	Create mass print media advertisements	30
BSBADV510A	Create mass electronic media advertisements	50
BSBCRT501A	Originate and develop concepts	30
CUVPHI531A	Investigate and refine alternative approaches to photomedia	70
CUVACD512A	Work with photomedia in creative practice	55
CUVGRD604A	Develop and execute advertising concepts	55
CUVPRP602A	Collaborate in professional creative projects	50
Total Hours		795

Occupation	Studio Assistant – Digital processes	
Qualification Title	Certificate IV in Photo Imaging	
Qualification Code	CUV40411	
Description	<p>This qualification reflects the role of people who apply a broad range of skills in photo imaging, including lighting, image capture, enhancements and manipulation and output.</p> <p>Vocational outcomes at this level are almost exclusively digital and this should be reflected in training and assessment for this qualification. Analogue equipment and processes are used to support this as required.</p>	
Unit Code	Unit Title	Hours
Core (ten)		
BSBDES402A	Interpret and respond to a design brief	20
BSBOHS201A	Participate in OHS processes	20
CUVACD401A	Integrate colour theory and design processes	30
CUVPHI301A	Develop and apply photo imaging industry knowledge	15
CUVPHI303A	Process photo images to work-print and file stage	120
CUVPHI401A	Capture images in response to a brief	150
CUVPHI402A	Research and apply information on the traditions that inform photo imaging practice	50
CUVPHI403A	Apply photo imaging lighting techniques	100
CUVPHI404A	Enhance, manipulate and output photo images	80
CUVPRP403A	Select and organise finished work for storage	30
Elective (five)		
BSBMKG413A	Promote products and services	40
CUFDIG303A	Produce and prepare photo images	20
CUVDIG401A	Experiment with techniques to enhance digital images	50
CUVPHI405A	Develop self for photo imaging industry	60
CUFDIG403A	Create user interfaces	50
Total Hours		835

Occupation	Commercial photographer	
Qualification Title	Diploma of Photo Imaging	
Qualification Code	CUV50411	
Description	<p>This qualification reflects the role of photo imaging practitioners who possess a sound theoretical knowledge base and use a range of specialised and technical competencies to plan, carry out and evaluate photo imaging services. The qualification applies to a range of industry contexts, including commercial, domestic portrait, media, wedding, illustrative, institutional and art photography, where the practitioner is required to:</p> <ul style="list-style-type: none"> • interpret photo imaging assignment briefs from a range of clients • consult with clients to refine objectives of photo imaging assignments • select appropriate technologies and workflows, to capture images, including type of camera, image recording media, lighting, post-capture processing and outputs • work from a studio or in a range of locations • employ aesthetic, conceptual, compositional and technical skills to realise outcomes • use a range of traditional, contemporary and emerging technologies when preparing, capturing and distributing image products. 	
Unit Code	Unit Title	Hours
Core (three)		
CUVPHI516A	Research the role and use of the photo image in visual communication	45
CUVPHI517A	Research and exploit photo imaging trends	45
CUVPHI529A	Employ colour management in a digital imaging workplace	45
Elective (14)		
BSBCRT501A	Originate and develop concepts	30
BSBMKG514A	Implement and monitor marketing activities	50
BSBREL401A	Establish networks	35
BSBR501A	Manage risk	60
CUFCMP501A	Manage and exploit copyright arrangements	20
CUFIND401A	Provide services on a freelance basis	30
CUFPOS402A	Manage media assets	40
CUVPHI518A	Explore the descriptive and emotive nature of photo lighting	45
CUVPHI519A	Investigate and exploit innovative imaging options	70
CUVPHI520A	Produce an innovative presentation of professional work	70
CUVPHI521A	Produce commercial photo images	50
CUVPHI525A	Plan, capture and exploit visual art photo images	45
CUVPHI527A	Make illustrative images for publication and display	45
Total Hours		770

Occupation	Independent Ceramics Artist	
Qualification Title	Diploma of Ceramics	
Qualification Code	CUV50211	
Description	<p>This qualification reflects the role of ceramicists who combine specialised technical, creative and conceptual skills to develop their own ceramics practice. They are able to plan, design and realise a body of ceramic work using in-depth skills specific to ceramics technologies, materials and processes. Practice at this level is underpinned by a sound grasp of ceramics and broader art and design theory and history, as well as the ability to critically analyse and synthesise information from a range of sources. Discourse and communication around complex ideas are also required.</p> <p>Ceramicists may work as sole practitioners or in organisations that design and produce ceramic objects, such as specialist tile manufacturers or makers of landscape and gardening items. The purpose of the work may be artistic or functional. Ceramic artists also often teach in a range of community contexts.</p>	
Unit Code	Unit Title	Hours
Core (nine)		
BSBDES401A	Generate design solutions	60
CUVACD501A	Refine drawing and other visual representation tools	70
CUVACD510A	Manage kiln operations	35
CUVACD511A	Make moulds and casts	50
CUVCER403A	Experiment with ceramic surface treatments	50
CUVCER504A	Refine handbuilding techniques	65
CUVPRP501A	Realise a body of creative work	80
CUVPRP502A	Prepare for sustainable professional practice	35
CUVPRP503A	Present a body of own creative work	60
Elective (ten)		
BSBSMB301A	Investigate micro business opportunities	30
BSBSMB304A	Determine resource requirements for the micro business	30
BSBSMB305A	Comply with regulatory, taxation and insurance requirements for the micro business	45
CUVACD507A	Refine 3-D design ideas and processes	70
CUVACD512A	Work with photomedia in creative practice	55
CUVCER501A	Refine ceramics techniques	60
CUVCER502A	Investigate ceramic materials and processes	75
CUVCER503A	Refine throwing techniques	65
CUVCER505A	Develop and apply ceramic glazes	60
BSBSMB301A	Investigate micro business opportunities	30
Total Hours		1095

Occupation	Administration Officer in a Theatre	
Qualification Title	Certificate III in Arts Administration	
Qualification Code	CUV30411	
Description	<p>This qualification reflects the role of people who work in administrative roles across a varied range of arts organisations. They perform a range of skilled tasks using discretion and judgement and have the ability to select, adapt and transfer skills to different situations.</p> <p>The qualification applies in contexts such as galleries, museums, theatres, community arts centres and arts organisations more broadly.</p>	
Unit Code	Unit Title	Hours
Core (four)		
BSBDIV301A	Work effectively with diversity	30
BSBOHS201A	Participate in OHS processes	20
CUECOR02C	Work with others	15
CUFIND201A	Develop and apply creative arts industry knowledge	20
Elective (eight)		
BSBFIA301A	Maintain financial records	60
BSBITU301A	Create and use databases	30
BSBITU306A	Design and produce business documents	80
BSBITU309A	Produce desktop published documents	50
CUECOR03B	Provide quality service to customers	20
CUEFOH08B	Process incoming customer orders	30
CUEFOH09B	Provide venue information and assistance	20
CUEMAR01C	Assist with marketing	40
Total Hours		415

Occupation	Marketing and Promotions Officer	
Qualification Title	Certificate IV in Arts Administration	
Qualification Code	CUV40511	
Description	<p>This qualification reflects the role of people working in arts administration who possess a broad knowledge base, apply solutions to a defined range of unpredictable problems in varied contexts, and take responsibility for their own outputs. They may also take limited responsibility for the output of others.</p> <p>The qualification applies in contexts such as galleries, museums, theatres, community arts centres and arts organisation more broadly. It reflects job roles, such as:</p> <ul style="list-style-type: none"> • administration coordinator • events officer • project coordinator • marketing and promotions officer. 	
Unit Code	Unit Title	Hours
Core (four)		
BSBINM401A	Implement workplace information system	40
BSBOHS407A	Monitor a safe workplace	50
BSBWOR402A	Promote team effectiveness	50
CUVIND401A	Communicate effectively with arts professionals	30
Elective (ten)		
BSBADM405B	Organise meetings	20
BSBEBU401A	Review and maintain a website	50
BSBITU302B	Create electronic presentations	20
BSBITU309A	Produce desktop published documents	50
BSBPMG510A	Manage projects	60
BSBPUB401A	Develop and apply knowledge of public relations industry	80
CUEFIN02C	Manage a budget	40
CUEIND03B	Integrate accessibility principles into work practices	80
CUEMAR02C	Undertake market research	40
CUEMAR03C	Undertake marketing activities	60
Total Hours		670

	Digital Media Designer	
Qualification Title	Advanced Diploma of Creative Product Development	
Qualification Code	CUV60311	
Description	<p>This qualification is designed to reflect the role of professional practitioners in the creative arts industries. As such, it reflects the role of people who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad.</p> <p>These people are sometimes accountable for group outcomes.</p> <p>This qualification has application across a range of creative arts industry contexts where the individual is required to:</p> <ul style="list-style-type: none"> conceive and develop ideas, designs or styles (and document these for production) determine the objectives/constraints of design briefs by consulting with clients formulate concepts (and prepare/commission diagrams, illustrations, layouts, models, plans, prototypes, samples and sketches to communicate these concepts) negotiate solutions undertake research and analyse aesthetic, commercial, cultural, functional and spatial requirements. <p>Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:</p> <ul style="list-style-type: none"> graphic designer (exhibition, film and video graphics, publication) illustrator (animator, cartoonist, technical) multimedia designer (digital media, interactive media) visual arts and crafts professional (ephemeral, multimedia, new media). 	
Unit Code	Unit Title	Hours
Core (four)		
BSBOHS509A	Ensure a safe workplace	60
CUFCMP501A	Manage and exploit copyright arrangements	20
CUVDES601B	Design innovative products	50
CUVIND501B	Maintain and apply creative arts industry knowledge	50
Elective (12)		
BSBCRT501A	Originate and develop concepts	30
BSBCRT601A	Research and apply concepts and theories of creativity	65
BSBDES601A	Manage design realisation	50
BSBDES602A	Research global design trends	30
BSBDES701A	Research and apply design theory	40
BSBDIV701A	Develop cross-cultural communication and negotiation strategies	80
CUFANM503A	Design animation and digital visual effects	80
CUFDIG507A	Design digital simulations	50
CUFLGT501A	Conceive and develop lighting designs	30
CUVACD501A	Refine drawing and other visual representation tools	70
CUVPHI516A	Research the role and use of the photo image in visual communication	45

CUVRES501A	Critique cultural works	50
Total Hours		800

CONTACTS AND LINKS

Industry Skills Council (ISC)		
Innovation and Business Skills Australia (IBSA) Industry Skills Council	This ISC is responsible for developing this CUV11 Visual Arts Craft and Design Training Package and can be contacted for further information. You can also source copies of the Training Package and support material.	Address: Level 11, 176 Wellington Parade, East Melbourne, VIC 3002 Phone/fax: (03) 9815 7000 Web: http://www.ibsa.org.au
National Register for VET in Australia		
Training.gov.au (TGA)	TGA is the Australian governments' official National Register of information on Training Packages, qualifications, courses, units of competency and RTOs.	Web: www.training.gov.au
Australian Government		
The Department of Education, Employment and Workplace Relations (DEEWR)	DEEWR provides a range of services and resources to assist in delivery of Training Packages. Search the DEEWR website for links to a range of relevant resources and publications.	Web: www.deewr.gov.au
State Government		
Department of Education and Early Childhood Development Higher Education and Skills Group	Higher Education and Skills Group is responsible for funding and the implementation of Vocational Education and Training (VET) in Victoria, including Apprenticeships and Traineeships.	General information: www.skills.vic.gov.au Approved Training Schemes: http://www.skills.vic.gov.au/corporate/publications/brochures-and-fact-sheets/apprenticeships-and-traineeships-in-victoria-industry-guides
Curriculum Maintenance Manager (CMM)		
Human Services, Arts, Sport & Recreation, Library, Information & Cultural Services	The CMM service is provided by Executive Officers located within Victorian TAFE institutes on behalf of Higher Education and Skills Group.	John Dunton Address: Swinburne University of Technology, PO Box 218, Hawthorn VIC3122 Phone: (03) 9214 8501 Fax: (03) 9214 5026 Email: cmmhs@swin.edu.au Web: http://trainingsupport.skills.vic.gov.au/cmminf.cfm

State VET Regulatory Authority		
Victorian Registration and Qualifications Authority (VRQA)	The VRQA is a statutory authority responsible for the registration of education and training providers in Victoria to ensure the delivery of quality education and training.	Phone: 03 9637 2806 Web: www.vrqa.vic.gov.au
National VET Regulatory Authority		
Australian Skills Quality Authority (ASQA)	ASQA is the national regulator for Australia's VET sector vocational education and training sector. ASQA regulates courses and training providers to ensure nationally approved quality standards are met.	Info line: 1300 701 801 Web: www.asqa.gov.au
WorkSafe		
WorkSafe Victoria	WorkSafe needs to provide written verification before High Risk Work Units can be added to an RTO's scope of registration.	Info line: 1800 136 089 Web: www.worksafe.vic.gov.au
Other contacts		
National Association for the Visual Arts (NAVA)	National peak body for the visual arts, craft and design sector working through advocacy and service provision, to achieve a flourishing Australian visual arts sector and a more vibrant, distinctive and ethical cultural environment.	Executive Director Tamara Winikoff Phone: (02) 9368 1900 Web: http://www.visualarts.net.au/
Australian Graphic Design Association (AGDA)	National peak body for professional graphic designers founded in 1988 to facilitate the advancement of the graphic design profession in Australia.	Administrative Officer Brita Frost Phone: 1300 043 310 Web: http://vic.agda.com.au/

GLOSSARY

Code	Nationally endorsed Training Package qualification code.
Title	Nationally endorsed Training Package qualification title.
Unit Code	Nationally endorsed Training Package unit code.
Unit Title	Nationally endorsed Training Package unit title.
Nominal Hours	The anticipated hours of supervised learning or training deemed necessary to conduct training and assessment activities associated with the program of study. These hours are determined by the Victorian State Training Authority. Nominal hours may vary for a qualification depending on the units of competency selected.
Scope of Registration	Scope of registration specifies the AQF qualifications and/or units of competency the training organisation is registered to issue and the industry training and/or assessment services it is registered to provide.