Australian Government

Department of Education, Employment and Workplace Relations

CUF50107 Diploma of Screen and Media

Revision Number: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUF50107 Diploma of Screen and Media

Modification History

Not applicable.

Description

Descriptor
This qualification reflects the role of individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate the work of self and/or team in the film, television, radio and digital media industries.

Job roles

- Animation/visual effects designer
- Producer
- Producer/presenter
- Production manager
- Cinematographer.
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Pathways Information

Qualification pathways
Prerequisites
Pathways into the qualification
Candidates may enter the qualification with limited or no vocational experience and without a relevant lower-level qualification.

Licensing/Regulatory Information

Licensing, **legislative**, **regulatory and certification considerations**
There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

National Standard for Licensing Persons Performing High Risk Work
The National Standard for Licensing Persons Performing High Risk Work applies to persons performing dogging and rigging work. Completion of the following units is required for certification at either basic, intermediate or advanced levels.
CPCCLDG3001A Licence to perform dogging
CPCCLRG3001A Licence to perform rigging basic level
CPCCLRG3002A Licence to perform rigging intermediate level
CPCCLRG4001A Licence to perform rigging advanced level.

National Code of Practice for Induction for Construction Work
Sets and staging for some performances or events may fall within the definition of construction work. If so, people entering the construction site are required to complete the general induction training program specified by the National Code of Practice for Induction Training for Construction Work (Australian Safety Compensation Council, May 2007).

Achievement of the unit 'CPCCOHS1001A Work safely in the construction industry' from the CPC08 Construction and Plumbing Integrated Framework Training Package fulfils this requirement.

Information on occupational licensing and its intersection with vocational education and training can be found in Licensing Line News at www.licensinglinenews.com.

Pre-requisite Units

Code and title	Pre-requisite units required
CUFANM401A Prepare 3D digital models for production	CUFANM310A Create 3D digital models
CUFANM501A Create 3D digital character animation	CUFANM302A Create 3D digital animations

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
The following table contains a summary of the employability skills required by production managers based on the units listed above. Using this employability skills summary as an example, trainers and assessors can work out how employability skills would apply to other job roles relevant to the qualification to include important industry application of employability skills in learning and assessment strategies.	
Employability Skill	**Industry/enterprise requirements for this qualification include**:
Communication	• writing presentation information in a range of styles for different target audiences • communicating central ideas of a message in an informative and engaging manner • using verbal and non-verbal techniques during a presentation to sustain participant engagement • developing and participating in industry or community networks • delivering clear briefings to cast and crew during rehearsals • completing workplace documentation • compiling both written and verbal reports in relation to production equipment and requirements • negotiating with a wide range of production personnel and external suppliers and service providers
Teamwork	• demonstrating leadership qualities in the context of managing a production team • recruiting and selecting personnel for production teams • interacting effectively with people with diverse interests and needs • fostering a cooperative team environment
Problem-solving	• troubleshooting and solving problems as they arise during all phases of the production process • resolving conflicts that typically arise during rehearsals with various stakeholders • taking action to ensure a safe work environment
Initiative and enterprise	• working with the possibilities and limitations of staging and technical elements • identifying and accommodating factors that may have an adverse impact on production schedules • interpreting and acting on script changes • managing a range of tasks concurrently
Planning and organising	• preparing presentations • managing projects • researching and finding appropriate rehearsal facilities

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
	• coordinating rehearsals • preparing production schedules that take all resource factors into account • establishing and managing production requirements and resources • identifying and managing risk factors • managing budgets
Self-management	• working to deadlines • managing work calmly and effectively to achieve goals and results • providing appropriate and timely documentation • managing and marketing oneself as a freelancer • managing own finances
Learning	• keeping up to date with industry developments and trends • seeking expert advice as required
Technology	• using scheduling software • overseeing the installation of production equipment and facilities • using routine word processing and database applications in the context of completing workplace documentation

Packaging Rules

Packaging Rules
Total number of units = **15** **5 core units** **10 elective units**   **8 elective units** must be selected from the **Group A** and/or **Group B** and/or **Group C units** listed below.   The remaining **2 elective units** may be selected from the elective units listed any endorsed Training Package or accredited course at the same level. If not listed below, 1 of these units may be selected from an Advanced Diploma level qualification.   No more than **2 elective units** each may be selected from either the **Group B** or

Packaging Rules

Group C units.

No more than **4 elective units** previously achieved can be counted towards the qualification.

Electives must be relevant to the work outcome, local industry requirements and the qualification level.

Core units

Communication

BSBCMM401A   Make a presentation

Creative thinking

BSBCRT402A   Collaborate in a creative process

Industry context

BSBREL401A   Establish networks

Management

BSBPMG510A   Manage projects

OHS

BSBOHS509A   Ensure a safe workplace

Group A units

Animation and digital effects

CUFANM401A   Prepare 3D digital models for production

CUFANM402A   Create digital visual effects

CUFANM403A   Create titles for screen productions

CUFANM501A   Create 3D digital character animation

CUFANM502A   Create 3D digital environments

CUFANM503A   Design animation and digital visual effects

Audio/sound

CUSSOU501A   Develop sound designs

CUSSOU502A   Produce sound recordings

CUSSOU503A   Implement sound designs

CUSSOU504A   Create a final sound balance

Packaging Rules	
CUSSOU505A	Compile music for soundtracks
Broadcasting	
CUFBRD402A	Vision mix a television production
Camera/cinematography	
CUFCAM401A	Shoot a wide range of television content
CUFCAM402A	Shoot television content in a multi-camera environment
CUFCAM404A	Pull focus
CUFCAM501A	Shoot material for screen productions under special conditions
Compliance	
BSBCOM501B	Identify and interpret compliance requirements
BSBSMB401A	Establish legal and risk management requirements of small business
CUFCMP501A	Manage and exploit copyright arrangements
Construction	
CPCCOHS1001A Work safely in the construction industry	
Creative thinking	
BSBCRT401A	Articulate, present and debate ideas
BSBCRT403A	Explore the history and social impact of creativity
BSBCRT501A	Originate and develop concepts
Design	
BSBDES402A	Interpret and respond to a design brief
BSBDES403A	Develop and extend design skills and practice
BSBDES501A	Implement design solutions
Directing	
CUFDRT401A	Direct television programs and segments
CUFDRT501A	Direct rehearsals of performers
CUFDRT502A	Direct performers
Financial management	
BSBFIM501A	Manage budgets and financial plans
BSBPUB503A	Manage fundraising and sponsorship activities
BSBSMB402A	Plan small business finances
Governance	

Packaging Rules	
BSBATSIC403B	Maintain and protect culture
BSBATSIC411B	Communicate with the community
BSBATSIL402B	Use the constitution
BSBGOV401A	Implement board member responsibilities
BSBGOV402A	Work within organisational structure
BSBGOV403A	Analyse financial reports and budgets
Human resource management	
BSBHRM506A	Manage recruitment, selection and induction processes
BSBWOR502A	Ensure team effectiveness
CHCORG25B	Recruit and coordinate volunteers
SRXHRM001B	Manage volunteers
ICT use	
BSBITU402A	Develop and use complex spreadsheets
Industry context	
BSBCON401A	Work effectively in a business continuity context
CUFIND401A	Provide services on a freelance basis
CUFIND402A	Develop screen and media specialist expertise
Innovation	
BSBINN501A	Establish systems that support innovation
BSBINN502A	Build and sustain an innovative work environment
Lighting	
CUFLGT401A	Implement lighting designs
CUFLGT402A	Set up, record and operate lighting cues and effects
CUFLGT501A	Conceive and develop lighting designs
Management	
BSBMGT515A	Manage operational plan
BSBPMG508A	Manage project risk
BSBRKG502B	Manage and monitor business or records systems
BSBSMB404A	Undertake small business planning
OHS	
BSBOHS505B	Manage hazards in the work environment
On-air presentation	

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Packaging Rules	
CUFAIR401A	Conduct interviews
CUFAIR501A	Explore issues on air
Post-production	
CUFPOS401A	Edit screen content for fast turnaround
CUFPOS402A	Manage media assets
CUFPOS501A	Edit complex screen productions
CUSSOU403A	Perform advanced sound editing
CUSSOU404A	Edit dialogue
CUSSOU406A	Record sound on location
CUSSOU407A	Coordinate location sound recording
Production planning and management	
CUETEM03C	Establish and manage production requirements and resources
CUETEM08B	Realise productions
CUFHAZ501A	Coordinate hazardous action sequences
CUFPPM401A	Produce programs and program segments
CUFPPM402A	Schedule radio playlists
CUFPPM403A	Coordinate film and media production services and resources
CUFPPM404A	Create storyboards
CUFPPM408A	Compile production schedules
CUFPPM409A	Organise and facilitate rehearsals
CUFPPM501A	Develop and monitor program schedules
CUFPPM502A	Write pre-production safety reports
CUFPPM503A	Manage safety aspects of screen productions
CUFPPM504A	Manage locations for film and media productions
Research	
CUFRES401A	Conduct research
Rigging/Dogging	
CPCCLRG3001A Licence to perform rigging basic level	
CPCCLRG3002A Licence to perform rigging intermediate level	
CPCCLRG4001A Licence to perform rigging advanced level	
CPCCLDG3001A Licence to perform dogging	
Sustainability	

Packaging Rules

BSBSUS301A Implement and monitor environmentally sustainable work practices

Workforce development

TAATAS501B   Undertake organisational training needs analysis

Writing

BSBWRT501A   Write persuasive copy

CUFWRT401A   Edit texts

CUFWRT402A   Write extended stories

CUFWRT403A   Write narration and current affairs material

CUFWRT501A   Develop storylines and treatments

Group B units

International trade

(*no more than two units may be chosen from this competency field*)

BSBINT401B   Research international business opportunities

BSBMKG415A   Research international markets

BSBMKG513A   Promote products and services to international markets

BSBMKG516A   Profile international markets

BSBREL502A   Build international business networks

Group C units

Marketing

(*no more than two units may be chosen from this competency field*)

BSBMKG413A   Promote products and services

BSBMKG501B   Identify and evaluate marketing opportunities

BSBMKG502B   Establish and adjust the marketing mix

BSBMKG506B   Plan market research

BSBMKG514A   Implement and monitor marketing activities

Selecting electives for different outcomes

The context for this qualification varies, and this must guide the selection of elective units. Examples of appropriate elective units for particular outcomes at this level follow.

Packaging Rules

Producer

Core units plus:

- BSBCRT501A Originate and develop concepts
- CUFWRT501A Develop storylines and treatments
- CUETEM08B Realise productions
- BSBWRT501A Write persuasive copy
- CUFRES401A Conduct research
- CUFPPM401A Produce programs and program segments
- BSBFIM501A Manage budgets and financial plans
- BSBINT401B Research international business opportunities
- CUFCMP501A Manage and exploit copyright arrangements
- BSBMKG514A Implement and monitor marketing activities.

Production manager

Core units plus:

- CUFPPM409A Organise and facilitate rehearsals
- CUFPPM408A Compile production schedules
- CUFPPM403A Coordinate film and media production services and resources
- CUETEM03C Establish and manage production requirements and resources
- CUFPPM504A Manage locations for film and media productions
- CUFPPM503A Manage safety aspects of screen productions
- BSBPMG508A Manage project risk
- BSBFIM501A Manage budgets and financial plans
- BSBHRM506A Manage recruitment, selection and induction processes
- BSBOHS505B Manage hazards in the work environment.

Animation/visual effects designer

Core units plus:

- CUFIND401A Provide services on a freelance basis
- CUFPPM404A Create storyboards
- CUFWRT402A Write extended stories
- CUFANM401A Prepare 3D digital models for production
- CUFANM402A Create digital visual effects
- CUFANM403A Create titles for screen productions
- CUFPOS402A Manage media assets
- *CUFANM501A Create 3D digital character animation
- CUFANM502A Create 3D digital environments
- CUFANM503A Design animation and digital visual effects.

Packaging Rules

Producer/presenter

Core units plus:

- CUFIND401A Provide services on a freelance basis
- BSBCRT501A Originate and develop concepts
- CUETEM08B Realise productions
- CUFRES401A Conduct research
- CUFPPM401A Produce programs and program segments
- CUFAIR401A Conduct interviews
- CUFAIR501A Explore issues on air
- CUFPPM501A Develop and monitor program schedules
- CUFCMP501A Manage and exploit copyright arrangements
- CUFWRT403A Write narration and current affairs material.

Cinematographer

Core units plus:

- CUFCAM601A Direct cinematography for screen productions
- CUFIND402A Develop screen and media specialist expertise
- CUETEM08B Realise productions
- CUFRES401A Conduct research
- CUFPPM404A Create storyboards
- CUFLGT401A Implement lighting designs
- CUFLGT501A Conceive and develop lighting designs
- CUFCAM501A Shoot material for screen productions under special conditions
- CUFCAM401A Shoot a wide range of television content
- CUFCAM402A Shoot television content in a multi-camera environment.