



Australian Government

CUAANM403 Create titles for screen productions

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 design and develop opening titles and captions for screen productions including film and television, games and e-learning resources.

It applies to individuals who generate digital titles and work collaboratively with directors and post-production personnel to meet deadlines.

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

Unit Sector

Visual Communication – Animation and Digital Effects

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. Clarify work requirements	1.1 Clarify requirements for screen titles with reference to production documentation 1.2 Determine workflow sequences in consultation with relevant personnel to ensure production schedule deadlines are met 1.3 Confirm available budget for the production of titles as required
2. Prepare items to be included in titles	2.1 Produce and maintain a schedule of items to be included in titles 2.2 Import items from other sources as required 2.3 Obtain copyright clearances to use imported items as required 2.4 Select appropriate fonts and/or create fonts as required
3. Generate and assess	3.1 Generate a range of ideas for design of screen titles that respond

ELEMENT	PERFORMANCE CRITERIA
ideas	to briefs and provide creative solutions to design issues 3.2 Discuss ideas and collaborate, as required, with relevant production personnel to contribute ideas to initial concepts 3.3 Appraise ideas for implications on cost, technical feasibility and suitability to meet specifications
4. Create titles	4.1 Incorporate and manipulate moving or static graphic items to be included in titles 4.2 Modify titles and source items to achieve required visual effect 4.3 Trial various techniques and styles and produce initial compilation of titles ensuring style, content and creative intentions are met 4.4 Choose appropriate parameters of display to meet with creative requirements and technical specifications 4.5 Review initial titles to ensure they meet technical and creative requirements 4.6 Check movement of titles and other graphic items maximises the visual impact required for productions 4.7 Check titles incorporate and synchronise captions with required images and sound 4.8 Check titles are legible and appropriately spaced 4.9 Record and store titles and other graphic images according to enterprise procedures 4.10 Adopt safe ergonomic practices when using screens and keyboards for extended periods of time
5. Finalise titles	5.1 Present initial title compilations to relevant personnel for feedback 5.2 Evaluate and revise designs until they meet required outcomes 5.3 Confirm accuracy of text, spelling, punctuation and content 5.4 Discuss and agree with relevant personnel to additional requirements and modify titles as required 5.5 Check agreement is reached with, and approval granted by, relevant personnel before proceeding with final production of titles 5.6 Save and archive files in appropriate formats following enterprise procedures 5.7 Review process of creating titles 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, 1.3, 4.4, 4.5, 4.8, 5.3	Interprets textual and visual imagery, as well as technical and financial information from relevant sources to clarify production requirements
Writing	1.1, 1.2, 2.1, 2.3, 4.8, 5.3, 5.4, 5.7	- Ensures accuracy of text and correct grammatical forms and vocabulary is used - Modifies, reviews and documents improvement strategies - Prepares and maintains workplace documentation to ensure production schedules and timelines are met
Oral Communication	1.1-1.3, 2.2, 2.3, 3.2, 4.7, 5.1, 5.2, 5.4, 5.5	- Obtains information by listening and questioning - Uses clear language to contribute information and express requirements
Numeracy	1.3	Uses knowledge of mathematical calculations to determine implications of cost predictions against job requirements
Navigate the world of work	2.3, 4.9, 4.10, 5.6	- Follows enterprise procedures when managing files and directories - Adheres to work health and safety requirements - Takes responsibility for satisfying copyright requirements
Interact with others	1.1-1.3, 2.2, 2.3, 3.2, 5.1, 5.2, 5.4, 5.5	- Collaborates with personnel to clarify production requirements and generate creative ideas - Uses interpersonal skills to negotiate agreement before completion of production projects
Get the work done	1.2, 1.3, 2.1-2.4, 3.1-3.3, 4.1-4.9, 5.4, 5.7	- Plans and organises tasks required to achieve required outcomes - Makes decisions directly related to own tasks - Uses problem solving techniques to develop creative and practical solutions that consider design, technical and budgetary requirements - Selects and uses digital technologies and tools to develop accurate screen titles and manage files and directories

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAANM403 Create titles for screen productions	CUFANM403A Create titles for screen productions	Updated to meet Standards for Training Packages. Minor edits to clarify elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUAANM403 Create titles for screen productions

Modification History

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Performance Evidence

Evidence of the ability to:

- create screen titles that:
 - meet the brief requirements
 - integrate production items correctly
 - achieve required visual impact
 - meet production deadlines
- work collaboratively with others in the production team to generate a range of creative ideas
- save and store titles and other graphic images according to enterprise procedures
- review the design process for improvement.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline typical challenges of creating titles for screen productions and how to handle these
- explain how principles of typography and motion techniques are applied to title design
- identify copyright requirements for importing items into screen titles
- identify relevant work health and safety standards which relate to working with screens and keyboards.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- production documentation
- assets to be included in screen title production
- software to create titles
- relevant personnel.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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