Australian Government

CUA60615 Advanced Diploma of Screen and Media

Release: 1

CUA60615 Advanced Diploma of Screen and Media

Modification History

Release	Comments
Release 1	This qualification first released with CUA Creative Arts and Culture Training Package Version 2.0.

Qualification Description

This qualification reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies in the film, television, radio and interactive media industries. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 16

3 core units plus

13 elective units of which:

- 10 units must be selected from the electives listed below
- 3 units may be selected from the remaining listed electives or any currently endorsed Training Package qualification or accredited course at Diploma or above.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.

Core Units

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CUAPPR603 Engage in the business of creative practice
CUAPPR505 Establish and maintain safe creative practice
CUAPPR605 Evolve ideas for professional creative work
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Elective Units

CUAIND601 Work professionally in the creative arts industry

CUADES502 Realise production designs

CUAPPM502 Realise productions

CUAANM402 Create digital visual effects

CUAANM503 Design animation and digital visual effects

CUABRD501 Operate master control

CUABRT403 Ensure quality of broadcast output

CUABRT404 Coordinate outside broadcasts

CUACAM601 Direct cinematography for screen productions

CUADIG501 Coordinate the testing of interactive media products

CUADIG502 Design digital applications

CUADIG504 Design games

CUADIG505 Design information architecture

CUADIG506 Design interaction

CUADIG507 Design digital simulations

CUADRT501 Direct rehearsals of performers

CUADRT502 Direct performers for screen productions

CUADRT601 Establish the creative vision for screen productions

CUADRT602 Audition and select performers

CUADRT603 Direct screen production crews

CUADRT604 Devise camera coverage

CUADRT605 Collaborate with editors during post-production

CUALGT504 Develop lighting designs

CUAPOS501 Edit complex screen productions

CUAPOS502 Perform primary and secondary colour correction

CUAPPM508 Manage locations for film and media productions

CUAPPM603 Plan and manage film and media pre-production

CUAWRT502 Develop storylines and treatments

CUAWRT601 Write scripts

CUAWRT602 Edit scripts

CUASOU503 Develop sound designs

CUASOU505 Implement sound designs

CUASOU601 Manage production of sound designs

CUASOU602 Manage production of sound recordings

CUAPPR502 Develop own sustainable professional practice

BSBADV602 Develop an advertising campaign

BSBADV604 Execute an advertising campaign

BSBADV605 Evaluate campaign effectiveness

BSBCOM501 Identify and interpret compliance requirements

BSBCON601 Develop and maintain business continuity plans

BSBCON801 Establish and review the business continuity management framework and strategies

BSBCRT501 Originate and develop concepts

BSBFIM601 Manage finances

BSBINN502 Build and sustain an innovative work environment

BSBINN601 Lead and manage organisational change

BSBINN801 Lead innovative thinking and practice

BSBIPR601 Develop and implement strategies for intellectual property management

BSBMGT502 Manage people performance

BSBMGT605 Provide leadership across the organisation

BSBMGT608 Manage innovation and continuous improvement

BSBMGT616 Develop and implement strategic plans

BSBMGT617 Develop and implement a business plan

BSBMKG516 Profile international markets

BSBMKG517 Analyse consumer behaviour for specific international markets

BSBMKG603 Manage the marketing process

BSBMKG605 Evaluate international marketing opportunities

BSBMKG606 Manage international marketing programs

BSBMKG607 Manage market research

BSBMKG608 Develop organisational marketing objectives

BSBMKG609 Develop a marketing plan

BSBPMG522 Undertake project work

BSBPMG601 Direct the integration of projects

BSBPUB503 Manage fundraising and sponsorship activities

BSBREL502 Build international business networks

BSBSUS501 Develop workplace policy and procedures for sustainability

BSBWHS501 Ensure a safe workplace

BSBWRT501 Write persuasive copy

TAEDES503A Design and develop e-learning resources

TAETAS501B Undertake organisational training needs analysis

CUABRT501 Collaborate on the design of broadcasting facilities

CUABRT402 Maintain broadcasting equipment and facilities

BSBDES501 Implement design solutions

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA60615 Advanced Diploma of Screen and Media	CUF60107 Advanced Diploma of Screen and Media	Updated to meet Standards for Training Packages. Changes to core and clarification of packaging rules. Unit codes updated.	No equivalent qualification

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5