



Australian Government

Department of Education, Employment and Workplace Relations

CUFWRT07A Write an interactive sequence for multimedia

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to create, develop and write an interactive sequence for multimedia productions 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 Prepare to write the interactive sequence	<ul style="list-style-type: none">1.1 Establish production requirements of the interactivity with relevant personnel, according to organisational procedures1.2 Determine the purpose and function of the interactive sequence and explore a range of ways of achieving this purpose1.3 Gather information from various sources as required to generate and record a range of ideas to develop the interactivity1.4 Consider and develop the ideas that have the most relevance to the purpose and function of the interactivity1.5 Evaluate and select the most appropriate ideas relevant to the purpose and function of the interactive sequence
2 Write the interactive sequence	<ul style="list-style-type: none">2.1 Write a draft of the interactive sequence using methods and conventions most appropriate to the context or as specifically required2.2 Ensure the draft contains all necessary multimedia components for the production2.3 Ensure factual information is accurate and relates to the results of research2.4 Refine and redraft interactive sequence until it meets creative and technical requirements2.5 Ensure that the material is written within the deadlines required2.6 Submit final draft to relevant personnel for consideration and review2.7 Document and implement any required changes to interactive sequence, when necessary

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| 3 | Re-evaluate the interactive sequence | 3.1 Liaise with relevant personnel to discuss and re-evaluate whether the sequence meets all production requirements |
| | | 3.2 Examine the interactive sequence to assess that the content meets with production requirements |
| | | 3.3 Analyse the interactive sequence to ensure that all necessary multimedia elements are included |
| 4 | Obtain approval from relevant personnel | 4.1 Present a final draft of the sequence to relevant personnel for validation |
| | | 4.2 Discuss and agree upon final changes with relevant personnel and make necessary adjustments, ensuring that the interactive sequence meets all requirements and is ready to be implemented |

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:

- ability to locate and use resources to broaden creative experience
- ability to demonstrate originality and innovative approaches in the creative scriptwriting process
- ability to experiment with narrative styles and elements to develop own voice and extend writing practice
- ability to extend creative boundaries for self and audience
- knowledge of the principles and practices of writing for multimedia
- knowledge of the structure of scriptwriting for multimedia programs
- knowledge of implementation of multimedia script (text) formats
- understanding of programming techniques
- reading and interpreting documentation
- knowledge of effective communication techniques including effective listening, questioning and non-verbal communication
- knowledge of relevant organisational and/or legislative occupational health and safety requirements

Linkages to other units

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

CUFADM03A - Collect and organise information

CUSRAD02A - Conduct research

CUFGEN01A - Develop and apply industry knowledge

CUFGEN02A - Identify industry laws and regulations and apply them to work activities

Critical aspects of evidence

This unit of competence applies to a range of industry sectors. The focus of assessment will depend on the industry sector. 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:

- the development of the ability to write a script (text) for a multimedia production
- knowledge and application of relevant local occupational health and safety legislation
- knowledge of effective communication techniques

Method and context of evidence

Assessment may take place on the job, off the job or a mix 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 the resources listed in the range of variables statement, currently used by the cultural industries.

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Range Statement

Types of productions may include:

animation
educational
training
industrial
interactive games
multi-path movies
short films and videos

Relevant sources may include:

inspiration
imagination
life experience
actual events
existing dramatic material
educational texts and resources
news sources

Production requirements may include:

duration
style
content
budget
deadlines
location
audience
purpose
contractual
confidentiality
intellectual property
schedule
instructional design
navigation design

Multimedia elements may include:

video
text
audio
graphics
animation
interactivity - branching techniques

Presentation media may include:

CD-ROMs
floppy disks
world wide web
video disks - CDI, DVI

Scripts may include:

interactive multi-path movies
interactive games

interactive educational
interactive training
interactive industrial
reference
promotion
entertainment

Appropriate personnel may include:

project manager
navigation designers
instructional designers
programmers
graphic designers
sound engineers
producers
writers
other technical staff
other specialist staff

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Unit Sector(s)

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