



Australian Government

CUAANM513 Design specifications for animation and digital visual effects

Release: 1

CUAANM513 Design specifications for animation and digital visual effects

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

The unit applies to those 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 different 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 Clarify design requirements through participation in preliminary concept meetings 1.4 Itemise and plan elements to be addressed with reference to production documentation
2. Generate and assess ideas	2.1 Generate different design ideas that respond to the brief and provide creative solutions to design issues

ELEMENT	PERFORMANCE CRITERIA
	2.2 Assess initial ideas and concepts in collaboration with required personnel 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 suitability of various techniques for given design projects 3.3 Organise research and provide required 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 required personnel, and select the most appropriate approach 4.2 Discuss and confirm with required personnel suitable documentation to present design specifications 4.3 Create storyboards according to design requirements 4.4 Prepare or supervise development of sample material to be included in design specifications 4.5 Advise the design and development teams on draft design specifications
5. Finalise design specifications	5.1 Present draft design specifications to required personnel for review 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 and devise 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 those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Oral communication	- Explains and discusses task requirements using clear language - Confirms understanding using questioning and listening techniques
Reading	Interprets and analyses textual information from different sources

SKILL	DESCRIPTION
	for idea development and confirmation of job parameters
Writing	- Documents research, task requirements, workflow sequences and reviews in required formats - Names files using standard naming conventions
Initiative and enterprise	- Uses analytical processes to arrive at decisions directly related to task requirements - Uses experimentation to produce creative solutions
Planning and organising	Meets design specifications through planning and coordinating tasks for self and others and monitoring progress
Teamwork	- Uses communication practices and protocols when presenting drafts - Refines ideas, discusses project requirements and negotiates outcomes in collaboration with others
Technology	Conducts research and accesses, develops, distributes and stores material using digital tools

Unit Mapping Information

Supersedes and is equivalent to CUAANM503 Design animation and digital visual effects.

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 CUAANM513 Design specifications for animation and digital visual effects

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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:

- produce design specifications for at least two animation and digital visual effects projects that meet production requirements.

In the course of the above, the candidate must:

- present design specifications that are well documented and clearly presented, supported by research and experimentation
- generate different concepts for animation and digital visual effects that meet cost, technical and feasibility 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.

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:

- factors that impact on the design of animation and digital visual effects
- strategies to evaluate design process to improve techniques
- audience characteristics that influence production style, content and technique decisions
- costing requirements of productions
- processes for storyboard creation
- main requirements for a design specification.

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 documents
- software required to demonstrate the performance evidence.

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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