CUA60615 Advanced Diploma of Screen and Media

Modification History

<table>
<thead>
<tr>
<th>Release</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Release 1</td>
<td>This qualification first released with CUA Creative Arts and Culture Training Package Version 2.0.</td>
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Qualification Description

This qualification reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies in the film, television, radio and interactive media industries. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 16

3 core units plus

13 elective units of which:

- 10 units must be selected from the electives listed below
- 3 units may be selected from the remaining listed electives or any currently endorsed Training Package qualification or accredited course at Diploma or above.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.
Core Units
CUAPPR603 Engage in the business of creative practice
CUAPPR505 Establish and maintain safe creative practice
CUAPPR605 Evolve ideas for professional creative work

Elective Units
CUAIND601 Work professionally in the creative arts industry
CUADES502 Realise production designs
CUAPPM502 Realise productions
CUAANM402 Create digital visual effects
CUAANM503 Design animation and digital visual effects
CUABRD501 Operate master control
CUABRT403 Ensure quality of broadcast output
CUABRT404 Coordinate outside broadcasts
CUACAM601 Direct cinematography for screen productions
CUADIG501 Coordinate the testing of interactive media products
CUADIG502 Design digital applications
CUADIG504 Design games
CUADIG505 Design information architecture
CUADIG506 Design interaction
CUADIG507 Design digital simulations
CUADRT501 Direct rehearsals of performers
CUADRT502 Direct performers for screen productions
CUADRT601 Establish the creative vision for screen productions
CUADRT602 Audition and select performers
CUADRT603 Direct screen production crews
CUADRT604 Devise camera coverage
CUADRT605 Collaborate with editors during post-production
CUALG504 Develop lighting designs
CUAPPM501 Edit complex screen productions
CUAPPM502 Perform primary and secondary colour correction
CUAPPM508 Manage locations for film and media productions
CUAPPM603 Plan and manage film and media pre-production
CUAWRT502 Develop storylines and treatments
CUAWRT601 Write scripts
CUAWRT602 Edit scripts
CUASOU503 Develop sound designs
CUASOU505 Implement sound designs
CUASOU601 Manage production of sound designs
CUASOU602 Manage production of sound recordings
CUAPPR502 Develop own sustainable professional practice
BSBADV602 Develop an advertising campaign
BSBADV604 Execute an advertising campaign
BSBADV605 Evaluate campaign effectiveness
BSBCOM501 Identify and interpret compliance requirements
BSBCON601 Develop and maintain business continuity plans
BSBCON801 Establish and review the business continuity management framework and strategies
BSBCRT501 Originate and develop concepts
BSBFIM601 Manage finances
BSBINN502 Build and sustain an innovative work environment
BSBINN601 Lead and manage organisational change
BSBINN801 Lead innovative thinking and practice
BSBIPR601 Develop and implement strategies for intellectual property management
BSBMGT502 Manage people performance
BSBMGT605 Provide leadership across the organisation
BSBMGT608 Manage innovation and continuous improvement
BSBMGT616 Develop and implement strategic plans
BSBMGT617 Develop and implement a business plan
BSBMKG516 Profile international markets
BSBMKG517 Analyse consumer behaviour for specific international markets
BSBMKG603 Manage the marketing process
BSBMKG605 Evaluate international marketing opportunities
BSBMKG606 Manage international marketing programs
BSBMKG607 Manage market research
BSBMKG608 Develop organisational marketing objectives
BSBMKG609 Develop a marketing plan
BSBPMMG522 Undertake project work
BSBPMMG601 Direct the integration of projects
BSBPUB503 Manage fundraising and sponsorship activities
BSBREL502 Build international business networks
BSBSUS501 Develop workplace policy and procedures for sustainability
BSBWHS501 Ensure a safe workplace
BSBWRT501 Write persuasive copy
TAEDES503A Design and develop e-learning resources
TAETAS501B Undertake organisational training needs analysis
CUABRT501 Collaborate on the design of broadcasting facilities
CUABRT402 Maintain broadcasting equipment and facilities
BSBDES501 Implement design solutions
## Qualification Mapping Information

<table>
<thead>
<tr>
<th>Code and title current version</th>
<th>Code and title previous version</th>
<th>Comments</th>
<th>Equivalence status</th>
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</thead>
<tbody>
<tr>
<td>CUA60615 Advanced Diploma of Screen and Media</td>
<td>CUF60107 Advanced Diploma of Screen and Media</td>
<td>Updated to meet Standards for Training Packages. Changes to core and clarification of packaging rules. Unit codes updated.</td>
<td>No equivalent qualification</td>
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### Links

Companion Volume implementation guides are found in VETNet - [https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5](https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5)