



Australian Government

CUAANM503 Design animation and digital visual effects

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 animation and digital visual effects for screen productions such as television commercials, feature films, animated films or interactive games.

It applies to individuals who have high-level skills in research and creative concept development. They work closely with people such as directors or producers to generate concepts and prepare design specifications for animation or visual effects for a range of projects.

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 design requirements	1.1 Assess scope of design projects with reference to production documentation 1.2 Analyse factors that may impact the design process 1.3 Participate in preliminary concept meetings to clarify the design requirements 1.4 Itemise elements to be addressed with reference to production documentation
2. Generate and assess	2.1 Generate a range of design ideas that respond to the brief and

ELEMENT	PERFORMANCE CRITERIA
ideas	provide creative solutions to design issues 2.2 Assess ideas and collaborate, as required, with relevant personnel to maximise contribution of ideas to initial concepts 2.3 Appraise ideas for implications on cost, technical feasibility and creative requirements
3. Conduct research and experimentation	3.1 Research content and target audience characteristics that influence production styles and techniques 3.2 Trial various techniques to test their suitability for given design projects 3.3 Organise research and provide relevant personnel access to experimentation materials 3.4 Analyse and document research and experimentation findings
4. Produce draft design specifications	4.1 Evaluate initial concept ideas in light of research and experimentation findings in consultation with relevant personnel, and select the most appropriate approach 4.2 Discuss and agree with relevant personnel on suitable documentation to present design specifications 4.3 Create storyboards as required 4.4 Prepare or supervise development of sample material to be included in design specifications as required 4.5 Draft design specifications to advise the design and development teams 4.6 Discuss draft design specifications with relevant personnel to ensure all requirements have been addressed
5. Finalise design specifications	5.1 Present draft design specifications to relevant personnel for review to ensure they are clearly presented 5.2 Participate in evaluation of design specifications 5.3 Negotiate and agree to additions or modifications and amend design specifications as required 5.4 Clarify designer's role for the production phase 5.5 Review process of designing animation and digital visual effects 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, 1.2, 3.1, 4.6	Interprets and analyses textual information from a range of sources for idea development and to confirm job parameters
Writing	1.4, 2.1, 3.4, 4.3-4.5, 5.5	- Documents research, task requirements, workflow sequences and reviews in an appropriate format - Names files using standard naming conventions
Oral Communication	1.3, 2.2, 3.1, 4.1, 4.2, 4.4, 4.6, 5.1-5.4	- Uses clear language to explain and discuss task requirements - Uses questioning and listening techniques to confirm understanding
Interact with others	1.3, 2.2, 3.1, 4.1, 4.2, 4.4, 4.6, 5.1-5.4	- Uses appropriate communication practices and protocols to present drafts - Collaborates with others to refine ideas, discuss project requirements and negotiate outcomes
Get the work done	1.1-1.4, 2.1-2.3, 3.1-3.4, 4.1-4.6, 5.1-5.5	- Plans and coordinates tasks for self and others, monitoring progress to ensure project meets design specifications - Uses analytical processes to arrive at decisions directly related to task requirements - Uses experimentation to produce creative solutions - Uses digital tools to conduct research, access, develop, distribute and store material

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAANM503 Design animation and digital visual effects	CUFANM503A Design animation and digital visual effects	Updated to meet Standards for Training Packages. Minor edits to clarify 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 CUAANM503 Design animation and digital visual effects

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Performance Evidence

Evidence of the ability to:

- produce design specifications for animation and digital visual effects projects that are:
 - well documented and clearly presented
 - supported by appropriate research and experimentation
 - meet production requirements
- generate a range of concepts for animation and digital visual effects that meet cost, technical feasibility and production requirements, in collaboration with other team members
- conduct trials, research and experimentation in developing design concepts for animation and digital visual effects
- analyse and document research findings based on trials and experimentation for improving concept designs
- review 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:

- explain factors that impact on the design of animation and digital visual effects
- explain the audience characteristics that influence production style, content and technique decisions
- outline the main requirements for a design specification.

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 documents
- appropriate software
- interaction with others.

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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