Australian Government

CUAILL501 Develop professional illustrations

Release: 1

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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 create illustrations using advanced compositional skills in both print and digital formats. It involves experimentation with different approaches and techniques for communication of key messages.

It applies to highly skilled illustrators who work with a high level of independence seeking mentoring and guidance as required.

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
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Interpret the illustration brief	1.1 Analyse the illustration brief for key communication objectives 1.2 Develop an understanding of the broader context for the illustrative work 1.3 Discuss and develop shared understanding of illustration requirements with relevant people
2. Generate and assess ideas for illustrations	2.1 Evaluate the specific context and proposed media for the illustrative work 2.2 Identify and source references that inform ideas for the illustrative work 2.3 Evaluate current and emerging trends in illustration for potential

ELEMENT	PERFORMANCE CRITERIA
	ideas
	2.4 Explore and experiment with different approaches and techniques for communication of key messages
	2.5 Create appropriate relationships between different visual components
	2.6 Collaborate with others, including experts, to maximise contribution of ideas
	2.7 Assess ideas for technical, creative and budgetary implications
	2.8 Refine and select approaches that best balance the overall needs of the brief
3. Create illustrations	3.1 Create impactful illustrations through effective engagement with the elements and principles of design
	3.2 Use advanced compositional skills to establish strong spatial relationships in illustrations
	3.3 Create appropriate mood and feeling in illustrations
	3.4 Develop and reflect on evolving personal style in illustrative work
	3.5 Engage in an ongoing process of testing, creative collaboration and refinement during the process
4. Finalise illustrations	4.1 Negotiate and agree to modifications and amend as required
	4.2 Develop accurate and comprehensive documentation to support the production process
	4.3 Present final illustrations and documentation to relevant people and confirm acceptance
5. Evaluate effectiveness of illustrations	5.1 Evaluate completed illustrations for success in achieving objectives
	5.2 Assess work against creative, technical and business considerations
	5.3 Analyse and evaluate feedback from client and others
	5.4 Evaluate own role in design process and note areas for future improvement

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, 2.2, 2.3	• Interprets and evaluates complex and unfamiliar information in briefs and references to support design ideas
Writing	4.2, 4.3	• Communicates with a specific audience using clear and detailed language to convey explicit information and recommendations
Oral Communication	1.3, 2.6, 3.5, 4.1, 4.3	• Uses questioning and active listening techniques to elicit information and to seek and confirm understanding • Initiates and participates in complex discussions, encouraging contributions, eliciting different perspectives, clarifying, summarising and building constructively on the input of others
Numeracy	2.7	• Completes complex financial calculations to determine work parameters within budgetary constraints
Interact with others	1.3, 2.6, 3.5, 4.1, 5.3	• Encourages contribution of creative, innovative and technical ideas from others to negotiate joint outcomes • Fosters a collaborative approach to development of illustrative work through sharing and receiving knowledge, experience and information with others
Get the work done	2.1-2.3, 2.8, 3.1-3.5	• Takes responsibility for completing own illustrative work within deadlines from design inception to realisation, managing own time and productivity to sequence stages • Manages own decisions about designs and technical approach to illustrations, drawing on the perspective of others • Resolves problems through a process of testing, analysis and refinement of technique during the work in progress • Creates opportunities to use a more innovative approach and personal style

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAILL501 Develop professional illustrations	CUVILL501A Develop professional illustrations	Updated to meet Standards for Training Packages and clarify intent.	Equivalent unit

Links

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