



## DIPLOMA OF GRAPHIC DESIGN (ADVERTISING)

SGA Subject*	Purpose Statement
Use Business Technology	This subject will provide the learner with the skills and knowledge required to start up a computer, correctly navigate the desktop environment, use a range of basic functions and select, use, and maintain business technology. This technology includes the effective use of computer software to organise information and data.
Develop Keyboard Skills	This subject will provide the learner with the knowledge and skills to develop basic keyboard skills using touch typing techniques.
Introduction to Mac	This subject will provide the learner with the skills and knowledge required to start up a Mac computer, correctly navigate the desktop environment, use a range of basic functions and select, use, and maintain business technology. This technology includes the effective use of computer software to organise information and data.
Computer Graphics I	This subject will provide the learner with the practical knowledge and skills to develop design concepts and graphics with vector-based drawing and layout techniques.
Computer Graphics II	This subject describes the skills and knowledge required to research and apply techniques for application to graphic design.
Photo Imaging	This subject will provide the practical knowledge and skills to enable learners to capture, edit and combine photo images using industry standard techniques.
Computer Design and Production I	This subject describes the development of technical and conceptual skills required to work as a practising designer. It also deals with communicating effectively and working strategically to achieve planned outcomes as a designer.
Typography II	This subject will provide the knowledge, skills and attitudes required to select, design and format typographic solutions for a range of graphic design applications in response to design briefs.
Graphic Design II	This subject describes the skills and knowledge required to explore and apply the design process in a 3-dimensional (3D) way in response to a brief, analyse and resolve selected design problems within technological, business and social systems, and research the requirements and opportunities for applying graphic design to a range of materials and products.
Graphic Design III	This subject will enable the learner to apply detailed researching, problem solving and design development skills in response to a complex design problem requiring graphic design applications for a range of products.
Digital Prepress Production	This subject will provide the practical knowledge and skills for learners to prepare and deliver finished art to detailed specifications for a variety of output methods as well as to prepare electronic files for prepress processing. It applies to files that still require some processing before printing or electronic diffusion.
Professional Practice II	This subject will provide the knowledge, skills and attitudes to enable learners to develop professional networks for the purposes of project management and employment opportunities.
Drawing	This subject will provide the learner with the practical knowledge and skills to draw objects and environments relevant to selected design applications. It also covers the skills required to share idea/s with others in the workplace. This entails being confident in idea/s, selecting the most appropriate method to communicate it, accepting feedback and identifying areas for improvements.
Design Concepts and Principles	This subject will provide learners with the practical knowledge and skills to interpret and communicate a visual message by manipulating visual elements and principles.



<b>Visualisation Techniques</b>	This subject will provide the participant with knowledge and skills to apply graphic design drawing and visualising techniques to develop finished creative design concepts. It outlines the way drawings are produced through the use of experimentation and ongoing refinement.
<b>Typography I</b>	This subject describes the skills and knowledge required to use typography techniques for design work. It outlines how typography can be applied to a range of design contexts in response to a brief.
<b>Design and Culture</b>	This subject will provide the knowledge and attitudes to enable learners to demonstrate an understanding of how a complex visual design communicates using specific historical, social and cultural codes.
<b>Graphic Design I</b>	This subject will provide the learner with the knowledge, skills and attitudes to apply the design process to originate and develop innovative two dimensional solutions for a design brief, developing the technical and conceptual skills required to work as a practising designer.
<b>Professional Practice I</b>	This subject will provide the practical knowledge and skills for learners to demonstrate understanding of professional communication skills and responsibilities in the workplace, and to use workplace and industry knowledge for ongoing professional development.
<b>Art Direction</b>	This SGA Learning subject will provide the knowledge, skills and attitudes to enable learners to demonstrate an understanding of art direction as a professional practice within the creative advertising process. It describes also the skills and knowledge required for working with and developing a concept to that stage where it becomes the basis of a creative and effective product, service or process. It covers both the response to a brief and/or the development of a self-initiated proposal.
<b>Workplace Communication</b>	This subject will provide the learner with the knowledge and skills required to communicate in the workplace including gathering, conveying and receiving information and completing routine written correspondence, including specifying the outcomes required to plan, draft and review a basic document before writing the final version.
<b>Make Presentations</b>	This subject describes the skills and knowledge required to prepare for and make effective presentations to a group of people.
<b>Creative Advertising I</b>	This subject will provide the learner with an understanding of the role of the graphic designer within the advertising industry, and the practical knowledge, skills and professional attitude to originate, develop and present creative concepts against fulfilment of a specific brief.
<b>Creative Advertising II</b>	This subject covers presentation of full information to the advertiser about the proposed advertising campaign in order to allow adjustments prior to campaign implementation.
<b>Introduction to Marketing</b>	This subject introduces the learner to the terminology and concepts applicable to the marketing domain.
<b>Identify the Market</b>	This subject will provide the learner with the knowledge and skills to segment the market, select targeting strategies and tactics, profile a target or target segments, and develop positioning strategies and implementation activities.
<b>Marketing Research</b>	This subject will provide the learner with the knowledge and skills to collect and present data on the internal and external business environment and identify and present potential marketing opportunities to enable evaluation and selection of viable opportunities.
<b>Web Site Design I</b>	This subject describes the skills and knowledge required to use an authoring tool to create a discrete interactive sequence for a multimedia production within the cultural industries.
<b>Design for Screens and Interactivity</b>	This subject will introduce basic design features and principles of interactive products and enable the learner to utilise graphics software to visualise concepts for interactive screen layouts suitable for web pages and a specified multimedia product.

\* Embedded within each subject is a cluster of endorsed national units of competency.