



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUF40207 Certificate IV in Interactive Digital Media**

**Revision Number: 1**

## **CUF40207 Certificate IV in Interactive Digital Media**

### **Modification History**

Not applicable.

## Description

### Descriptor

This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts in the digital content industry. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

### Job roles

- Animator
- Digital artist
- Interactive media author
- Media asset producer
- Web designer.
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## Pathways Information

### Qualification pathways

#### *Pathways into the qualification*

Candidates may enter the qualification with limited or no vocational experience and without a relevant lower-level qualification.

## Licensing/Regulatory Information

### Licensing, legislative, regulatory and certification considerations

There are no licensing, legislative, regulatory or certification issues that affect this qualification. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

### Pre-requisite Units

Code and title	Pre-requisite units required
CUFANM401A Prepare 3D digital models for production	CUFANM310A Create 3D digital models

## Entry Requirements

Not applicable.

## Employability Skills Summary

### EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills required by web designers based on the units listed above. Using this employability skills summary as an example, trainers and assessors can work out how employability skills would apply to other job roles relevant to the qualification to include important industry application of employability skills in learning and assessment strategies.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> <li>• developing and maintaining business networks</li> <li>• interpreting and completing workplace documentation</li> <li>• interpreting design briefs, and design and technical specifications</li> <li>• negotiating solutions between groups and individuals</li> <li>• presenting work in progress to team members for discussion and feedback</li> <li>• presenting information in a variety of formats to a range of audiences and responding to questions</li> <li>• providing verbal and written briefings to team members</li> <li>• writing content in a style appropriate to target audiences/users</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• negotiating and consulting with team members and stakeholders</li> <li>• providing advice and support to team members</li> <li>• responding constructively to feedback received from team members</li> <li>• working collaboratively as a member of a production team, including providing leadership</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• anticipating and resolving problems with a media asset management system</li> <li>• identifying potential problems that may arise in projects and addressing them</li> <li>• troubleshooting and solving problems as they arise during the authoring process</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• developing innovative approaches to the implementation of strategies to improve team effectiveness</li> <li>• evaluating business promotional strategies</li> <li>• generating feasible ideas for user interface designs that meet specifications</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• establishing systematic procedures for managing content</li> <li>• organising information logically in line with its intended purpose</li> <li>• planning and managing projects</li> <li>• planning and producing storyboards</li> </ul>

<b>EMPLOYABILITY SKILLS QUALIFICATION SUMMARY</b>	
Self-management	<ul style="list-style-type: none"> <li>managing a range of tasks concurrently</li> <li>managing work calmly and effectively to achieve goals and results</li> <li>observing OHS procedures in the workplace</li> <li>prioritising work tasks</li> <li>seeking expert assistance when problems arise</li> <li>sourcing information and reference material in a timely fashion</li> <li>working under pressure and meeting deadlines</li> </ul>
Learning	<ul style="list-style-type: none"> <li>determining lessons learnt from projects to apply to future projects</li> <li>improving performance/product through self-reflection and redrafting after feedback</li> <li>keeping up to date with industry developments and trends</li> </ul>
Technology	<ul style="list-style-type: none"> <li>integrating and optimising a range of media assets to highest levels of technical performance</li> <li>using graphics and authoring software applications</li> <li>using word processing packages, spreadsheets and project management software and tools</li> <li>writing and applying scripting language in authoring a range of interactive media interactions and behaviours</li> </ul>

## Packaging Rules

<b>Packaging Rules</b>
<p><b>Total number of units = 13</b></p> <p><b>3 core units</b></p> <p><b>5 Group A units</b></p> <p><b>5 elective units</b></p> <p><b>3 elective units</b> must be selected from the elective list below.</p> <p>The remaining <b>2 elective units</b> may be selected from the <b>Group A</b> and/or <b>Group B units</b> listed any endorsed Training Package or accredited course at the same qualification level. If not listed below, <b>1</b> of these units may be selected from a Diploma level qualification.</p>

**Packaging Rules**

Electives must be relevant to the work outcome, local industry requirements and the qualification level.

**Core units****Creative thinking**

BSBCRT301A Develop and extend critical and creative thinking skills

**Industry context**

CUFIND301B Work effectively in the screen and media industries

**OHS**

CUSOHS301A Follow occupational health and safety procedures

**Group A units (specialist)****Animation and digital effects**

CUFANM302A Create 3D digital animations

CUFANM303A Create 3D digital models

CUFANM401A Prepare 3D digital models for production

CUFANM402A Create digital visual effects

CUFANM403A Create titles for screen productions

**Audio/sound**

CUFSSOU301A Prepare audio assets

**Digital content and imaging**

CUFDIG301A Prepare video assets

CUFDIG401A Author interactive media

CUFDIG402A Design user interfaces

CUFDIG403A Create user interfaces

CUFDIG404A Apply scripting language in authoring

**Post-production**

CUFPOS402A Manage media assets

CUSSOU403A Perform advanced sound editing

**Production planning and management**

CUFPPM404A Create storyboards

## Packaging Rules

### Group B units

#### Animation and digital effects

CUFANM301A Create 2D digital animations

#### Audio/sound

CUSSOU406A Record sound on location

CUSSOU407A Coordinate location sound recording

#### Camera/cinematography

CUFCAM301A Shoot material for screen productions

#### Communication

BSBCM401A Make a presentation

#### Creative thinking

BSBCRT401A Articulate, present and debate ideas

BSBCRT402A Collaborate in a creative process

BSBCRT403A Explore the history and social impact of creativity

#### Design

BSBDES401A Generate design solutions

BSBDES402A Interpret and respond to a design brief

BSBDES403A Develop and extend design skills and practice

CUFDIG304A Create visual design components

CUVDSP07B Research and apply techniques for graphic design

CUVDSP11B Research and apply techniques for illustrative work

#### Drawing

CUVCOR09B Select and apply drawing techniques and media to represent and communicate the concept

#### Financial management

BSBFIA402A Report on financial activity

#### General administration

BSBADM405B Organise meetings

#### Human resource management

BSBHRM402A Recruit, select and induct staff

#### ICT Use

BSBEBU401A Review and maintain a website

<b>Packaging Rules</b>	
BSBITU402A	Develop and use complex spreadsheets
ICAU3019B	Migrate to new technology
<b>Industry context</b>	
BSBCON401A	Work effectively in a business continuity context
BSBREL401A	Establish networks
CUFIND401A	Provide services on a freelance basis
CUFIND402A	Develop screen and media specialist expertise
<b>Innovation</b>	
BSBINN301A	Promote innovation in a team environment
<b>Management</b>	
BSBPMG510A	Manage projects
<b>Marketing</b>	
BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities
<b>OHS</b>	
BSBOHS407A	Monitor a safe workplace
<b>Post-production</b>	
CUFPOS401A	Edit screen content for fast turnaround
CUFYOU201A	Perform basic sound editing
<b>Production planning and management</b>	
CUFEMP301A	Implement copyright arrangements
<b>Research</b>	
CUFRES401A	Conduct research
<b>Sustainability</b>	
BSBSUS201A	Participate in environmentally sustainable work practices
<b>Workforce development</b>	
BSBWOR402A	Promote team effectiveness
TAADEL301B	Provide training through instruction and demonstration of work skills
<b>Writing</b>	
CUFWRT301A	Write content for a range of media
CUFWRT302A	Write simple stories



**Packaging Rules**

CUFWRT402A Write extended stories

**Selecting electives for different outcomes**

The context for this qualification varies, and this must guide the selection of elective units. Examples of appropriate elective units for particular outcomes at this level follow.

**Interactive media author**

Core units plus:

- CUFDIG301A Prepare video assets
- CUFDIG401A Author interactive media
- CUFPPM404A Create storyboards
- CUFDIG402A Design user interfaces
- CUFDIG403A Create user interfaces
- CUFDIG404A Apply scripting language in authoring
- CUFWRT301A Write content for a range of media
- BSBPMG510A Manage projects
- CUFIND401A Provide services on a freelance basis
- ICAU3019B Migrate to new technology

**Web designer**

Core units plus:

- CUFDIG401A Author interactive media
- CUFPPM404A Create storyboards
- CUFDIG402A Design user interfaces
- CUFDIG403A Create user interfaces
- CUFDIG404A Apply scripting language in authoring
- CUFDIG304A Create visual design components
- CUFWRT301A Write content for a range of media
- BSBEBU401A Review and maintain a website
- BSBPMG510A Manage projects
- BSBCMM401A Make a presentation

**Media asset producer**

Core units plus:

- CUFIND401A Provide services on a freelance basis
- CUFDIG301A Prepare video assets

**Packaging Rules**

- CUF301A Prepare audio assets
- CUF402A Manage media assets
- CUF304A Create visual design components
- CUFANM301A Create 2D digital animations
- CUF301A Perform basic sound editing
- CUF401A Edit screen content for fast turnaround
- CUF301A Author interactive media
- CUF404A Create storyboards

**Digital artist**

Core units plus:

- CUF401A Provide services on a freelance basis
- CUF304A Create visual design components
- CUFANM301A Create 2D digital animations
- CUFANM302A Create 3D digital animations
- CUFANM303A Create 3D digital models
- CUF09B Select and apply drawing techniques and media to represent and communicate the concept
- CUF404A Create storyboards
- CUFANM402A Create digital visual effects
- CUFANM401A Prepare 3D digital models for production
- CUFANM403A Create titles for screen productions