

**CUFMEM07A****Apply principles of visual design and communication to the development of a multimedia product****Unit Descriptor**

This unit describes the skills and knowledge required to incorporate the principles of visual design and communication into the development of multimedia products for use within the cultural industries.

**Unit Sector**

No sector assigned

**ELEMENT****PERFORMANCE CRITERIA**

- |                                    |   |
|------------------------------------|---|
| 1. Receive and interpret the brief | 1.1 Liaise with the relevant personnel to interpret and identify the objective and outcomes of the multimedia product, considering the application of visual design and communication techniques to ensure the creative, technical and production requirements can be met<br>1.2 Identify all relevant factors which may determine and affect visual design and communication concepts and application through the breakdown and interpretation of the brief and liaison with relevant personnel<br>1.3 Clarify target user/audience to determine the format and delivery platform of the multimedia product through discussion with relevant personnel   |
| 2. Generate and assess ideas       | 2.1 Generate a range of visual design and communication ideas which are technically feasible, respond to the brief and provide creative solutions to all design issues<br>2.2 Discuss visual design and communication ideas and collaborate, as required, with relevant personnel to ensure contribution of a range of ideas and creative solutions to the initial concept<br>2.3 Continuously reflect on and assess the creative ideas and solutions for implications on budget, timeline, technical feasibility and suitability to meet the brief   |
| 3. Conduct research                | 3.1 Research and compare techniques and tools for visual design and communication available for use in the creation of a multimedia product , exploring the characteristics and differences of digital imaging and traditional imaging<br>3.2 Research and compare the range of delivery platforms available for multimedia products<br>3.3 Explore the range of typographical and visual elements that are appropriate in the development of a multimedia product<br>3.4 Identify the relationship between the visual components and the hardware required<br>3.5 Organise research media and findings for use by all relevant personnel throughout the design development process, updating as required<br>3.6 Evaluate the initial discussions and design brief against the findings and discuss with relevant personnel |

- |  |  |
|--|--|
| 4. Select media/materials for use in visual design and communication | <p>4.1 Identify the range of visual design and communication techniques available and present to the relevant personnel for the consideration of their ability to meet the creative, technical and production brief</p> <p>4.2 Select the appropriate visual design and communication techniques which fulfil the creative, technical, and production requirements of the brief</p> <p>4.3 Gather relevant materials and media, ensuring their compatibility to the creative and technical specifications of the multimedia product</p> <p>4.4 Consult relevant personnel to ensure that all required media is identified and sourced and ensuring that selection is based on the understanding of the user characteristics and capabilities</p> |
| 5. Apply visual design and communication techniques                  | <p>5.1 Using selected design techniques to develop for the structure of the product, ensuring that all elements are fully documented for future use</p> <p>5.2 Consider the relevant multimedia elements required to achieve the desired outcome</p> <p>5.3 Discuss technical parameters and planning with relevant personnel to achieve the most appropriate format</p> <p>5.4 Determine the range of appropriate design parameters and employ these to fulfil the brief, ensuring the creative, technical and production resources are adequate to achieve the final outcome</p>   |
| 6. Evaluate visual and communication design techniques               | <p>6.1 Review the visual design and communication techniques to assess creative solutions to design brief, appropriateness to the user/audience and technical feasibility</p> <p>6.2 Discuss and confirm additional requirements or modifications to the overall design and undertake any necessary amendments</p>   |

## KEY COMPETENCIES

Key Competency	Performance Level
Communicating ideas and information	3
Collecting analysing and organising information	3
Planning and organising activities	3
Working with others and in teams	2
Using mathematical ideas and techniques	1
Solving problems	2
Using technology	2

## RANGE STATEMENT

- art director
  - technical director
  - computer graphic designers
  - programmers
  - graphic designers
  - heads of department
  - other technical staff
  - user/audience
  - other specialist creative and technical staff
- 
- drawing
  - storyboard
  - drawing on a tablet
  - scanning drawings and photographs
  - using image and background generation tools
  - thumbnail sketches
  - flow charts
- 
- composition
  - proportion
  - balance
  - framing
  - colour
  - line
  - texture
  - shape
  - form
  - tone
  - scale
  - movement
  - typography:
    - point
    - tracking
    - leading
    - kerning
    - typeface
    - alignment

- screen images:
  - graphics
  - photographs
  - drawings
  - video
  - film
- buttons
- colours
- text
- content
- style
- icons
- backgrounds
- flow chart
  
- world wide web
- CD-ROM
  
- aspects or sections of film/ video production:
  - feature
  - documentary
  - short film and/or video
  - animations
  - commercials
  - live or pre-recorded performances
  - music video
  - television production of any type (music, drama, comedy, variety, sport)
  - live or pre-recorded television productions
- educational product
- game
- promotional product
- information product
- training product
- e-commerce
- a range of others

## EVIDENCE GUIDE

### Underpinning skills and knowledge

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

- application of principles of graphic and visual/communication design
- characteristics of digital and traditional graphics
- familiarity with the capability of a range of tools and techniques for producing and manipulating images
- the ability to review decisions in term of user characteristics and requirements
- principles of learning and instructional approaches
- planning and research
- effective visual communication skills
- knowledge of the scope, technology and components applicable to multimedia products
- knowledge and application of a range of computer design software
- knowledge of the limiting factors of computer hardware and software
- knowledge of strategies to test instructional products
- interpreting creative information, scripts and images
- understanding the capabilities of other collaborative personnel
- understanding the creative elements of a production
- design and drawing skills
- ability to maintain design integrity
- information sources and management
- copyright laws, regulations and copyright clearance procedures

### Linkages to other units

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

- CUFRAD01A Originate and develop a concept
- CUFMEM06A Design a multimedia product
- CUFMEM14A Create, manipulate, and incorporate 2D graphics

### Critical aspects of evidence

Assessment must be customised to meet the needs of the particular sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.

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

- design/produce of an effective and creative design for a multimedia product which demonstrates the application of visual design and communication principles

**Method and context of assessment**

Assessment may take place on the job, off the job or a combination of both of these. 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:

- practical demonstration (direct observation may need to occur on more than one occasion to establish consistency of performance)
- role play
- case studies
- 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 resources and equipment listed in the range of variables statement, currently used by the multimedia industry.