



Australian Government

CUAWRT502 Develop storylines and treatments

Release: 1

CUAWRT502 Develop storylines and treatments

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 develop a narrative or storyline.

It applies to individuals who work at a senior level in a range of film, television and digital media productions. Writers apply skills to take script development from outline to storyline, while storyliners develop storylines for ongoing narrative material and turn story outlines into scene breakdowns. They work collaboratively with story editors, script producers and script editors.

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

Unit Sector

Communication – Writing

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. Plan and prepare to write production material	1.1 Define script writing construction, style and formats required for the production and clients 1.2 Define and develop ideas and concepts based on analysis of genre, audience and purpose 1.3 Develop elements of narrative, including visual and aural components, dialogue and other communication techniques, such as symbols and icons, to convey information in production material
2. Develop storylines or treatments	2.1 Identify components of script development required by concept proposals 2.2 Develop concepts to synopsis stage or equivalent as required by

ELEMENT	PERFORMANCE CRITERIA
	production format or genre 2.3 Develop treatment and scene breakdown as required by production format or genre 2.4 Evaluate narrative development with relevant personnel and incorporate feedback as required 2.5 Develop material in a format appropriate for story conferencing or pitch presentation to client 2.6 Adopt safe ergonomic practices when using screens and keyboards for long periods of time
3. Finalise storylines or treatments	3.1 Present materials for discussion to production team responsible for story conferences or pitching to clients 3.2 Redraft materials incorporating feedback as required 3.3 Make relevant material ready for next stage of production within agreed timeframes and budget requirements

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	1.1-1.3, 2.1 2.4, 3.2, 3.3	- Analyses information from written sources - Identifies and evaluates written material
Writing	1.1-1.3, 2.1-2.5, 3.2, 3.3	- Generates complex written texts, demonstrating a broad range of writing styles and purposes, including preparation of presentations and concept proposals - Uses correct grammar, syntax, spelling and punctuation and redrafts production materials in preparation for next stage of production - Demonstrates sophisticated writing skills to express precise meaning, that engages and meets production requirements
Oral Communication	2.4, 3.1, 3.2	Establishes effective spoken communication with colleagues, applying listening, questioning and non-verbal communication cues and clearly articulating ideas, opinions and requirements

Numeracy	2.3, 3.3	Estimates time required for production tasks, creates timeframes and calculates budget requirements
Navigate the world of work	2.6	Follows work health and safety requirements
Interact with others	2.4, 3.1, 3.2	- Works collaboratively to achieve writing goals - Selects and uses communication practices and protocols appropriate to audience
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.3	- Adopts a logical and methodical approach to the process of writing, developing and editing text-based material incorporating creative solutions as required - Generates a range of text-based original, innovative and creative ideas in response to briefs meeting deadlines as required - Uses digital tools for research, and for creation and storage of information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAWRT502 Develop storylines and treatments	CUFWRT501A Develop storylines and treatments	Updated to meet Standards for Training Packages. Minor edits to 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 CUAWRT502 Develop storylines and treatments

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Performance Evidence

Evidence of the ability to:

- write original storylines and treatments for media productions
- gather and synthesise ideas and concepts using a range of techniques
- apply effective narrative and structural techniques and appropriate formats to storylines and treatments
- prepare production materials for a story conference or pitch presentation
- evaluate narrative development and incorporate feedback to improve scripts
- work collaboratively with others to refine production material for client presentations.

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 storytelling techniques appropriate to media productions
- describe key elements of narrative and techniques used to convey information in production material
- explain the steps in developing storylines
- outline health and safety requirements as they relate to working for periods of time on screens and keyboards
- outline typical challenges that arise when writing storylines and treatments and how to handle these.

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:

- a production brief
- interaction with others
- software packages.

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

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