



Australian Government

CUAWRT512 Develop storylines and treatments

Release: 1

CUAWRT512 Develop storylines and treatments

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 develop storylines and treatments. Individuals determine elements of the narrative or storyline being conveyed, develop these elements and finalise the materials for the next stage of production.

The unit applies to those who work at a senior level in a range of film, television and digital media productions. 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 production, clients or audience 1.2 Define and develop ideas and concepts based on analysis of genre, audience and purpose 1.3 Develop elements of narrative, dialogue, and communication techniques that convey information according to production requirements
2. Write storylines and treatments	2.1 Identify components of script development required by concept proposals 2.2 Develop concepts to synopsis stage or equivalent as required according to production requirements

ELEMENT	PERFORMANCE CRITERIA
	2.3 Develop treatment and scene breakdown as required according to production requirements 2.4 Evaluate narrative development with required personnel and incorporate feedback as required 2.5 Develop material in format that meets safety and production requirements using industry standard software
3. Finalise storylines and treatments	3.1 Present materials for discussion with production team responsible for story conferences or pitching to clients 3.2 Redraft materials incorporating feedback as required 3.3 Confirm required material ready for next stage of production within agreed timeframes and budget requirements

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
Numeracy	Estimates time required for production tasks and creates timeframes
Oral communication	- Establishes effective spoken communication with colleagues - Applies listening, questioning and non-verbal communication techniques - Clearly articulates ideas, opinions and requirements
Reading	Analyses, identifies and evaluates information from written sources
Writing	- Generates complex written texts, demonstrating different writing styles and purposes, including preparation of presentations and concept proposals - Uses correct grammar, syntax, spelling and punctuation - Demonstrates sophisticated writing skills and expresses precise meaning
Initiative and enterprise	Generates different text-based original, innovative and creative ideas
Planning and organising	Adopts logical and methodical approach when writing, developing and editing text-based material
Problem solving	Develops and incorporates creative solutions as required
Self-management	Follows work health and safety requirements

SKILL	DESCRIPTION
Teamwork	• Works collaboratively with required personnel
Technology	• Creates and researches information using digital tools

Unit Mapping Information

Supersedes and is equivalent to CUAWRT502 Develop storylines and treatments.

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 CUAWRT512 Develop storylines and treatments

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

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:

- develop at least two storylines and treatments for different media productions.

In the course of the above, the candidate must:

- write original storylines and treatments
- gather and synthesise ideas and concepts using different techniques
- apply narrative and structural techniques and formats for storylines and treatments that meet production requirements
- prepare production materials for story conference or pitch presentation
- evaluate narrative development and incorporate feedback
- work collaboratively with others to refine production material for client presentations.

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:

- storytelling techniques used in media productions
- key elements of narratives and techniques used when communicating information in production material including:
 - visual and aural components
 - symbols and icons
- key steps in developing storylines
- key elements of scripts used in media productions
- presentation formats and techniques used in story conferences and pitch presentations
- WHS requirements as they relate to working for periods of time on screens and keyboards
- typical challenges that arise when writing storylines and treatments and how to handle them.

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:

- a production brief
- interaction with others required to demonstrate the performance evidence
- industry standard software.

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

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>