



**Australian Government**

# **CUAILL401 Develop and refine illustrative work**

**Release: 1**

## CUAILL401 Develop and refine illustrative work

### Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

### Application

This unit describes the skills and knowledge required to work with a brief to create illustrations through a process of testing design approaches and illustration techniques.

It applies to illustrators who are still developing a full repertoire of professional skills and an individual style. They work with limited supervision and guidance as required. Illustrators may be employees or work on a freelance basis.

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

### Unit Sector

Visual communication – illustration

### 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. Interpret briefs for illustrative work	1.1 Interpret the specifications of illustration briefs 1.2 Discuss and clarify issues about specifications, parameters and constraints with relevant people as required 1.3 Evaluate client requirements to make decisions about style and content of illustrative work 1.4 Source and evaluate information pertinent to briefs
2. Organise resources	2.1 Calculate, select and organise equipment, tools and materials based on the requirements of the work 2.2 Set up a safe and efficient workspace 2.3 Prepare, maintain, store and dispose of all resources according to

ELEMENT	PERFORMANCE CRITERIA
	each item's needs and according to workplace procedures
3. Test design approaches for illustrative work	<p>3.1 Produce preliminary visual representations that take account of intellectual property requirements</p> <p>3.2 Identify possible illustrative approaches and establish criteria, in line with the brief, for selecting final approach</p> <p>3.3 Experiment with different illustrative techniques to test a range of approaches that will best communicate ideas required by the brief</p> <p>3.4 Evaluate testing processes against criteria and select approach that best meets requirements of briefs</p> <p>3.5 Critique own work for conceptual success and technical execution and seek feedback, as required</p> <p>3.6 Refine and accurately document the illustrative approach based on testing processes</p>
4. Produce finished illustrative work	<p>4.1 Create illustrations using techniques selected from experimentation and testing, considering and applying elements and principles of design</p> <p>4.2 Review and refine ideas and approaches based on ongoing experience with production of own work</p> <p>4.3 Seek and consider feedback from key people to refine illustrative work as required</p> <p>4.4 Present finished work within agreed work parameters</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	1.1, 1.4	<ul style="list-style-type: none"> <li>Interprets and evaluates complex and unfamiliar information in briefs</li> </ul>
Writing	3.6	<ul style="list-style-type: none"> <li>Uses clear, specific and industry related terminology to document a comprehensive record of illustrative approaches to a design brief</li> </ul>
Oral Communication	1.2, 3.5, 4.3	<ul style="list-style-type: none"> <li>Uses questioning and active listening techniques to elicit information about job requirements and confirm understanding</li> </ul>

Numeracy	2.1	<ul style="list-style-type: none"> <li>Performs basic calculations required to identify quantities of resources</li> </ul>
Navigate the world of work	2.1, 2.2, 2.3, 3.1	<ul style="list-style-type: none"> <li>Understands and complies with legislative requirements and defined workplace procedures</li> </ul>
Interact with others	1.2, 3.5, 4.3	<ul style="list-style-type: none"> <li>Seeks the perspective and guidance of others to inform design ideas and achieve best outcomes for own creative work</li> <li>Seeks and considers feedback from peers and others to enhance future performance</li> </ul>
Get the work done	1.3, 1.4, 2.1, 3.2-3.4, 4.1, 4.2, 4.4	<ul style="list-style-type: none"> <li>Organises and implements processes to set up work, assess techniques and produce creative work within set parameters</li> <li>Manages own decisions about appropriate techniques by testing a range of explored options</li> <li>Resolves problems with technique through experimentation and testing</li> <li>Reviews work in progress, resolving problems with technique through refinement of approach</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAILL401 Develop and refine illustrative work	CUVILL401A Research and apply techniques for illustrative work	Updated to meet Standards for Training Packages and clarify intent. Title changed.	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

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