



Australian Government

CUADIG416 Produce innovative video art

Release: 1

CUADIG416 Produce innovative video art

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 experiment with video art techniques and ideas to develop, organise and realise video art that exhibits an individual style or voice, and note areas for improvement upon the completion of work.

The unit applies to those who produce video art for electronic media, and physical and 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. Develop ideas for video art	1.1 Discuss goals for video art works with required personnel 1.2 Evaluate new approaches to video art works based on capabilities of known techniques 1.3 Adapt or introduce new tools, equipment and materials and identify different effects 1.4 Research and adapt ideas and approaches of other practitioners if required, identifying intellectual property issues 1.5 Select video art techniques that meet goals of video art works 1.6 Refine and confirm concept in collaboration required personnel
2. Organise video art resources	2.1 Research specific resource requirements and supply options for development and presentation of works 2.2 Assess cost and other constraints that impact on development and

ELEMENT	PERFORMANCE CRITERIA
	presentation of works 2.3 Set up or coordinate resources according to safety and different workplace requirements
3. Realise finished video art	3.1 Create video art using selected techniques and media according to goals of video art 3.2 Review and refine ideas and complete works according to goals of video art 3.3 Finalise images in format that meets production requirements and archive files 3.4 Document and record development of work, research and ideas
4. Evaluate own video artwork	4.1 Reflect on own work and identify areas for improvement 4.2 Discuss completed work with required personnel

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	Clarifies information and confirms understanding using questioning and active listening techniques
Reading	Interprets and analyses different visual and textual information for application to job requirements
Writing	- Make notes of research findings and cost calculations using clear and simple language for own reference - Conveys research outcomes, conceptual development and production processes using logically structured information and visual materials
Initiative and enterprise	- Enhances digital work practice and outcomes and determines potential of new approaches - Makes decisions about extended use of resources, techniques and concepts to produce original video art - Applies acquired technical knowledge and experience to decision making - Evaluates effectiveness of technical decisions
Self-management	Takes personal responsibility for adherence to safety, sustainability and intellectual property requirements and industry standards when planning and undertaking video art work
Teamwork	Discusses own ideas and work directions and elicits feedback on completed work

SKILL	DESCRIPTION
	Identifies improvement opportunities by participating in collaboration with required personnel.

Unit Mapping Information

Supersedes and is equivalent to CUADIG406 Produce innovative video art.

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 CUADIG416 Produce innovative video art

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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 at least two examples of innovative video art.

In the course of the above, the candidate must:

- generate ideas and techniques for video art through research and development
- produce innovative video art that demonstrates command of different techniques
- articulate ideas and techniques in different video art work processes.

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:

- role of research in developing and refining ideas for video art
- ways to utilise capabilities of different video art technologies and techniques
- characteristics of different materials under treatments and potential of these characteristics to achieve different effects in work
- techniques for using works of other practitioners to inform individual practice
- sources of supply for video art resources
- intellectual property issues to be considered by video art practitioners
- industry standard filing requirements
- common delivery formats used to present video art
- different video art production techniques
- factors impacting development and presentation of video art works, including cost
- strategies to evaluate own video art
- workplace requirements, practices and procedures for working safely and sustainably with materials, tools and equipment for producing video art.

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:

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

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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