



Australian Government

CUA60420 Advanced Diploma of Creative Product Development

Release 2

CUA60420 Advanced Diploma of Creative Product Development

Modification History

| Release | Comments |
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| Release 2 | <p>This version first released with CUA Creative Arts and Culture Training Package Version 6.0.</p> <p>Minor change to add the following units of competency in the elective unit list:</p> <ul style="list-style-type: none"> • CUADES523 Design virtual and hybrid events • CUABRT502 Manage and operate technical requirements for virtual and hybrid events. |
| Release 1 | This version first released with CUA Creative Arts and Culture Training Package Version 5.0. |

Qualification Description

This qualification reflects the role of individuals who have high level technical, creative and conceptual skills which they apply across a range of creative arts industry contexts. It applies to work in different environments that require the development of creative solutions to complex problems.

Practice at this level is underpinned by the ability to research, analyse, conceive and develop ideas and negotiate solutions. Application of advanced communication, organisational and project management skills are also required. Individuals at this level will have specialised technical and theoretical knowledge within one or more fields of work and operate across a broad range of technical or management functions with accountability for personal outputs and team outcomes within broad parameters.

Licensing, legislative, regulatory or certification considerations

Qualification

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Units of competency in qualification

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

Entry Requirements

Nil

Packaging Rules

Total number of units = 16

5 core units plus

11 elective units, of which:

- 7 must be from Group A
- 2 must be from Group A and/or Group B
- 2 may be from the remaining listed electives or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Core units

BSBWHS501 Ensure a safe workplace

CUACMP511 Manage copyright arrangements

CUADES601 Design innovative products

CUADES611 Manage design realisation

CUAIND512 Enhance professional practice using creative arts industry knowledge

Elective units

Group A

BSBCRT512 Originate and develop concepts

BSBCRT611 Apply critical thinking for complex problem solving

BSBSTR801 Lead innovative thinking and practice

BSBSTR802 Lead strategic planning processes for an organisation

BSBSUS511 Develop workplace policies and procedures for sustainability

CUAACD531 Refine drawing and other visual representation tools

CUAACD611 Extend professional expertise with drawing and other visual representation tools

CUAACD612 Extend professional expertise across new art forms and media

CUADES511 Implement design solutions

CUADES512 Establish, negotiate and refine a design brief

CUADES612 Research global design trends

CUADES801 Research and apply design theory

CUADIG517 Design digital simulations

CUAGR603 Extend typographic design expertise

CUAGR611 Engage in the business of graphic design

CUAGR612 Originate graphic designs for complex briefs

CUAPHI531 Apply visual communication theory to photo imaging practice

CUAPPR513 Present a body of own creative work

CUAPPR514 Establish and maintain environmentally sustainable creative practice
CUAPPR611 Originate a body of independent creative work
CUAPPR612 Collaborate in professional creative projects
CUAPPR613 Engage in the business of creative practice
CUAPPR614 Publicly present a body of own creative work
CUAPPR615 Evolve ideas for professional creative work
CUAPPR616 Extend expertise in a specialised art form to professional level

Group B

BSBFIN601 Manage organisational finances
BSBINS601 Manage knowledge and information
BSBLDR812 Develop and cultivate collaborative partnerships and relationships
BSBSTR601 Manage innovation and continuous improvement
BSBSTR602 Develop organisational strategies
BSBOPS601 Develop and implement business plans
BSBMKG622 Manage organisational marketing processes
BSBMKG625 Implement and manage international marketing programs
BSBMKG624 Manage market research
BSBMKG623 Develop marketing plans
BSBPMG540 Manage project integration
BSBMKG441 Develop public relations documents
BSBINS603 Initiate and lead applied research
BSBOPS504 Manage business risk
CUABRT502 Manage and operate technical requirements for virtual and hybrid events
CUADES523 Design virtual and hybrid events
CUAFIM411 Obtain revenue to support operations
CUARES502 Critique cultural works
CUARES612 Extend cultural research expertise
PSPPCM023 Manage strategic contracts
SITXMPR006 Obtain and manage sponsorship

Qualification Mapping Information

No equivalent qualification. Supersedes and is not equivalent to CUA60415 Advanced Diploma of Creative Product Development.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>