



Australian Government

CUAILL511 Develop professional illustrations

Release: 1

CUAILL511 Develop professional illustrations

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 create illustrations using advanced compositional skills in both print and digital formats. It involves experimentation with different approaches and techniques for communication of key messages in different contexts.

The unit applies to highly skilled illustrators who work with a high level of independence seeking mentoring and guidance as required.

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

Unit Sector

Visual Communication – Illustration

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. Interpret the illustration brief	1.1 Analyse the illustration brief for key communication objectives 1.2 Identify the appropriate context for the illustrative work 1.3 Discuss and develop shared understanding of illustration with required personnel
2. Generate and assess ideas for illustrations	2.1 Evaluate the specific context and proposed media for the illustrative work 2.2 Identify and source references that inform ideas for the illustrative work 2.3 Evaluate current and emerging trends in illustration for potential ideas 2.4 Explore and experiment with different approaches and

ELEMENT	PERFORMANCE CRITERIA
	techniques that effectively convey key messages 2.5 Create relationships between different visual components 2.6 Assess feedback from experts and apply to illustration where required 2.7 Assess ideas for technical, creative and budgetary implications 2.8 Refine and select approaches that best balance the overall needs of the brief
3. Create illustrations	3.1 Create impactful illustrations through effective engagement with the elements and principles of design 3.2 Establish spatial relationships in illustrations using advanced compositional skills 3.3 Create appropriate mood and feeling in illustrations 3.4 Develop and reflect on evolving personal style in illustrative work 3.5 Engage in an ongoing process of testing, creative collaboration and refinement during the process
4. Finalise illustrations	4.1 Modify and amend work according to negotiations with required personnel 4.2 Support the production process through accurate and comprehensive documentation 4.3 Present final illustrations and documentation to required personnel and confirm acceptance
5. Evaluate effectiveness of illustrations	5.1 Evaluate completed illustrations for success in achieving key communication objectives 5.2 Assess work against creative, technical and business considerations 5.3 Evaluate own role in design process 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
Reading	Interprets and evaluates complex and unfamiliar information in briefs and references to support design ideas

SKILL	DESCRIPTION
Writing	Conveys explicit information and recommendations using clear and detailed language
Oral Communication	- Elicits feedback and confirms understanding using active questioning and listening techniques - Initiates and participates in complex discussions, encouraging contributions, eliciting different perspectives, clarifying, summarising and building constructively on the input of others
Numeracy	Determines budget parameters using complex financial calculations
Teamwork	- Encourages contribution of creative, innovative and technical ideas from others to negotiate joint outcomes - Develops professional skills through collaboration with other artists
Planning and organising	- Takes responsibility for completing own illustrative work within deadlines - Manages own decisions about designs and technical approach to illustrations, drawing on the perspective of others - Resolves problems through a process of testing, analysis and refinement of technique during the work in progress

Unit Mapping Information

Supersedes and is equivalent to CUAILL501 Develop professional illustrations.

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 CUAILL511 Develop professional illustrations

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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:

- explore and experiment with a range of design approaches and illustration techniques to create a body of illustrative work that:
 - meets the requirements of associated briefs
 - shows a command of advanced compositional skills in both print and digital formats
 - supports own ideas for work
 - assess and document effectiveness of illustrations in line with project requirements.

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:

- intellectual property requirements required for producing illustrations
- different formats for illustrative briefs and typical inclusions
- roles and responsibilities of required personnel involved in illustration projects
- key issues that impact on illustrative work, including:
 - creative, technical and business issues
 - legal and ethical requirements
 - production factors for both print and digital formats
- current and emerging trends in illustration
- broad range of uses for illustrations and principles that apply to different usage
- properties and capabilities of the following illustration techniques:
 - digital and traditional techniques
 - image manipulation
 - layout and typography
- elements and principles of design, including:
 - detailed characteristics

- complex interrelationships
- use in illustrations and how they may be challenged
- range of creative thinking techniques and how they can be used to encourage new ideas.

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:

- equipment, tools and materials used to produce illustrations
- briefs on which to base illustrations
- credible information sources.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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