



Australian Government

Department of Education, Employment and Workplace Relations

CUF60107 Advanced Diploma of Screen and Media

Revision Number: 1

CUF60107 Advanced Diploma of Screen and Media

Modification History

Not applicable.

Description

Descriptor

This qualification reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies in the film, television, radio and digital media industries. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

Job roles

- Executive producer
- Games developer
- Producer/director/screen writer
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Pathways Information

Qualification pathways

Pathways into the qualification

Candidates may enter the qualification with limited vocational experience and without a relevant lower-level qualification.

Licensing/Regulatory Information

Licensing, legislative, regulatory and certification considerations

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills required by a producer/director/screenwriter based on the units listed above. Using this employability skills summary as an example, trainers and assessors can work out how employability skills would apply to other job roles relevant to the qualification to include important industry application of employability skills in learning and assessment strategies.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> • interpreting and clarifying briefs and production documentation • articulating the rationale for concepts in ways that promote constructive discussion with others • documenting concepts clearly and concisely • conveying concepts and visions to production, post-production and cast members • conveying concepts and characterisation requirements to performers • working with performers to produce quality performances that build on experience gained through rehearsals • providing constructive feedback to performers • reaching consensus on the most appropriate performers for specific roles • coordinating production meetings and briefing staff to achieve required outcomes • providing clear verbal and non-verbal cues during shoots • writing scripts that meet creative production requirements • negotiating script amendments through use of appropriate assertive strategies
Teamwork	<ul style="list-style-type: none"> • conducting effective negotiations with members of a creative team • working collaboratively with production staff and performers during rehearsals and shoots • demonstrating strong leadership qualities • presenting draft scripts to team members and responding positively to constructive feedback • seeking and responding to creative ideas and suggestions from others • working collaboratively to generate and evaluate concepts and ideas
Problem-solving	<ul style="list-style-type: none"> • developing concept proposals that take account of practical implementation issues • addressing and solving problems and challenges in a timely and

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

	collaborative manner
Initiative and enterprise	<ul style="list-style-type: none"> • generating a range of innovative concepts and ideas • being proactive in identifying market requirements • thinking laterally when developing solutions to meet market requirements • taking a visionary approach to developing concepts and ideas • developing original, innovative and creative approaches in the scriptwriting process • experimenting with narrative styles and elements to develop a creative long-term vision • using and organising visual narrative elements in original and innovative ways • demonstrating originality and innovative approaches in the creative directing process • being open to a wide range of ideas and approaches to visualising scripts and interpreting characters • generating original and fresh approaches to visualising scripts • being flexible enough to make last-minute adjustments if unforeseen circumstances arise • balancing creative and technical requirements • finding creative solutions to problems identified during the process of story conferencing or preparing pitch presentations
Planning and organising	<ul style="list-style-type: none"> • using market research findings to inform the development of concepts • analysing complex outlines/scripts to inform decision making and planning • undertaking background research to enhance understanding and appreciation of production contexts • scheduling auditions • planning and coordinating all aspects of pre-production, production and post-production • interpreting, monitoring and adjusting budgets and cost estimates
Self-management	<ul style="list-style-type: none"> • working under pressure to tight deadlines • providing appropriate and timely production documentation • managing a number of tasks concurrently • evaluating own contribution to creative solutions
Learning	<ul style="list-style-type: none"> • locating and using resources to broaden own creative experience • experimenting with narrative conventions and elements to develop and extend one's own directing practice • refining the quality of performances through an ongoing process

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
	<ul style="list-style-type: none"> of experimentation improving scripts through self-reflection and redrafting after feedback
Technology	<ul style="list-style-type: none"> using standard word processing and spreadsheet applications directing a range of professional camera, lighting and sound operations in single and multi-camera environments

Packaging Rules

Packaging Rules
<p>Total number of units = 16</p> <p>2 core units</p> <p>14 elective units</p> <p>12 elective units must be selected from the Group A and/or Group B elective units listed below.</p> <p>The remaining 2 elective units may be selected from the elective units listed any endorsed Training Package or accredited course at the same qualification level.</p> <p>No more than 3 units may be selected from the Group B units.</p> <p>No more than 4 elective units previously achieved can be counted towards the qualification.</p> <p>Electives must be relevant to the work outcome, local industry requirements and the qualification level.</p> <p>Core units</p> <p>Creative thinking</p> <p>BSBCRT501A Originate and develop concepts</p> <p>BSBCRT601A Research and apply concepts and theories of creativity</p>

Packaging Rules

Group A units

Advertising

BSBADV602B	Develop an advertising campaign
BSBADV604B	Execute an advertising campaign
BSBADV605B	Evaluate campaign effectiveness

Animation and digital effects

CUFANM402A	Create digital visual effects
CUFANM503A	Design animation and digital visual effects

Audio/sound

CUSSOU501A	Develop sound designs
CUSSOU503A	Implement sound design
CUSSOU601A	Manage production of sound designs
CUSSOU602A	Manage production of sound recordings

Broadcasting

CUFBRD501A	Operate master control
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Camera/cinematography

CUFCAM601A	Direct cinematography for screen productions
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Compliance

BSBCOM501B	Identify and interpret compliance requirements
CUFCMP501A	Manage and exploit copyright arrangements

Digital content and imaging

CUFDIG501A	Coordinate the testing of interactive media products
CUFDIG502A	Design web environments
CUFDIG504A	Design games
CUFDIG505A	Design information architecture
CUFDIG506A	Design interaction
CUFDIG507A	Design digital simulations

Directing

CUFDRT501A	Direct rehearsals of performers
CUFDRT502A	Direct performers
CUFDRT601A	Establish the creative vision for screen productions
CUFDRT602A	Audition and select performers

Packaging Rules	
CUFDRT603A	Direct screen production crews
CUFDRT604A	Devise camera coverage
CUFDRT605A	Collaborate with editors during post-production
Financial management	
BSBFIM601A	Manage finances
BSBPUB503A	Manage fundraising and sponsorship activities
Human resource management	
BSBMGT502B	Manage people performance
BSBMGT615A	Contribute to organisation development
BSBMGT605B	Provide leadership across the organisation
Innovation	
BSBINN501A	Establish systems that support innovation
BSBINN502A	Build and sustain an innovative work environment
BSBINN601A	Manage organisational change
International trade	
BSBREL502A	Build international business networks
Lighting	
CUFLGT501A	Conceive and develop lighting designs
Management	
BSBCON601A	Develop and maintain business continuity plans
BSBCON701A	Establish and renew the business continuity management framework and strategies
BSBPMG510A	Manage projects
OHS	
BSBOHS509A	Ensure a safe workplace
Post production	
CUFPOS501A	Edit complex screen productions
Production planning and management	
CUETEM08B	Realise productions
CUFPPM504A	Manage locations for film and media productions
CUFPPM601A	Plan and manage film and media pre-production
CUFPPM602A	Plan and manage film and media post-production

Packaging Rules

Scenery and set construction

- CUEPRP501A Conceive, develop and realise props designs
 CUESET501A Conceive, develop and realise set designs

Strategic management

- BSBMGT608B Manage innovation and continuous improvement
 BSBMGT616A Develop and implement strategic plans
 BSBMGT617A Develop and implement a business plan

Sustainability

- BSBSUS501A Develop workplace policy and procedures for sustainability

Workforce development

- TAADES503B Research and design e-learning resources
 TAADES504B Develop and evaluate e-learning resources
 TAATAS501B Undertake organisational training needs analysis

Writing

- BSBWRT501A Write persuasive copy
 CUFWRT501A Develop storylines and treatments
 CUFWRT601A Write scripts
 CUFWRT602A Edit scripts

Group B units

Marketing

(no more than three units may be chosen from this competency field)

- BSBMKG603B Manage the marketing process
 BSBMKG605B Evaluate international marketing opportunities
 BSBMKG606B Manage international marketing programs
 BSBMKG607B Manage market research
 BSBMKG608A Develop organisational marketing objectives
 BSBMKG609A Develop a marketing plan

Selecting electives for different outcomes

The context for this qualification varies, and this must guide the selection of elective units. Examples of appropriate elective units for particular outcomes at this level follow.

Packaging Rules

Executive producer

Core units plus:

- CUFDR601A Establish the creative vision for screen productions
- CUFDR605A Collaborate with editors during post-production
- BSBFIM601A Manage finances
- BSBINN502A Build and sustain an innovative work environment
- BSBMGT615A Contribute to organisation development
- BSBREL502A Build international business networks
- CUFCMP501A Manage and exploit copyright arrangements
- BSBCOM501B Identify and interpret compliance requirements
- BSBMKG501B Identify and evaluate marketing opportunities
- BSBMKG605B Evaluate international marketing opportunities
- BSBMKG606B Manage international marketing programs
- BSBMKG609A Develop a marketing plan
- BSBMGT616A Develop and implement strategic plans
- BSBMGT617A Develop and implement a business plan

Producer/director/screen writer

Core units plus:

- CUFDR601A Establish the creative vision for screen productions
- CUFDR602A Audition and select performers
- CUFDR501A Direct rehearsals of performers
- CUFDR502A Direct performers
- CUFDR603A Direct screen production crews
- CUFDR604A Devise camera coverage
- CUFDR605A Collaborate with editors during post-production
- CUFWRT501A Develop storylines and treatments
- CUFWRT601A Write scripts
- CUFWRT602A Edit scripts
- CUFPPM601A Plan and manage film and media pre-production
- CUFPPM602A Plan and manage film and media post-production
- CUETEM08B Realise productions
- CUFPPM504A Manage locations for film and media productions

Games developer

Core units plus:

Packaging Rules

- BSBINN502A Build and sustain an innovative work environment
- BSBFIM601A Manage finances
- CUFDIG504A Design games
- CUFDIG505A Design information architecture
- CUFDIG507A Design interaction
- CUFDIG508A Design digital simulations
- BSBREL502A Build international business networks
- CUFCMP501A Manage and exploit copyright arrangements
- BSBCOM501B Identify and interpret compliance requirements
- BSBMKG605B Evaluate international marketing opportunities
- BSBMKG606B Manage international marketing programs
- BSBMKG609A Develop a marketing plan
- BSBMGT616A Develop and implement strategic plans
- BSBMGT617A Develop and implement a business plan