



Australian Government

CUAANM413 Create titles for screen productions

Release: 1

CUAANM413 Create titles for screen productions

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Application

This unit describes the skills and knowledge required to design and develop opening titles, including captions, for screen productions including film and television, games and e-learning resources.

The unit applies to those 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. Prepare to create titles	1.1 Clarify requirements for screen titles with reference to production documentation 1.2 Identify workflow sequences and production deadlines in consultation with required personnel 1.3 Confirm available budget for the production of titles 1.4 Produce a schedule of items to be included in titles 1.5 Obtain copyright clearances for imported items from other sources as required 1.6 Select fonts and/or create fonts required for the production 1.7 Generate different ideas for design of screen titles that respond to briefs and provide creative solutions to design issues 1.8 Discuss ideas and collaborate on initial concepts with required

ELEMENT	PERFORMANCE CRITERIA
	production personnel 1.9 Assess ideas for implications on cost, technical feasibility and suitability to meet specifications
2. Create titles	2.1 Incorporate and manipulate moving or static graphic items to be included in titles 2.2 Modify titles and source items for required visual effect 2.3 Trial various techniques and styles 2.4 Produce initial compilation of titles that ensures style, content and creative intentions are met 2.5 Choose appropriate parameters of display to meet creative requirements and technical specifications 2.6 Check movement of titles and other graphic items maximises the visual impact required for productions 2.7 Check titles incorporate and synchronise captions with required images and sound 2.8 Check titles are legible and well-spaced 2.9 Record and store titles and other graphic images according to organisational procedures 2.10 Adopt safe ergonomic practices when using screens and keyboards for extended periods of time
3. Finalise titles	3.1 Present initial title compilations to required personnel for feedback 3.2 Evaluate and revise designs until they meet required outcomes 3.3 Confirm accuracy of text, spelling, punctuation and content 3.4 Check agreement and approval from required personnel before proceeding with final production of titles 3.5 Save and archive files in required formats according to organisational procedures 3.6 Review process of creating titles and note areas for future improvement

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	Calculates the implications of cost predictions against job requirements

SKILL	DESCRIPTION
Oral communication	- Obtains information by listening and questioning - Uses clear language to contribute information and express requirements
Reading	Clarifies production requirements by interpreting textual and visual imagery, as well as technical and financial information from required sources
Writing	- Ensures accuracy of text and correct grammatical forms and vocabulary are used - Modifies, reviews and documents improvement strategies - Prepares and maintains workplace documentation for production schedules and timelines
Problem solving	Develops creative and practical solutions that consider design, technical and budgetary requirements for problems that arise
Self-management	- Follows organisational procedures when managing files and directories - Adheres to work health and safety requirements - Takes responsibility for satisfying copyright requirements
Teamwork	- Collaborates with personnel to clarify production requirements and generate creative ideas - Uses interpersonal skills to negotiate agreement before completion of production projects
Technology	Selects and uses digital technologies and tools to develop accurate screen titles and manage files and directories

Unit Mapping Information

Supersedes and is equivalent to CUAANM403 Create titles for screen productions.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAANM413 Create titles for screen productions

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- create screen titles for at least three different screen productions.

In the course of the above, the candidate must:

- meet brief requirements
- integrate production items correctly
- achieve required visual impact
- meet production deadlines
- save and store titles and other graphic images according to organisational procedures
- review the design process for improvement
- adopt safe ergonomic practices when using screens and keyboards for extended periods of time.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- strategies for addressing typical challenges when creating titles for screen productions
- strategies to effectively collaborate with others
- processes for confirming available budget for the production of titles
- techniques for assessing ideas for implications on cost, technical feasibility and suitability to meet specifications
- strategies to evaluate designs to improve techniques
- principles of typography and motion techniques required for the application to title design
- organisational procedures for recording and storing graphic images
- copyright requirements for importing items into screen titles
- work health and safety requirements relating to working with screens and keyboards.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- production documentation
- interaction with others required to demonstrate the performance evidence
- assets to be included in screen title production
- software to create titles.

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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