



Australian Government

Department of Education, Employment and Workplace Relations

CUVDSP11B Research and apply techniques for illustrative work

Release: 1

CUVDSP11B Research and apply techniques for illustrative work

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the skills and knowledge required to research and apply techniques for application to any type of illustrative work. Within this unit, illustrative work would generally be quite simple in nature. The focus of the unit is on a general, introductory knowledge of illustrative work and its practical application. This is a specialisation unit and refers to a specific design form. This work requires some guidance.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

It is highly recommended that this unit be assessed in conjunction with:

- CUVDES05B Interpret and respond to a brief
- Core Design
- At least one of the drawing units relating to the representation of the concept.

There is also a strong link between this unit and the following unit:

- CUVCRS04B Produce technical drawings.

Employability Skills Information

Employability skills

This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|--|
| 1 Interpret the brief for the illustrative work. | <ul style="list-style-type: none">1.1 Correctly interpret the specifications of <i>the brief</i>.1.2 Determine the user or client for the <i>illustrative work</i> to inform design decisions.1.3 Clarify <i>specifications, parameters or constraints</i> of the brief in consultation with relevant colleagues.1.4 Source and evaluate <i>information pertinent</i> to the brief. |
| 2 Organise resources for illustrative work. | <ul style="list-style-type: none">2.1 Correctly identify the resources required for the development of illustrative work, including <i>work space, materials, tools</i> and <i>equipment</i>.2.2 Prepare and care for resources in accordance with <i>safety requirements</i> and organisational requirements.2.3 Follow storage and inventory procedures in accordance with organisational procedures. |
| 3 Test design approaches for illustrative work. | <ul style="list-style-type: none">3.1 Produce a preliminary visual representation of the brief.3.2 Identify possible approaches to the work and establish <i>criteria for the selection</i> of the final approach.3.3 Select appropriate materials, tools and equipment for the testing of approaches and <i>techniques</i>.3.4 <i>Test and experiment</i> with a range of techniques and materials which might meet the requirements of the brief.3.5 Evaluate testing processes against selection criteria and select the preferred <i>approach</i> based on the requirements of the brief.3.6 <i>Refine</i> and accurately <i>document</i> approach to the illustrative work based on testing processes. |
| 4 Produce the illustrative work. | <ul style="list-style-type: none">4.1 Select and organise materials, tools and techniques for the production of the illustrative |

ELEMENT**PERFORMANCE CRITERIA**

- work in accordance with the preferred approach.
- 4.2 Develop the illustrative work ensuring consistency with the selected approach and the brief.
- 4.3 Present the illustrative work in accordance with the brief specifications.

Required Skills and Knowledge

Required Skills and knowledge

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

Required skills:

- literacy skills sufficient to interpret a brief and to communicate ideas for illustrative work
- numeracy skills sufficient to calculate quantities, costs, layout issues.

Required knowledge:

- techniques, materials, tools and equipment and their application to illustrative work
- types of briefs for illustrative work
- formal elements and principles of design in relation to illustrative work
- general knowledge about illustrators, their ideas, techniques and work
- history and theory of design in relation to illustrative work
- copyright, moral rights and intellectual property issues and legislation and their relevance to illustrative work.

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

EVIDENCE GUIDE

Assessment Guidelines for the Training Package.

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:

- production of illustrative work which demonstrates the application of selected techniques and which is consistent with the requirements of the brief.

Context of and specific resources for assessment

The assessment context must provide for:

- practical demonstration of skills through the production of illustrative work to meet the requirements of a brief.

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 illustrative work produced by the candidate
- questioning and discussion
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to the materials, resources and equipment needed to safely produce illustrative work.

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.

The brief:

- describes and specifies the work to be completed
- is usually prepared by commissioning body or organisation, e.g. supervisor, client, community organisation
- may be written, diagrammatic, visual, verbal.

Illustrative work may be for:

- advertisement
- architectural illustration
- book cover
- caricature, cartoon
- illustration for urban planning
- poster
- story board for animation
- story book, children's book
- technical, anatomical, botanical illustration.

Specifications would be articulated in the brief and may refer to:

- audience
- medium
- purpose
- style.

Parameters or constraints may refer to:

- cost
- finished art requirement
- legal, contractual, ethical and copyright considerations
- material characteristics
- quantity
- technology

RANGE STATEMENT

- time frame.

Information pertinent to the brief may be about:

- client's organisational background
- health and safety considerations
- legal, contractual, ethical and copyright considerations
- product characteristics and statistics
- style considerations
- subject matter.

Work space needs may include:

- drafting table
- electronic equipment
- lighting and power requirements
- process-specific needs.

Materials may include:

- found surfaces
- glues
- inks
- marker pens
- pastels, crayons
- pencils, graphite, charcoal
- range of papers of different weights and textures
- vellum
- water based and oil based paints and mediums
- wood, board, canvas, fabrics.

Tools and equipment may include:

- a range of brushes
- air brush
- computer and software applications for illustration
- digital camera
- photocopier (black and white and colour)
- printer
- scanner
- self made pen from bamboo, feather (quill)
- spatulas, scrapers, sponges, sticks
- spray cans
- steel nibs in pen holders.

RANGE STATEMENT

Safety requirements are in accordance with:

- Federal, State and Territory legislation, regulation and standards.

Preliminary visual representation may involve:

- computer-aided exploration
- sketching.

Criteria for the selection of the approach may include:

- access to materials, tools and equipment required for the production of the illustrative work
- access to specialist support services
- consistency with the brief for the illustrative work
- ease of application
- personal affinity with medium and materials.

Techniques may include:

- cartooning
- collage
- digital imaging
- drawing for animation
- lettering, calligraphy
- line drawing
- mixed media
- stencilling
- tonal drawing
- water colouring, gouache or oil painting.

Testing and experimenting may involve:

- exploring techniques by making practice pieces, test pieces, mock-ups, roughs or samples
- testing materials and their application.

The ***approach*** may encompass:

- aesthetic considerations
- choice of medium and materials
- solutions in terms of illustration
- the parameters of the brief.

RANGE STATEMENT

Refining the approach may involve:

- adjustment to consideration of elements and principles of design
- adjustment to content
- adjustment to utilise the extended capabilities of the technique
- no change.

Documenting the approach may involve:

- final sketches
- material samples
- photographs
- written rational or description.

Unit Sector(s)

Not Applicable