



Australian Government

Department of Education, Employment and Workplace Relations

CUFANM01A Develop and implement designs for animation

Release: 1

CUFANM01A Develop and implement designs for animation

Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to interpret the creative brief, develop and implement animation designs for productions within the cultural industries.

This unit describes the skills and knowledge required to interpret the creative brief, develop and implement animation designs for productions within the cultural industries

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Receive and interpret the brief for animation design	1.1 Liaise with the relevant personnel and interpret and confirm the animation requirements so that technical, production or script (programming) requirements are met 1.2 Participate in preliminary concept meetings to discuss the animation requirements of the production 1.3 Identify the available budget for the production 1.4 Identify the deadline for production and implementation of the animation design
2 Breakdown scripts to produce animation plan	2.1 Produce and maintain master script (text) breakdown/production schedule breakdown 2.2 Determine and document the required number and types of animated elements for the use of all relevant personnel during the design development
3 Generate and assess ideas	3.1 Generate a range of ideas for the animation design which respond sympathetically to the brief and provide creative solutions to the design issues 3.2 Assess ideas and collaborate, as required, with relevant personnel to ensure contribution of ideas to the initial concept 3.3 Continuously reflect on and appraise ideas for implications on cost, technical feasibility, and suitability to meet the brief
4 Conduct research and experimentation	4.1 Research the period, style and genre of the production 4.2 Identify the historical and cultural factors that might influence animation styles and production techniques 4.3 Undertake research into the style and location of the production, materials and human resources necessary to fulfil the production requirements and

- their cost
- 4.4 Trial various techniques to test the suitability of their use in the final production of the animation elements, including: colour mixes; textures; materials
 - 4.5 Organise research and experimentation material for ease of use of all relevant personnel during the design development process
 - 4.6 Analyse and document research and experimentation findings for use during the development of the animation design
 - 4.7 Evaluate the initial concepts generated, against the research and experimentation findings
- 5 Develop and document the animation design
- 5.1 Establish or maintain an accessible recording system for the use of all relevant personnel, to include: ; specialist services available for production of the animation; reference/research materials; draft and final animation designs; production details and specifications
 - 5.2 Hold ongoing discussions with relevant personnel so that additional or changed production requirements and new ideas are considered and incorporated during the development of the design
 - 5.3 Ensure that agreement is reached with relevant personnel on a consistent interpretation of characters, style and graphic or visual details
 - 5.4 Evaluate initial concepts and select the most appropriate idea, giving consideration to:
 - 5.5 the budget
 - 5.6 ongoing discussions
 - 5.7 research findings
 - 5.8 ongoing reflection on the design brief
 - 5.9 Develop the animation designs from the initial concepts ensuring:
 - 5.1 consistency with the style requirements of the script/production

- 5.1 that research findings are incorporated
1
 - 5.1 that ideas are technically feasible and demonstrate
2 awareness of parameters and resource constraints
 - 5.1 that ideas demonstrate effective use of materials
3
 - 5.1 Choose and incorporate the use of colour, texture
4 and other materials
 - 5.1 Prepare working technical production drawings,
5 production specifications and samples
 - 5.1 Label all designs accurately with scene/production
6 sequence numbers
- 6 Communicate design ideas and make amendments
 - 6.1 Present the animation design using a range of
visual materials including coloured design
illustrations, technical production drawings,
material samples, production requirements and
specifications to the relevant personnel for
acceptance
 - 6.2 Participate in the initial and ongoing evaluation of
the presented designs
 - 6.3 Negotiate and agree to additional requirements or
modifications to the design and undertake any
necessary amendments
 - 6.4 Agree to the final designs and present final
production specifications for the animation to all
relevant personnel to ensure that the animation
meets design and other production requirements
- 7 Liaise with others to implement production of the
animation
 - 7.1 Discuss with relevant personnel to agree upon the
future role of the designer in the realisation of the
animation design
 - 7.2 Liaise with relevant personnel to ensure that all
animation production requirements are met, quality
standards are adhered to and work is undertaken
within item, budget and technical constraints
 - 7.3 Participate in ongoing production meetings and
participate in the evaluation of the animation
elements produced

- 7.4 Ensure that any animation design modifications are agreed, noted and acted upon
- 7.5 Inform relevant personnel of animation design changes
- 7.6 Update any required documentation and record and file according to enterprise requirements

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

- collecting and interpreting creative information, scripts and images
- production scheduling
- resource management including human resources
- team leading skills
- budget management
- project management
- report writing
- principles of negotiation
- information management
- costing, budgeting, liaison
- principles and techniques of design and script (text) breakdown
- research
- visualisation and interpretation of creative concepts
- preparation of design briefs
- communication and presentation techniques
- copyright legislation and regulations
- understanding the capabilities of other collaborative designers or contractors
- understanding the artistic elements of a production
- exercising a high level of creativity and ingenuity
- maintaining design integrity
- colour theory, line, dimension, depth and their application on the screen
- the behaviour of various materials, finishes, painting techniques and colours under lighting
- principles and techniques of animation, layout and composition
- ability to create style or look consistent with direction of director
- ability to select and style colours
- ability to select colours for characters and match to background colours
- perspective and technical drawing

Linkages to other units

This unit has linkages to the following units and combined training delivery and/or assessment is recommended:

CUFANM02A - Coordinate the production of animation

CUEFIN2A - Manage a budget

CUSGEN04A - Participate in negotiations

CUFGEN05A - Make presentations

Critical aspects of evidence

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

- the development of creative animation design concepts which meet practical requirements including type of production and resource constraints, in particular budgetary constraints
- effective verbal and written communication with a range of individuals/organisations
- knowledge and application of research techniques
- presentation skills

Method and context of assessment

Assessment may take place on the job, off the job or a mix of both of these. However, assessment of this unit would most effectively be undertaken on the job due to the specific workplace environment requirements. Off the job assessment must be undertaken in a closely simulated workplace environment.

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

work samples or simulated workplace activities

oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept

projects/reports/logbooks

third party reports and authenticated prior achievements

portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to a range of equipment currently used by the cultural industries.

Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

collecting and interpreting creative information, scripts and images

production scheduling

resource management including human resources

team leading skills

budget management

project management

report writing

principles of negotiation

information management

costing, budgeting, liaison

principles and techniques of design and script (text) breakdown

research

visualisation and interpretation of creative concepts

preparation of design briefs

communication and presentation techniques

copyright legislation and regulations

understanding the capabilities of other collaborative designers or contractors

understanding the artistic elements of a production

exercising a high level of creativity and ingenuity

maintaining design integrity

colour theory, line, dimension, depth and their application on the screen

the behaviour of various materials, finishes, painting techniques and colours under lighting

principles and techniques of animation, layout and composition

ability to create style or look consistent with direction of director

ability to select and style colours

ability to select colours for characters and match to background colours

perspective and technical drawing

Linkages to other units

This unit has linkages to the following units and combined training delivery and/or assessment is recommended:

CUFANM02A - Coordinate the production of animation

CUEFIN2A - Manage a budget

CUSGEN04A - Participate in negotiations

CUFGEN05A - Make presentations

Critical aspects of evidence

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

the development of creative animation design concepts which meet practical requirements including type of production and resource constraints, in particular budgetary constraints
effective verbal and written communication with a range of individuals/organisations
knowledge and application of research techniques
presentation skills

Method and context of assessment

Assessment may take place on the job, off the job or a mix of both of these. However, assessment of this unit would most effectively be undertaken on the job due to the specific workplace environment requirements. Off the job assessment must be undertaken in a closely simulated workplace environment.

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

work samples or simulated workplace activities

oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept

projects/reports/logbooks

third party reports and authenticated prior achievements

portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to a range of equipment currently used by the cultural industries.

Range Statement

Organisation of research findings and recording of designs may include the use of:

computer database
manual files
library

Presentation medium for design ideas include:

models
material swatches
sketches
sample animation elements
technical drawings
colour illustrations

Research may include:

talking and listening to experts
watching documentary films and videos
reading newspapers books and other references
use of the internet
contact with historical associations

Documentation may be:

computer generated
manually written

Types of production may include:

feature films
short films
commercials
music video
television productions

Relevant personnel may include:

production designer
supervisor
head of department
director of photography
director
producer
technical director
other technical staff
other specialist staff
designer
floor manager

Animated elements may include:

characters
backgrounds
props eg furniture
models
sets

Organisation of research findings and recording of designs may include the use of:

computer database

manual files

library

Presentation medium for design ideas include:

models

material swatches

sketches

sample animation elements

technical drawings

colour illustrations

Research may include:

talking and listening to experts

watching documentary films and videos

reading newspapers books and other references

use of the internet

contact with historical associations

Documentation may be:

computer generated

manually written

Types of production may include:

feature films

short films

commercials

music video

television productions

Relevant personnel may include:

production designer

supervisor

head of department

director of photography

director

producer

technical director

other technical staff

other specialist staff

designer

floor manager

Animated elements may include:

characters

backgrounds

props eg furniture

models

sets

Unit Sector(s)

Not applicable.