



**Australian Government**

# **CUAANM513 Design specifications for animation and digital visual effects**

**Release: 1**

# CUAANM513 Design specifications for animation and digital visual effects

## Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

## Application

This unit describes the skills and knowledge required to design specifications for animation and digital visual effects for screen productions such as television commercials, feature films, animated films or interactive games.

The unit applies to those who have high-level skills in research and creative concept development. They work closely with people such as directors or producers to generate concepts and prepare design specifications for animation or visual effects for different projects.

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

## Unit Sector

Visual communication – Animation and digital effects

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Clarify design requirements	1.1 Assess scope of design projects with reference to production documentation 1.2 Analyse factors that may impact the design process 1.3 Clarify design requirements through participation in preliminary concept meetings 1.4 Itemise and plan elements to be addressed with reference to production documentation
2. Generate and assess ideas	2.1 Generate different design ideas that respond to the brief and provide creative solutions to design issues

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>2.2 Assess initial ideas and concepts in collaboration with required personnel</p> <p>2.3 Appraise ideas for implications on cost, technical feasibility and creative requirements</p>
3. Conduct research and experimentation	<p>3.1 Research content and target audience characteristics that influence production styles and techniques</p> <p>3.2 Trial suitability of various techniques for given design projects</p> <p>3.3 Organise research and provide required personnel access to experimentation materials</p> <p>3.4 Analyse and document research and experimentation findings</p>
4. Produce draft design specifications	<p>4.1 Evaluate initial concept ideas in light of research and experimentation findings in consultation with required personnel, and select the most appropriate approach</p> <p>4.2 Discuss and confirm with required personnel suitable documentation to present design specifications</p> <p>4.3 Create storyboards according to design requirements</p> <p>4.4 Prepare or supervise development of sample material to be included in design specifications</p> <p>4.5 Advise the design and development teams on draft design specifications</p>
5. Finalise design specifications	<p>5.1 Present draft design specifications to required personnel for review</p> <p>5.2 Participate in evaluation of design specifications</p> <p>5.3 Negotiate and agree to additions or modifications and amend design specifications as required</p> <p>5.4 Clarify and devise designer's role for the production phase</p> <p>5.5 Review process of designing animation and digital visual effects and note areas for future improvement</p>

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

<b>SKILL</b>	<b>DESCRIPTION</b>
Oral communication	<ul style="list-style-type: none"> <li>Explains and discusses task requirements using clear language</li> <li>Confirms understanding using questioning and listening techniques</li> </ul>
Reading	<ul style="list-style-type: none"> <li>Interprets and analyses textual information from different sources</li> </ul>

<b>SKILL</b>	<b>DESCRIPTION</b>
	for idea development and confirmation of job parameters
Writing	<ul style="list-style-type: none"> <li>Documents research, task requirements, workflow sequences and reviews in required formats</li> <li>Names files using standard naming conventions</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>Uses analytical processes to arrive at decisions directly related to task requirements</li> <li>Uses experimentation to produce creative solutions</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Meets design specifications through planning and coordinating tasks for self and others and monitoring progress</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Uses communication practices and protocols when presenting drafts</li> <li>Refines ideas, discusses project requirements and negotiates outcomes in collaboration with others</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Conducts research and accesses, develops, distributes and stores material using digital tools</li> </ul>

## Unit Mapping Information

Supersedes and is equivalent to CUAANM503 Design animation and digital visual effects.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>