



Australian Government

Department of Education, Employment and Workplace Relations

CUEEVT03B Integrate knowledge of creative and technical production into management processes

Release: 1

CUEEVT03B Integrate knowledge of creative and technical production into management processes

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the skills and knowledge required to integrate knowledge of both the creative and technical aspects of live event production into overall production and event management processes. . No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	Event managers apply the skills and knowledge outlined in this unit. In this role they work with creative and technical personnel to realise concepts that underpin productions. This unit has linkages to a range of other event and production management units, and combined assessment and or training with those units may be appropriate, e.g.: • SITXEVT009A Develop event concepts • SITXEVT012A Select event venues and sites.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Assess key creative and technical production aspects	1.1. Identify the major creative and technical aspects of a production and the relevant personnel with whom liaison is required 1.2. Interpret production documentation correctly to inform assessment of creative and technical production needs
2. Integrate knowledge of creative and technical production into work activities	2.1. Liaise with creative and technical personnel in a manner which establishes trust and rapport and shows an understanding of all areas of the production 2.2. Use knowledge of creative and technical aspects to participate in production decisions and facilitate outcomes which balance different production needs 2.3. Take account of creative and technical needs in the planning and implementation of projects
3. Update creative and technical production knowledge	3.1. Identify and use opportunities to update knowledge of current and emerging creative and technical trends 3.2. Incorporate updated knowledge appropriately into work activities

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- current industry trends in relation to creative and technical production

Required knowledge

- general knowledge of technical and creative aspects of live production including:
 - key roles and responsibilities
 - technical terminology used in each area
 - the design development realisation process
 - the interrelationship between different production areas, including typical challenges
- types of production and event management processes and techniques which foster an integrated approach
- issues associated with balancing different production needs

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The following evidence is critical to the judgement of competence in this unit:

- current knowledge of the way in which the creative and technical aspects of a production are realised, including key roles and responsibilities of different personnel
- effective use of knowledge within the planning or management of an event production.

Context of and specific resources for assessment

The assessment context must provide for:

- application of knowledge to specific event and production management contexts, i.e. the management of a production event.

Method of assessment

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- evaluation of the management of an event for which the candidate has been responsible
- case studies to assess ability to integrate knowledge of creative and technical components into other management processes
- oral or written questioning to assess knowledge of creative and technical issues
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Guidance information for assessment

There are no particular resource requirements for assessment of this unit.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
<i>Creative aspects</i> of a production may include:	• cultural issues • design processes for major production aspects, including sets, lighting, sound and costume • the roles and working methods of creative personnel, e.g. director, designers, performers
<i>Technical aspects</i> of a production may include:	• audio • audiovisual • lighting • staging
<i>Production documentation</i> may include:	• cue sheets • designs and plans, e.g. lighting, costume, sound • scripts
Ways of <i>establishing trust and rapport</i> with creative and technical personnel may include:	• acknowledging the importance of creative or technical expertise in the overall event management process • demonstrating a broad understanding of technical or creative issues • ensuring currency of knowledge in relation to progress of technical or creative aspects • pro-actively working with colleagues to identify key technical or creative issues and challenges
<i>Opportunities to update knowledge</i> may include:	• formal and informal research • industry seminars • informal discussions with colleagues • Internet

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Management and leadership - event management
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Co-requisite units

Co-requisite units		