



CUAGR516

Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 of 3

Written Report



Assessment Instructions

Task overview

This assessment task is a written report which consists of tasks one [1] and two [2].

Additional resources and supporting documents

To complete this assessment, you will need:

- Access to your learning material and further Internet research
- Access to *Adobe PDF* editor



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 1 of 11

Assessment 2

For this second assessment, you must complete the following:

Two [2] activities will allow you to demonstrate the necessary skills and knowledge specified in the unit and contribute to the overall judgement of competency. You will submit a written outcome that identifies your professional development needs and seeks and accepts opportunities to update or extend your skills in graphic design.

You will be presented with a scenario that will then be utilised to demonstrate your ability to determine industry networks and analyse underpinning legal and safety requirements for graphic design practice. You will document this process by submitting a digital report related to the brief given in the scenario.

This assessment will be completed within the following two [2] tasks:

Task 1A- Develop an industry focus for design practice

Task 1B- Analyse essential legal and safety requirements

Once you have signed into the secure LMS platform with your login details, you will answer a series of questions before submitting your assessment and receiving feedback from the assessor.

Task 1A – Develop an Industry Focus for Design Practice

You must provide an evaluation of professional opportunities with an indication of key professional relationships and current business practices in graphic design.

Task 1B – Analyse Legal and Safety Considerations in Graphic Design Practice

You must identify the primary legal considerations in design practice and propose ways to build safe working practices, referencing key legislation and standards and discussing intellectual property requirements in graphic design.

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 2 of 11

Scenario:

You are continuing in your role as Junior Graphic Designer at Fusion Graphix. Michael Kerr and Miranda Deidre are part of your team and are Graphic Designers. You all report to your manager, Mary Jones. Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

Brief:

The CEO of Fusion Graphix, Alan Smith, is interested in building an increased presence in the graphic design industry, including evaluating professional development opportunities in design practice. He has requested a report that analyses industry practices in design, including proposals for building safe working practices, reference to key legislation and standards, and intellectual property requirements in graphic design.

You must complete the following in one digital report (*Adobe PDF* document) of 1350-1650 words. (550-650 words) for task 1A, and 800-1000 words for 1B.

Task 1A: Develop an Industry Focus

1. Discuss current and potential professional development opportunities for graphic design practice
2. Then, evaluate current graphic design business practices and associated professional relationships

Task 1B: Analyse Legal and Safety Considerations

1. Evaluate the legal considerations for a graphic design practice
2. Then, discuss safe working practices, including reference to legislation and standards
3. Finally, analyse intellectual property requirements in graphic design practice.

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 3 of 11

Task 1A: Develop an Industry Focus

Graphic design skills are essential across all businesses, and this task is designed to develop your understanding of the changing role of the graphic design industry and associated practices. For this first part of this assessment, you need to develop strategies for professional development and graphic design business practices.

For the first part of your report, create an *Adobe PDF* document that includes references to the following:

1. Discuss six (6) current and potential professional development opportunities applicable to graphic design practice. Assess their usefulness. *[individual word count – 300-350 words]*.
2. Evaluate six (6) current graphic design business practices and associated professional relationships for graphic designers. *[individual word count – 250-300 words]*.

Sections have been designed to help you plan this written task more efficiently.

The recommended word count for this task is 550-650 words.

Use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

Please note: Task 1A will be added to Task 1B, culminating in one (1) overall submission as a single *Adobe PDF* document. Note all references you have used in Task 1A, as they will be needed for a bibliography that will need to be placed at the end of Task 1B.

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGRD516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 4 of 11

Marking Guide – Task 1A

Students must present their work for this task by submitting one (1) *Adobe PDF* document], containing reference to the following:

1. current and potential professional development associated with graphic design
2. current business practices

Assessor Instructions: Task 1A students need to detail the above in no less than 550-650 words. As detailed above, some sections will demand a higher word count than others. Further information is detailed against each response.

Students need to use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

Please note: Students must ensure that Task 1A will be added to Task 1B, culminating in one (1) overall submission as a single *Adobe PDF* document. References that students have used in Task 1A will be needed for a bibliography that will need to be placed at the end of Task 1B.

1. *Discuss six (6) current and potential professional development opportunities applicable to graphic design practice. Assess their usefulness.*

Assessor Instructions: Student responses may vary; however, the response must detail six (6) professional development opportunities for graphic design practice and assess their usefulness for this first section of Task 1A. A sample answer is detailed below.

- The word count for this response must be between 300-350 words
- Professional development opportunities in the graphic design industry will form the basis for this response
- There needs to be evidence of six (6) current and potential PD opportunities that need to be sourced and evaluated
- Their usefulness to the graphic design profession needs to be included in all six(6) professional development opportunities. This is one (1) good example of what to look for in this task:
 - *Attend a networking event – these are useful in graphic design practice as they are documented on social media and are easily found. You can find people, add them, follow them, and send them a message introducing yourself.*
 - *It is best to follow up as soon as possible after a meeting. You can send an email, a LinkedIn message, or even a phone call. Express your appreciation for their time and include details about your conversation. Note all of the contacts you made at a networking event.*
- Other current and potential PD opportunities for graphic design can include but are not confined to:

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 5 of 11

- Exploring social media resources
 - Updating profile on networking sites
 - Targetting key personnel
 - Hire a professional coach
 - Take a class or a free course to update your skills
- Responses for the other examples must follow the above-mentioned example of attending a networking event.

2. Evaluate six (6) professional relationships for graphic designers in current business practices.

Assessor Instructions: Student responses may vary; however, the response must detail six (6) current graphic design business practices and professional relationships for this second section of Task 1A. A sample answer is detailed below.

- The word count for this response must be between 250-300 words
- Professional relationships in graphic design form the basis for this response
- There needs to be evidence of six (6) professional relationships for graphic designers in current business practices are needed. This is one (1) good example of what to look for in this task:
 - **Marketing Specialist** - keeps their eyes on marketing trends and works with companies to create advertising campaigns, pricing strategies based on demographic data and targeting specific customer demographics.
 - Brainstorming and developing ideas for creative marketing campaigns in conjunction with key graphic design company personnel, demonstrating expertise in various areas such as content development and advertising.
- Other key professional relationships can include but are not confined to:
 - Editor
 - Creative Director
 - Colleagues
 - Clients
 - Art Director
- Responses for the other examples must follow the above-mentioned example of a marketing specialist.

Task 1B: Analyse Legal and Safety Considerations

For this second task, you must explore the legal considerations and safe working practices associated with working in the graphic design industry. Before starting a career in this field, you must be aware of these necessary regulations to ensure that you work safely and adhere to the specific recommendations.

For the second part of your report, create the subsequent part of your *Adobe PDF* document that includes references to the following:

1. Evaluate six (6) legal considerations that a graphic design business needs to follow *(individual word count – 250-300 words)*
2. Discuss six (6) safe working practices, and include relevant legislation and standards *(individual word count – 300-350 words)*
3. Specify the purpose of intellectual property and its application to graphic design practice *(individual word count – 250-350 words)*.

The recommended word count for this task is 800-1000 words.

Sections have been designed to help you to plan this task more efficiently. They are numbered 1, 2, and 3.

Use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

Combine all references you have used in Task 1A) and Task 1B into a bibliography placed at the end of the document, which needs to include at least ten (10) good-quality sources (Books, journals, databases, websites).

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGRD516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 7 of 11

Marking Guide – Task 1B

Students must present their work for this task by submitting one [1] *Adobe PDF* document [which needs to be added to Task 1A, parts 1 & 2] containing reference to the following:

1. Evaluate six [6] legal considerations that a graphic design business must follow to comply with regulations. *[individual word count – 250-300 words]*
2. Discuss six [6] safe working practices, and include legislation and relevant standards. *[individual word count – 300-350 words]*
3. Specify the purpose of intellectual property and its application to graphic design practice *[individual word count – 250-350 words]*.

Assessor Instructions: Task 1B – students need to detail the above in no less than 800-1000 words. As detailed above, some sections will demand a higher word count than others. Further information is detailed against each response.

Students need to use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

Students also need to combine all references they have used in Task 1A and Task 1B into a bibliography placed at the end of the document, which needs to include at least ten [10] good-quality sources [Books, journals, databases, websites].

1. *Evaluate six [6] legal considerations that a graphic design business must follow to comply with regulations.*

Assessor Instructions: Student responses may vary; however, the response must detail six [6] legal considerations that a graphic design business needs to follow to comply with regulations for this first section of Task 1B. A sample answer is detailed below.

- The word count for this response must be between 250-300 words
- Legal considerations for a graphic design business form the basis for this response
- There needs to be evidence of six [6] legal considerations that a graphic design business must follow are needed. This is one [1] good example of what to look for in this task:
 - *Plagiarism– this means not stealing the work of others or using the work of others and changing it slightly so that it does not merely reproduce the work fully. Ethical behaviour for the designer means not stealing the design work of others.*
 - *There could be many different reasons why designers plagiarise other people’s work., but there are some ways to avoid plagiarism in design. Sourcing others’ work as inspiration for your designs is vital. Using your own photographs, drawings, and research can ensure less incidence of copyright infringement, which can be costly and embarrassing to your professional reputation.*

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 8 of 11

- Other legal considerations can include but are not confined to:
 - Downloading pirated or illegally sourced software
 - Providing misleading designs or messages
 - Obligation to clients
 - Providing employment contracts for staff
 - Confidentiality
- Responses for the other examples must follow the above-mentioned example on plagiarism.

2. Discuss six (6) safe working practices, and include specific legislation and relevant standards

Assessor Instructions: Student responses may vary; however, the response must detail six (6) safe working practices, including specific legislation and standards for this second section of Task 1B. A sample answer is detailed below.

- The word count for this response must be between 300-350 words
- Legal considerations for a graphic design business form the basis for this response
- There must be evidence of six (6) safe working practices, including legislation and standards. This is one (1) good example of what to look for in this task:
 - ***Ergonomic workstations** - Ergonomics considers the physical and psychological characteristics of people, as well as their needs in doing their tasks, so appropriate chairs and desks at a workstation need to be appropriate. As so much of a graphic designer's time is spent at the computer, the need to work safely and minimise health risks is important. Poorly designed workstations can result in fatigue, eyes strain, upper limb problems and backache, leading to poor performance and increased sickness in the workplace. The need to take regular breaks is essential for addressing this issue.*
 - ***AIGA** –the professional association for design specifies the workplace health and safety for anyone in the design field. Safe Work Australia is a statutory body to guide national policy relating to WHS. The Workplace Health and Safety Act overviews how to make workplaces safe and healthy.*
- Other safe working practices can include but are not confined to:
 - Trips, slips and falls
 - Electrical hazards
 - Working with computers and laptops
 - Lighting and fixtures
 - Temperature and air conditioning
- Responses for the other examples must follow the above-mentioned example on ergonomic workstations, although the legislation and standards only need to be mentioned once.

ASSESSOR GUIDE:

3. Specify the purpose of intellectual property and how it impacts graphic design practice.

Assessor Instructions: Student responses may vary; however, the response must discuss the purpose of intellectual property and its application to graphic design practice for this third and final section of Task 1B. A sample answer is detailed below.

- The word count for this response must be between 250-350 words
- The purpose of intellectual property forms the basis for this response
- There must be evidence of a full understanding of intellectual property and its impact on graphic design practice. This is one [1] good example of what to look for in this task:
 - **Intellectual Property (IP)** - is protected in law by, for example, patents, copyright, and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. IP refers to creations of the mind, such as inventions; literary and artistic works; designs; symbols, names and images used in commerce. By striking the right balance between the interests of innovators and the broader public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.
 - There are several IP protection rights, including the most recognised, copyright; however, this cannot be registered; it can only be assigned to a person or organisation. IP can be registered and is much easier to protect by law.
 - The designer must demonstrate that the idea is original, which can be challenging. For example, for an mp3 player, the external visual design may be able to be registered for IP, while the internal functions may not because they are not sufficiently original.
 - There are four (4) aspects to intellectual property that you must be aware of as a graphic designer. These are:
 - **Copyright** – which protects websites, photographs, graphics, and illustrations. It also covers the typographical arrangements of published editions, as well as the literary works they contain.
 - **Design** - A registered design protects the visual appearance of a product. The visual features that form the design include shape, configuration, pattern, and ornamentation.
 - **Trademark** - A trademark can be a logo, picture, word, phrase, letter, number, sound, scent, shape, an aspect of packaging or a combination of these. A trademark is an integral part of the marketing strategy for any business.
 - **Patent** - A patent protects any device, substance, method, or process that's new, inventive, and useful. To be granted a patent, you'll need to ensure that your invention is different enough to what already exists. You will receive exclusive commercial rights, the freedom to licence someone else to manufacture your invention on agreed terms, and the right to stop others from using or selling your invention in Australia without your permission.

Assessment checklist:

Students must have completed all activities within this assessment before submitting. This includes:

| Task 1A- Develop an Industry Focus (First Part of Report) | | |
|---|---|--------------------------|
| 1 | Discuss six (6) current and potential professional development opportunities applicable for graphic design practice. | <input type="checkbox"/> |
| 2 | Evaluate six (6) current graphic design business practices and associated professional relationships for graphic designers. | <input type="checkbox"/> |
| Task 1B - Analyse Legal and Safety Considerations (Second Part of Report) | | |
| 1 | Evaluate six (6) legal considerations that a graphic design business needs to follow. | <input type="checkbox"/> |
| 2 | Discuss six (6) safe working practices, and include relevant legislation and standards. | <input type="checkbox"/> |
| 3 | Specify the purpose of intellectual property and its application to graphic design practice. | <input type="checkbox"/> |



Congratulations, you have reached the end of Assessment 2

© UP Education Online Pty Ltd 2021

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.

ASSESSOR GUIDE:

ASSESSOR GUIDE

(CUAGR516)Develop Graphic Design Practice to Meet Industry Needs

Assessment 2 – Report

Page 11 of 11