



# GRAPHIC DESIGN

---

CUA60315



---

## DESCRIPTION

Arts-based learning is an essential part of business evolution. Extend your skills and knowledge through this course. Create, design, execute and allow yourself to understand how creativity and innovation drive results. Apply you learning to produce powerful graphic images and communicate them both online and off.

CUA60315 Advance Diploma of Graphic Design is carried out over 60 academic weeks (with up to 18 weeks holiday in addition) and comprises a total of 15 units, including the following:

### CORE UNITS

---

**BSBDES502** Establish, negotiate and refine a design brief

---

**BSBDES601** Manage design realisation

---

**BSBPMG522** Undertake project work

---

**CUACRD601** Engage in the business of graphic design

---

**CUACRD602** Originate graphic designs for complex briefs

---

**CUACRD603** Extend typographic design expertise

---

**CUAPPR504** Establish and maintain environmentally sustainable creative practice

---

### ELECTIVE UNITS

---

**CUACRD607** Develop graphic designs for branding and identity

---

**BSBCRT501** Originate and develop concepts

---

**BSBADV509** Create mass print media advertisements

---

**CUAACD512** Work with photomedia in creative practice

---

**CUADIG403** Create user interfaces

---

**BSBMKG524** Design effective user experiences

---

**CUACRD606** Develop graphic designs for packaging

---

**BSBADV510** Create mass electronic media advertisements

---

Students enrolling in this qualification will need to provide previous experience or education in the field of graphic design. For full entry requirements and a course application please send an enquiry to [enrolments@mindroom.edu.au](mailto:enrolments@mindroom.edu.au)

An Adobe licence is a mandatory requisite for the duration of the Advanced Diploma of Graphic Design course.