Australian Government

Department of Education, Employment and Workplace Relations

CUF50207 Diploma of Interactive Digital Media

Revision Number: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUF50207 Diploma of Interactive Digital Media

Modification History

Not applicable.

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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
- Information architect
- Instructional designer
- Interactive media developer
- Interface designer.
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Pathways Information

Qualification pathways

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 are no licensing, legislative, regulatory or certification issues that affect this qualification. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

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 instructional designers 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 - establishing rapport with clients - developing and participating in industry or community networks - interpreting and clarifying written proposals and/or creative briefs - completing workplace documentation - interpreting and applying information in user manuals for software applications
Teamwork	- collaborating with colleagues to develop products or services - seeking feedback from team members and clients on work in progress
Problem-solving	- finding solutions to interactivity challenges - finding solutions to content classification problems - finding ways to minimise the effect of technical constraints - troubleshooting and solving problems as they arise during the development of products
Initiative and enterprise	- contributing creative ideas to projects - analysing, processing and classifying content - ensuring there is an intuitive and logical flow to the navigation of interactive media products - generating a range of ideas for interactive digital media products that meet the needs of target users/audiences - thinking laterally when developing ideas - maintaining design integrity - visualising and interpreting creative concepts
Planning and organising	- preparing presentations - managing projects

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EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
	• undertaking background research • analysing and breaking down content, stories and/or scripts into discrete elements to create storyboards • managing budgets • planning the process for and managing the testing of interactive media products
Self-management	• working to deadlines • providing appropriate and timely documentation • managing and marketing oneself as a freelancer • ensuring that workplace complies with OHS requirements • managing own finances
Learning	• improving own skills through experimentation and practice • improving performance/product through self-reflection and revision to incorporate feedback from colleagues or clients • keeping up to date with industry developments and trends • seeking expert advice as required
Technology	• creating complex designs using storyboards, maps and other diagrams to specify the architecture and navigation of interactive media products • writing and applying scripting language in authoring a range of interactive media interactions and behaviours • using a range of software applications

Packaging Rules

Packaging Rules
Total number of units = **16** **5 core units** **6 Group A units** **5 elective units**   **3 elective** units must be selected from the **Group A** and/or **Group B units** listed below.   The remaining **2 elective units** may be selected from the **Group A** and/or **Group B units** listed any endorsed Training Package or accredited course at the same

Packaging Rules
qualification level.

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 (**specialist**)

Animation and digital effects

CUFANM501A   Create 3D digital character animation

CUFANM502A   Create 3D digital environments

CUFANM503A   Design animation and digital visual effects

Digital content and imaging

CUFCMP501A   Manage and exploit copyright arrangements

CUFDIG501A   Coordinate the testing of interactive media products

CUFDIG502A   Design web environments

CUFDIG503A   Design e-learning resources

CUFDIG504A   Design games

CUFDIG505A   Design information architecture

CUFDIG506A   Design interaction

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CUFDIG507A	Design digital simulations

Design

BSBDES402A	Interpret and respond to a design brief
BSBDES403A	Develop and extend design skills and practice
TAADES503B	Research and design e-learning resources
TAADES504B	Develop and evaluate e-learning resources

Group B units

Animation and digital effects

CUFANM401A	Prepare 3D digital models for production
CUFANM402A	Create digital visual effects
CUFANM403A	Create titles for screen productions

Audio/sound

CUSSOU501A	Develop sound designs
CUSSOU502A	Produce sound recordings
CUSSOU503A	Implement sound designs

Creative thinking

BSBCRT401A	Articulate, present and debate ideas
BSBCRT403A	Explore the history and social impact of creativity
BSBCRT501A	Originate and develop concepts

Design

BSBDES501A	Implement design solutions

Digital content and imaging

CUFDIG402A	Design user interfaces
CUFDIG403A	Create user interfaces
CUFDIG404A	Apply scripting language in authoring

Financial management

BSBFIM501A	Manage budgets and financial plans
BSBPUB503A	Manage fundraising and sponsorship activities

Human resource management

BSBHRM402A	Recruit, select and induct staff
BSBWOR502A	Ensure team effectiveness

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TAATAS503B   Manage contracted work

ICT analysis and design

ICAA5138B   Determine acceptable developers for projects

ICT building and implementation

ICAI5212B   Implement quality assurance processes for websites

ICT documentation

ICAD4217B   Create technical documentation

ICAD5092B   Update and document operational procedures

ICT support

ICAS5103B   Establish and maintain client user liaison during support activity

ICAS5199B   Manage business websites and servers

ICAS5202B   Ensure privacy for users

ICAS5203B   Evaluate and select a web hosting service

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

International trade

BSBINT401B   Research international business opportunities

BSBMKG415A   Research international markets

BSBMKG513 A Promote products and services to international markets

BSBMKG516A   Profile international markets

BSBREL502A   Build international business networks

Management

BSBMGT515A   Manage operational plan

BSBRSK501A   Manage risk

TAATAS502B   Prepare a tender bid

Marketing

BSBMKG501B   Identify and evaluate marketing opportunities

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BSBMKG502B	Establish and adjust the marketing mix
BSBMKG503A	Develop a marketing communications plan
BSBMKG506B	Plan market research
BSBMKG514A	Implement and monitor marketing activities

Post-production

CUFPOS401A	Edit screen content for fast turnaround
CUFPOS402A	Manage media assets

Production planning and management

CUFPPM404A	Create storyboards

Research

CUFRES401A	Conduct research

Sustainability

BSBSUS301A	Implement and monitor environmentally sustainable work practices

Writing

BSBWRT401A	Write complex documents
BSBWRT501A	Write persuasive copy
CUFWRT401A	Edit texts
CUFWRT402A	Write extended stories

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.

Information architect

Core units plus:

- CUFDIG505A Design information architecture
- CUFDIG507A Design interaction
- CUFDIG502A Design web environments
- CUFDIG508A Design digital simulations
- CUFPPM404A Create storyboards
- CUFDIG404A Apply scripting language in authoring
- CUFDIG501A Coordinate the testing of interactive media products
- BSBDES402A Interpret and respond to a design brief

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- ICAI5212B Implement quality assurance processes for websites
- ICAD4217B Create technical documentation
- CUFIND401A Provide services on a freelance basis

Instructional designer

Core unit plus:

- CUFDIG505A Design information architecture
- CUFDIG507A Design interaction
- CUFDIG502A Design web environments
- CUFPPM404A Create storyboards
- CUFDIG503A Design e-learning resources
- TAADES504B Develop and evaluate e-learning resources
- BSBDES402A Interpret and respond to a design brief
- CUFDIG404A Apply scripting language in authoring
- CUFDIG501A Coordinate the testing of interactive media products
- BSBFIM501A Manage budgets and financial plans
- CUFIND401A Provide services on a freelance basis.

Interactive media developer

Core unit plus:

- BSBCRT501A Originate and develop concepts
- TAATAS502B Prepare a tender bid
- BSBDES402A Interpret and respond to a design brief
- CUFDIG502A Design web environments
- CUFDIG503A Design e-learning resources
- CUFDIG508A Design digital simulations
- CUFDIG504A Design games
- BSBMGT508B Manage risk
- CUFRES401A Conduct research
- CUFCMP501A Manage and exploit copyright arrangements
- BSBFIM501A Manage budgets and financial plans.

Interface designer

Core units plus:

- CUFDIG402A Design user interfaces
- CUFDIG403A Create user interfaces
- CUFPPM404A Create storyboards

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- CUFPOS402A Manage media assets
- BSBDES402A Interpret and respond to a design brief
- CUFDIG502A Design web environments
- CUFDIG504A Design games
- CUFDIG505A Design information architecture
- CUFDIG507A Design interaction
- CUFIND401A Provide services on a freelance basis
- CUFRES401A Conduct research.