



Australian Government

CUADIG406 Produce innovative video art

Release: 1

CUADIG406 Produce innovative video art

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 experiment with video art techniques and ideas to develop an individual style or voice.

It applies to individuals who produce video art for electronic media or physical/online display in art publications and galleries.

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

Unit Sector

Visual communication – digital content and imaging

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. Experiment with video art techniques and media	1.1 Evaluate the potential for new approaches to video art based on capabilities of techniques and media already used 1.2 Adapt or introduce new tools, equipment and materials to achieved different effects 1.3 Experiment and extend the capabilities of video art techniques 1.4 Use tools, equipment, materials and techniques safely and sustainably
2. Develop ideas for video art	2.1 Discuss with key others creative and other goals for video art works 2.2 Research, adapt and use relevant ideas and approaches of other

ELEMENT	PERFORMANCE CRITERIA
	practitioners with consideration of intellectual property rights 2.3 Consider the potential of different digital imaging techniques when developing initial concepts 2.4 Refine and confirm concept based on experimentation, research and collaboration with others
3. Organise video art resources	3.1 Assess specific resource requirements for development and presentation of works 3.2 Research and access potential sources of supply for video art resources 3.3 Evaluate cost and other constraints that impact on the development and presentation of works 3.4 Set up or coordinate resources according to safety and other workplace requirements
4. Realise finished video art	4.1 Use safe and sustainable practices throughout the production of work 4.2 Create video art using techniques and media selected through research and experimentation 4.3 Review and refine ideas and approaches to complete the works 4.4 Finalise images in a format suitable for presentation and archive files according to industry standards 4.5 Document and record the development of the work and the research and ideas that informed it
5. Evaluate own video artwork	5.1 Reflect on own work in terms of conceptual development and technical execution to identify areas for improvement 5.2 Discuss completed work and use feedback to improve future works

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	2.2, 3.2, 3.4	Interprets and analyses a range of visual and textual information for application to job requirements

Writing	2.2, 3.3, 4.5	• Make notes of research findings and cost calculations using clear and simple language for own reference • Produces logically structured information and visual material to convey research outcomes, conceptual development and production processes
Oral Communication	2.1, 2.4, 5.2	• Uses clear and relevant language to discuss concepts and techniques with others and seek feedback on work outcomes • Uses questioning and active listening techniques to clarify information, and confirm understanding
Numeracy	3.3	• Estimates potential project costs to assess their effect on project outcomes
Navigate the world of work	1.4, 2.2, 3.4 4.1, 4.4, 5.1 5.2	• Takes personal responsibility for adherence to safety, sustainability and intellectual property requirements and industry standards when planning and undertaking video art work • Reflects on own performance incorporating feedback to identify improvement opportunities
Interact with others	2.1, 2.4, 5.2	• Seeks collaborative relationships with others to discuss own ideas and work directions, elicit feedback on completed work and identify skill improvement opportunities
Get the work done	1.1, 1.2, 1.3, 2.3, 2.4, 3.1, 3.4, 4.1, 4.2-4.4, 5.2	• Recognises potential of new approaches to enhance digital work practice and outcomes and invests time looking for new opportunities • Uses acquired technical knowledge and experience to inform decisions about the extended use of resources, techniques and concepts to produce original video art • Evaluates the effectiveness of creative and technical decisions to meet creative and technical goals • Uses feedback to decide on improvements in future work

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUADIG406 Produce innovative video art	CUVDIG402A Experiment with techniques to produce video art	Updated to meet Standards for Training Packages. Title changed. Elements and	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
		performance criteria edited to clarify intent.	

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 CUADIG406 Produce innovative video art

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Performance Evidence

Evidence of the ability to:

- develop ideas and techniques for video art through a process of research and experimentation
- produce multiple finished video art pieces or a single major work that demonstrates a command of techniques
- articulate ideas and techniques in own video art work processes
- review own skills, performance and creative work and identify future areas 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 the role of experimentation in developing and refining ideas for video art
- describe ways to adapt, extend and combine the capabilities of a wide range of video art technologies and techniques
- identify characteristics of different materials under different treatments and describe different video art effects that can be achieved
- outline how the works of other practitioners may be used to inform individual practice
- describe sources of supply for video art resources
- outline intellectual property issues to be considered by video art practitioners
- describe practices and procedures for working safely and sustainably with materials, tools and equipment for producing video art.

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:

- tools, equipment and materials required for producing video art
- relevant information sources.

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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