



Australian Government

Department of Education, Employment and Workplace Relations

CUFMEM07A Apply principles of visual design and communication to the development of a multimedia product

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to incorporate the principles of visual design and communication into the development of multimedia products for use within the cultural industries.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Receive and interpret the brief	<p>1.1 Liaise with the relevant personnel to interpret and identify the objective and outcomes of the multimedia product, considering the application of visual design and communication techniques to ensure the creative, technical and production requirements can be met</p> <p>1.2 Identify all relevant factors which may determine and affect visual design and communication concepts and application through the breakdown and interpretation of the brief and liaison with relevant personnel</p> <p>1.3 Clarify target user/audience to determine the format and delivery platform of the multimedia product through discussion with relevant personnel</p>
2 Generate and assess ideas	<p>2.1 Generate a range of visual design and communication ideas which are technically feasible, respond to the brief and provide creative solutions to all design issues</p> <p>2.2 Discuss visual design and communication ideas and collaborate, as required, with relevant personnel to ensure contribution of a range of ideas and creative solutions to the initial concept</p> <p>2.3 Continuously reflect on and assess the creative ideas and solutions for implications on budget, timeline, technical feasibility and suitability to meet the brief</p>
3 Conduct research	<p>3.1 Research and compare techniques and tools for visual design and communication available for use in the creation of a multimedia product, exploring the characteristics and differences of digital imaging and traditional imaging</p> <p>3.2 Research and compare the range of delivery platforms available for multimedia products</p> <p>3.3 Explore the range of typographical and visual elements that are appropriate in the development of</p>

- a multimedia product
- 3.4 Identify the relationship between the visual components and the hardware required
- 3.5 Organise research media and findings for use by all relevant personnel throughout the design development process, updating as required
- 3.6 Evaluate the initial discussions and design brief against the findings and discuss with relevant personnel
- 4 Select media/materials for use in visual design and communication
 - 4.1 Identify the range of visual design and communication techniques available and present to the relevant personnel for the consideration of their ability to meet the creative, technical and production brief
 - 4.2 Select the appropriate visual design and communication techniques which fulfil the creative, technical, and production requirements of the brief
 - 4.3 Gather relevant materials and media, ensuring their compatibility to the creative and technical specifications of the multimedia product
 - 4.4 Consult relevant personnel to ensure that all required media is identified and sourced and ensuring that selection is based on the understanding of the user characteristics and capabilities
- 5 Apply visual design and communication techniques
 - 5.1 Using selected design techniques to develop for the structure of the product, ensuring that all elements are fully documented for future use
 - 5.2 Consider the relevant multimedia elements required to achieve the desired outcome
 - 5.3 Discuss technical parameters and planning with relevant personnel to achieve the most appropriate format
 - 5.4 Determine the range of appropriate design parameters and employ these to fulfil the brief, ensuring the creative, technical and production resources are adequate to achieve the final outcome

- 6 Evaluate visual and communication design techniques
 - 6.1 Review the visual design and communication techniques to assess creative solutions to design brief, appropriateness to the user/audience and technical feasibility
 - 6.2 Discuss and confirm additional requirements or modifications to the overall design and undertake any necessary amendments

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

- application of principles of graphic and visual/ communication design
- characteristics of digital and traditional graphics
- familiarity with the capability of a range of tools and techniques for producing and manipulating images
- the ability to review decisions in term of user characteristics and requirements
- principles of learning and instructional approaches
- planning and research
- effective visual communication skills
- knowledge of the scope, technology and components applicable to multimedia products
- knowledge and application of a range of computer design software
- knowledge of the limiting factors of computer hardware and software
- knowledge of strategies to test instructional products
- interpreting creative information, scripts and images
- understanding the capabilities of other collaborative personnel
- understanding the creative elements of a production
- design and drawing skills
- ability to maintain design integrity
- information sources and management
- copyright laws, regulations and copyright clearance procedures

Linkages to other units

This unit has linkages to the following units and combined training delivery and/or assessment is recommended:

- CUFRAD01A - Originate and develop a concept
- CUFMEM06A - Design a multimedia product
- CUFMEM14A - Create, manipulate, and incorporate 2D graphics

Critical aspects of evidence

Assessment must be customised to meet the needs of the particular sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.

The following evidence is critical to the judgement of competence in this unit:

- design/produce of an effective and creative design for a multimedia product which demonstrates the application of visual design and communication principles

Method and context of assessment

Assessment may take place on the job, off the job or a combination of both of these.

Off the job assessment must be undertaken in a closely simulated workplace environment.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- practical demonstration (direct observation may need to occur on more than one occasion to establish consistency of performance)
- role play
- case studies
- work samples or simulated workplace activities

oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept

projects/reports/logbooks

third party reports and authenticated prior achievements

portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to a range of resources and equipment listed in the range of variables statement, currently used by the multimedia industry.

Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

application of principles of graphic and visual/ communication design

characteristics of digital and traditional graphics

familiarity with the capability of a range of tools and techniques for producing and manipulating images

the ability to review decisions in term of user characteristics and requirements

principles of learning and instructional approaches

planning and research

effective visual communication skills

knowledge of the scope, technology and components applicable to multimedia products

knowledge and application of a range of computer design software

knowledge of the limiting factors of computer hardware and software

knowledge of strategies to test instructional products

interpreting creative information, scripts and images

understanding the capabilities of other collaborative personnel

understanding the creative elements of a production

design and drawing skills

ability to maintain design integrity

information sources and management

copyright laws, regulations and copyright clearance procedures

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Range Statement

Appropriate personnel to consult may include:

art director
technical director
computer graphic designers
programmers
graphic designers
heads of department
other technical staff
user/audience
other specialist creative and technical staff

Design techniques

drawing
storyboard
drawing on a tablet
scanning drawings and photographs
using image and background generation tools
thumbnail sketches
flow charts

Visual design and communication elements may include:

composition
proportion
balance
framing
colour
line
texture
shape
form
tone
scale
movement
typography:
point
tracking
leading
kerning
typeface
alignment

Visual multimedia elements may include:

screen images:
graphics
photographs
drawings
video
film

buttons

colours

text

content

style

icons

backgrounds

flow chart

Delivery platform may include:

world wide web

CD-ROM

Multimedia productions may include or be included in:

aspects or sections of film/ video production:

feature

documentary

short film and/or video

animations

commercials

live or pre-recorded performances

music video

television production of any type (music, drama, comedy, variety, sport)

live or pre-recorded television productions

educational product

game

promotional product

information product

training product

e-commerce

a range of others

Appropriate personnel to consult may include:

art director

technical director

computer graphic designers

programmers

graphic designers

heads of department

other technical staff

user/audience

other specialist creative and technical staff

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Visual multimedia elements may include:

screen images:
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photographs
drawings
video
film

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colours
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flow chart

Delivery platform may include:

world wide web
CD-ROM

Multimedia productions may include or be included in:

aspects or sections of film/ video production:
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documentary
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commercials
live or pre-recorded performances

music video
television production of any type (music, drama, comedy, variety, sport)
live or pre-recorded television productions
educational product
game
promotional product
information product
training product
e-commerce
a range of others

Unit Sector(s)

Not applicable.