

## PERSONAL LEARNING REQUIREMENTS

### CUA50720 Diploma of Graphic Design

The skills and abilities required to study in this course and work in the industry include:

#### Communication Skills

- Ability to develop and maintain relationships with all stakeholders (e.g. build trust and rapport)
- Ability to lead meetings with team members / stakeholders
- Ability to listen to feedback and advice of supervisors
- Ability to receive, reflect and act on constructive feedback
- Communicate in a professional manner (e.g. using appropriate language and respect, demonstrating empathy, as well as sensitivity to individual and/or cultural differences)
- Communicate job and project requirements with all stakeholders
- Demonstrate accurate and clear written communication (e.g. creating design briefs)
- Listen actively (e.g. understand instructions and client feedback)
- Respond appropriately to feedback or questions
- Speak clearly and directly with clients, colleagues and stakeholders
- Use effective questioning techniques (e.g. understand customer needs / job requirements)
- Able to participate in group discussions, including face to face and online.

#### Physical Skills

- Ability to work in various environments (e.g. changing conditions, both hot and cool conditions, low light, indoors/outdoors)
- Adequate vision and good colour perception to undertake effective and appropriate design practice (e.g. to clearly examine close up work, determine differences in colours, undertake photography, create design solutions)
- Capacity to wear Personal Protective Equipment (PPE) (e.g. if required in the workplace)
- Fine motor skills, including the ability to undertake precise coordinated movements of the hands and wrists (e.g. drawing, photographing, building models)
- Gross motor abilities and good mobility, depending on role (e.g. bending, squatting, kneeling)
- Hand and arm strength (e.g. lifting and carrying photographic and art equipment)
- Tolerance to art supplies and chemicals
- This course requires you to participate in classes which involve observational life drawing of a naked life model.

#### Cognitive Skills

- Ability to carry out work in a required order or sequence (e.g. including understanding and following instructions)
- Ability to learn new processes, methods and equipment
- Ability to work with and meet strict timeframes
- Ability to embrace the iterative nature of the creative process
- Ability to organise and manage own workload (e.g. planning and prioritising tasks, time management)
- Ability to perform basic mathematical skills (e.g. measuring/calculating length, area, volume, image size, production material amounts, service quotes)
- Ability to reflect and act on feedback, and undertake professional development if required
- Able to apply and interpret industry related terminology, symbols, abbreviations, language
- Accept responsibility for accurate completion of work and seek help when required
- Anticipate problems in advance and act to avoid them

- Awareness / ability to diligently observe (e.g. to respond to customer needs)
- Be responsible for self and others' health and safety
- Capacity to develop, apply and maintain industry knowledge
- Effective problem-solving ability (including in a time efficient manner)
- Engages in continuous learning opportunities (e.g. willing to learn new products or services or other industry related skills and knowledge)
- Monitor own work against quality standards and identify areas for improvement
- Project management skills (e.g. design concepts, oversee jobs)
- Read, understand and interpret written materials (e.g. client notes, reports)
- Research skills, with the ability to interpret information and apply to industry requirements
- Understand and follow policies and procedures (e.g. work instructions, health & safety)

### Behavioural & Social Skills

- Ability to manage personal emotions and behaviour calmly and respectfully (e.g. dealing with clients)
- Ability to remain alert, focused and engaged with clients and colleagues
- Ability to work as part of a team and/or independently
- Ability to work under pressure
- Accepts responsibility for own work and outcomes
- Adaptability/flexibility (e.g. being open to change and considerable variety in workplace)
- Attention to detail
- Attentive in interactions with clients
- Commitment to safety (e.g. using Personal Protective Equipment)
- Dependable and professional (e.g. reliable, responsible, punctual, professional approach and personal presentation, fulfilling obligations, maintaining confidentiality)
- Good time management (e.g. able to work accurately within time constraints)
- Initiative (e.g. willingness to take on responsibilities and challenges)
- Professional approach to all areas of work (e.g. punctuality, maintain confidentiality)
- Understand other people's perspectives/opinions and respect their choices
- Willingness to care/work with people regardless of social and cultural backgrounds, or gender, age, culture, sexuality or religion

### Technical Skills

- Capacity to develop knowledge of resources and equipment to support graphic design
- Operational knowledge of computers/smart devices, including capacity to use industry specific software

### Digital Skills

- Able to save, organise and retrieve digital files to physical and cloud storage
- Able to use useful key words when searching the internet
- Able to format text in a short document
- Able to strengthen a password and updates when prompted
- Use keyboard shortcuts confidently, e.g. Ctrl C, Ctrl V
- Able to name, store and locate different files
- Uses reply, reply all and forward email functions appropriately
- Able to create a digital presentation, e.g. PowerPoint®, movie or other
- Interacts with others appropriately using internet based software, e.g. group discussion
- Able to download an eBook

### Industry Legislation or Licencing

- Knowledge of and ability to apply current relevant legislation, regulations and codes of practice will be required to work in this industry

### Before you Enrol

Please review the requirements listed in this document and think about if you might experience challenges in meeting them related to your disability, health condition, learning support assistance or for any other reason. You should discuss your concerns with us before enrolling in your course and can start the conversation by contacting our Customer Service team at:

**Phone:** 03 5225 0500

**Email:** [courinfo@gordontafe.edu.au](mailto:courinfo@gordontafe.edu.au)

You can also contact any of our support services:

- Disability Support Team: <https://www.thegordon.edu.au/future-students/student-services/disability-support>
- Learning Support Services: <https://www.thegordon.edu.au/quick-links/gordon-students/learning-support>
- Career Counselling: <https://www.thegordon.edu.au/future-students/student-services/career-services>
- Contact the Geelong or Werribee Skills and Jobs Centre here: <https://www.thegordon.edu.au/skills-and-jobs-centre/about-us>

You can view all courses offered at The Gordon here: <https://www.thegordon.edu.au/courses/all-courses>