



VCE VET Creative and Digital Media

Program Extract

Incorporating

CUA20215 Certificate II in Creative Industries (Release 1)
CUA31015 Certificate III in Screen and Media (Release 1)

January 2017

This program is for implementation from January 2017.



Modification history

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Introduction

VCE VET programs are vocational training programs approved by the Victorian Curriculum and Assessment Authority (VCAA). VCE VET programs lead to nationally recognised qualifications, thereby offering students the opportunity to gain both the VCE and a nationally portable Vocational Education and Training (VET) certificate. VCE VET programs:

- are fully recognised within the Units 1 to 4 structure of the Victorian Certificate of Education (VCE) and therefore may contribute towards satisfactory completion of the VCE. VCE VET units have equal status with other VCE studies.
- may contribute to the satisfactory completion of the Victorian Certificate of Applied Learning (VCAL)
- function within the National Training Framework.

Program development

The VCE VET Creative and Digital Media program is for implementation from 2017 and must be used in conjunction with the training package qualifications, CUA20215 Certificate II in Creative Industries and CUA31015 Certificate III in Screen and Media. This program replaces the VCE VET Interactive Digital Media Program published in October 2008 and all subsequent program summaries. This revision to the VCE VET Creative and Digital Media program is a consequence of the revision to the CUA training package.

The VCE VET Creative and Digital Media Program Extract must be used in conjunction with the nationally endorsed CUA Creative Arts and Culture Training Package. The training package provides details on each unit of competency, the qualification packaging rules and assessment requirements.

The VCE VET Creative and Digital Media program provides students with the knowledge and skills to enhance their employment prospects in the music and creative arts industries.

Transition arrangements

Arrangements for continuing students

Students enrolled in CUF20107 Certificate II Creative Industries (Media) or CUF30107 Certificate III in Media in 2016 or earlier, must transition to the new CUA20215 Certificate II in Creative Industries or CUA31015 Certificate III in Screen and Media to complete their training in 2017. No new students may enroll in CUF20107 Certificate II Creative Industries (Media) or CUF30107 Certificate III in Media from 2017 and beyond.

Students commencing in 2017 and beyond

All students commencing a VCE VET Creative and Digital Media Program in January 2017 and beyond must comply with the requirements outlined in this extract.

Industry Overview

Training Package

Creative activity has become interdisciplinary and traditional boundaries between art forms, individual practitioners and institutions are breaking down. Traditional artisan skills must be complemented by practical business skills. Research consistently shows that most arts practitioners are sole operators or contractors who support themselves, in whole or in part, by performing their craft or skill.

Digital technologies have changed the way many creative products are generated, distributed and marketed. They have challenged existing business practices and brought about new business models, such as crowd-funding and customer co-creation.

As a result of industry changes outlined above, in 2015 five separate training packages were consolidated into the CUA Creative Arts and Culture Training Package.

The VCE VET Creative and Digital Media Program allows for credit in VCE/VCAL, and a nationally recognised qualification(s). These qualifications are drawn from the CUA Creative Arts and Culture Training Package (Release 2) which can be found at training.gov.au/Training/Details/CUA

Qualifications / Packaging Rules

CUA20215 Certificate II in Creative Industries

training.gov.au/Training/Details/CUA20215

Students must achieve ten units of competency to gain CUA20215 Certificate II in Creative Industries, including:

- three core units of competency
- seven elective units of competency of which
 - 4 units must be selected from Group A
 - 3 units may be from Group A or Group B or from any currently endorsed training package qualification or accredited course at Certificate II or III level.

This qualification reflects the role of individuals with the skills and knowledge to perform in a range of varied activities in the creative industries where there is a clearly defined range of contexts. Activities are of limited complexity with required actions clearly defined.

Pathways may include employment into roles such as community radio production assistant and community television production assistant.

CUA31015 Certificate III in Screen and Media

training.gov.au/Training/Details/CUA31015

Students must achieve eleven units of competency to gain CUA31015 Certificate III in Screen and Media, including:

- three core units of competency
- eight elective units of competency consisting of:
 - 6 units must be selected from the electives listed in the qualification
 - 2 units may be from any currently endorsed Training Package qualification or accredited course at Certificate II, III, or IV level.

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.

This qualification reflects the role of a skilled operator in digital video, radio and online content creation, or a skilled assistant in the film and television production services who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge.

Pathways may include employment into roles such as: media technician, camera and lighting assistant, community program maker/presenter.

VCE VET Creative and Digital Media Program Details

Aims

The VCE VET Creative and Digital Media program aims to:

- provide participants with the knowledge, skills, and competency that will enhance their employment prospects in the creative and digital media industries
- enable participants to gain a recognised credential and to make an informed choice of vocation or career path.

Structure

The revised VCE VET Creative and Digital Media program offers two distinct options: a certificate II with VCE credit at Units 1 and 2 level; a certificate III with VCE credit at Units 1 to 4 level. Certificate II is typically completed over one year and certificate III typically completed over two years.

The identified units of competency in the VCE VET Creative and Digital Media program have been selected for recognition / study score purposes and may vary from the qualification packaging rules.

Qualifications

CUA20215 Certificate II in Creative Industries

Certificate II comprises 10 units of competency: three compulsory units and a minimum of seven elective units. Students may choose electives from a variety of sector specific units: camera/cinematography, broadcasting, lighting, animation and digital effects.

CUA31015 Certificate III in Screen and Media

Certificate III comprises a minimum of 11 units of competency: 3 compulsory units and a minimum of eight elective units.

Scored assessment is available. To gain a study score a student must: be competent in the prescribed training; complete all scored VCE VET assessments; complete an end of year exam.

VCE VET Credit

On successful completion of certificate II, students will be eligible for:

- the award of CUA20215 Certificate II in Creative Industries
- up to three units at Units 1 and 2 level.

On successful completion of certificate III, students will be eligible for:

- the award of CUA31015 Certificate III in Screen and Media
- up to two units at Units 1 and 2 level
- a Units 3 and 4 sequence.

Note: students may undertake additional units to complete the CUA31015 Certificate III in Screen and Media. Credit will accrue on the basis of 90 hours per VCE unit. Additional credit may accrue depending on the units of competency completed.

In order to qualify for a Units 3 and 4 sequence as an alternative to the scored Units 3 and 4 sequence, students will be required to undertake the compulsory units and at least 250 hours of training from the screen and media elective bank.

Nominal Hour Duration

Nominal hours are determined by the Victorian State Training Authority (Department of Education and Training), they reflect the anticipated time taken to deliver and assess the outcomes of a unit of competency excluding unsupervised delivery or the time taken for repeated practical application of skills.

Nominal hours are used to determine credit into the VCE or VCAL for VET units of competency.

Duplication

When a VCE VET program significantly duplicates other VCE studies or VET training in a student's program, a reduced VCE VET unit entitlement may apply. Credit towards the VCAL may also be reduced due to duplication.

No significant duplication has been identified between the VCE VET Creative and Digital Media program and other VCE studies.

Students may not submit work for assessment that has been performed for assessment in another unit and/ or another VCE study or VCE VET program. This rule applies across school-based assessment and externally-assessed examinations.

Some elective units of competency sit within both certificate II and III, and care should be taken to avoid duplicating enrolment on VASS. Credit for a unit of competency will only be counted once towards the VCE or VCAL.

Sequence

Advice for determining the sequence of the scored VCE VET Creative and Digital Media Program:

Certain units of competency will complement each other, lending to coordinated delivery that minimises content overlap. Units of competency have guidelines on the different situations and delivery contexts, and a range of delivery sequences are possible.

Schools are advised that the Units 3 and 4 sequences are not designed as stand-alone studies. The intention of VCE VET programs is to provide students with a qualification that meets industry expectations. The strong advice and assumption of industry bodies is that the quality of the qualification is compromised when foundation training is neglected.

This foundation training may be covered by undertaking either, relevant units of competency in the Certificate III in Screen and Media at Units 1 and 2 level, or by completing the Certificate II in Creative Industries.

The VCE VET Units 3 and 4 sequence must be assessed in the same enrolment year to access a study score. Students may undertake the Units 3 and 4 sequence and additional units of competency from the elective bank where time and resources allow.

VCE VET Creative and Digital Media Program Structure

CUA20215 Certificate II in Creative Industries

Code	Unit Title	Nominal Hours
Units 1 and 2		
Compulsory:		
BSBWOR203	Work effectively with others	15
CUAIND201	Develop and apply creative arts industry knowledge	20
CUAWHS302	Apply work health and safety practices	10
Electives: Select seven electives (minimum of 135 nominal hours):		
<ul style="list-style-type: none"> • Four or more electives must be selected from Group A • Up to three electives can be selected from Group B 		
Minimum nominal hours for Units 1 and 2		180
Electives: Group A		
BSBCRT101 *	Apply critical thinking techniques	20
BSBCRT301 *	Develop and extend critical and creative thinking skills	40
BSBCUS201*	Deliver a service to customers	40
BSBDES201 *	Follow a design process	40
BSBDES202 *	Evaluate the nature of design in a specific industry context	30
BSBDIV301 *	Work effectively with diversity	30
BSBWOR202	Organise and complete daily work activities	20
BSBWOR204	Use business technology	20
CPCCOHS1001A*	Work safely in the construction industry	6
CPCCVE1011A	Undertake a basic construction project	40
CUAACD101	Use basic drawing techniques	50
CUAACD201*	Develop drawing skills to communicate ideas	60
CUAFOH201	Undertake routine front of house duties	60
CUAFOH202	Usher patrons	30
CUALGT201*	Develop basic lighting skills and knowledge	30
CUAMPF101	Develop skills to play or sing music	70
CUAMPF102	Develop ensemble skills to perform simple musical parts	70
CUAPRP201	Develop basic prop construction skills	20
CUASCE201	Develop basic scenic art skills	20
CUASCE202	Prepare and prime scenic art cloths	25
CUASCE203	Repair, maintain and alter scenic art	15
CUASET201	Develop basic skills in set construction	65
CUASOU201	Develop basic audio skills and knowledge	40

Code	Unit Title	Nominal Hours
CUASOU202 *	Perform basic sound editing	30
CUASOU203*	Assist with sound recordings	35
CUASOU204 *	Mix sound in a broadcasting environment	20
CUASTA201	Develop basic staging skills	20
CUASTA202	Assist with bump in and bump out of shows	80
CUAVSS201	Develop basic vision system skills	20
ICTTEN202	Use hand and power tools	40
LMTCL2001B	Use a sewing machine	40
LMTCL2003B	Identify fibres and fabrics	50
LMTCL2011B	Draw and interpret a basic sketch	30
SIRXSL002A	Advise on products and services	30
SITTTSL201	Operate an online information system	40
SITXCCS201	Provide visitor information	35
SITXCOM201	Show social and cultural sensitivity	20
SITXFIN201	Process financial transactions	25
SITXFSA101	Use hygienic practices for food safety	15
Electives: Group B		
BSBCMM201	Communicate in the workplace	40
BSBINM201	Process and maintain workplace information	30
BSBINN201*	Contribute to workplace innovation	35
BSBITU201	Produce simple word processed documents	60
BSBITU202	Create and use spreadsheets	30
BSBLED101	Plan skills development	20
BSBLIB303	Provide multimedia support	30
BSBSUS201*	Participate in environmentally sustainable work practices	20
CUAAIR201*	Develop techniques for presenting information on air	30
CUACAM201 *	Assist in a basic camera shoot	30
CUADIG201*	Maintain interactive content	30
CUADIG202	Develop digital imaging skills	50
CUAPOS201 *	Perform basic vision and sound editing	40
CUARES201*	Collect and organise content for broadcast or publication	20
HLTAID002	Provide basic emergency life support	12
ICPDMT296	Create and test an interactive CD-ROM/DVD	20
ICTICT203	Operate application software packages	60
ICTICT204	Operate a digital media technology package	40
ICTWEB201*	Use social media tools for collaboration and engagement	20
LMTCL1001B	Produce a simple garment	40
LMTML1001A	Make a simple head piece	40

Code	Unit title	Nominal Hours
Maximum of three units may come from:		
FSKDIG03	Use digital technology for routine workplace tasks	15
FSKLRG09	Use strategies to respond to routine workplace problems	15
FSKLRG11	Use routine strategies for work-related learning	10
FSKOCM03	Participate in simple spoken interactions at work	10
FSKRDG07	Read and respond to simple workplace information	15
Minimum nominal hours for Units 1 and 2		180

Key:

* These units of competency can contribute to completion of both Certificate II and Certificate III qualifications

NOTE: Students may receive the Certificate II in Creative Industries without undertaking 135 hours of electives; however they will not be eligible to receive two units of credit at Units 1 and 2 level.

CUA31015 Certificate III in Screen and Media

Code	Unit Title	Nominal Hours
Units 1 and 2		
Compulsory:		
BSBCRT301	Develop and extend critical and creative thinking skills	40
BSBWHS201 **	Contribute to health and safety of self and others	20
CUAIND301	Work effectively in the creative arts industry	50
Subtotal		110
Electives: select three electives from the Screen and Media Elective Bank (to a minimum of 70 hours)		
Minimum nominal hours for Units 1 and 2		180

Code	Unit title	Release Number	Nominal Hours
Units 3 and 4			
BSBDES302 **	Explore and apply the creative design process to 2D forms	1	50
CUAANM301	Create 2D digital animations	1	35
CUADIG302	Author interactive sequences	1	40
CUADIG304 ~	Create visual design components	1	30
CUAWRT301	Write content for a range of media	1	40
Total nominal hours for Units 3 and 4			195
Total for VCE VET Program			375

Code	Unit title	Nominal Hours
Screen and Media Elective Bank		
AHCILM306A	Follow Aboriginal cultural protocols	40
BSBCON401	Work effectively in a business continuity context	40
BSBCRT101	Apply critical thinking techniques	20
BSBCUS201	Deliver a service to customers	40
BSBDES201**	Follow a design process	40
BSBDES202	Evaluate the nature of design in a specific industry context	30
BSBDES303**	Explore and apply creative design process to 3D forms	50
BSBDIV301	Work effectively with diversity	30
BSBFIA301	Maintain financial records	60
BSBINN201	Contribute to workplace innovation	35
BSBINN301	Promote innovation in a team environment	40
BSBSUS201	Participate in environmentally sustainable work practices	20
CPCCOHS1001A	Work safely in the construction industry	6
CUAACD201	Develop drawing skills to communicate ideas	60
CUAAIR201	Develop techniques for presenting information on air	30
CUAAIR301	Present programs on air	30
CUAAIR302	Develop techniques for presenting to camera	30
CUAANM302	Create 3D digital animations	75
CUAANM303	Create 3D digital models	75
CUABRD301	Perform basic transmission operations	40
CUABRD302	Provide production support for television productions	50
CUABRD303	Prepare video material for television transmission	40
CUACAM201	Assist with a basic camera shoot	30
CUACAM301	Shoot material for screen productions	60
CUACAM302	Rig camera infrastructure	30
CUACMP301	Implement copyright arrangements	20
CUADIG201	Maintain interactive content	30
CUADIG301	Prepare video assets	30
CUADIG303	Produce and prepare photo images	20
CUAGMT301	Repair and maintain production equipment	25
CUALGT201	Develop basic lighting skills and knowledge	30
CUALGT301	Operate basic lighting	30
CUALGT303	Install and test lighting equipment	30
CUAPOS201	Perform basic vision and sound editing	40
CUAPPM302	Plan and prepare program content	60
CUARES201	Collect and organise content for broadcast or publication	20

Code	Unit title	Nominal Hours
CUASOU202	Perform basic sound editing	30
CUASOU203	Assist with sound recordings	35
CUASOU204	Mix sound in a broadcasting environment	20
CUASOU304	Prepare audio assets	30
CUASOU305	Compile audio material for broadcast	30
CUASOU307	Record and mix a basic music demo	40
CUASOU308	Install and disassemble audio equipment	40
CUASOU309	Restore audio tracks	35
CUASOU310	Analyse soundtracks	35
CUASOU405	Record sound	60
CUAWRT302	Write simple stories	30
HLTAID003	Provide first aid	18
ICTICT306	Migrate to new technology	20
ICTICT308	Use advanced features of computer applications	40
ICTWEB201	Use social media tools for collaboration and engagement	20
ICTWEB303 ~	Prepare digital images for the web	30
Maximum of two units may be selected from the following:		
BSBDES301 **	Explore use of colour	40
BSBDES304 **	Source and apply design industry knowledge	20
CUAACD301 **	Produce drawings to communicate ideas	80
ICTPRG301	Apply programming skills	40

Key:

~ Visual Communications Specialist Skills Set – ICTSS00054 - 3 Units

** Core units in CUA30715 Certificate III in Design Fundamentals

Additional units of competency from CUA31015 Certificate III in Screen and Media

Note: students may undertake additional units to complete the CUA31015 Certificate III in Screen and Media. Credit will accrue on the basis of 90 hours per VCE unit. Additional credit may accrue depending on the units of competency completed.

In order to qualify for a Units 3 and 4 sequence as an alternative to the scored Units 3 and 4 sequence, students will be required to undertake the compulsory units and at least 250 hours of training from the screen and media elective bank.

Study Score

A study score is available for the VCE VET Creative and Digital Media program.

To be eligible for a study score students must:

- Satisfactorily complete all the units of competency required in Units 3 and 4.
- Be assessed in accordance with the tools and procedures specified in the VCE VET Assessment Guide and program specific assessment plan templates published annually on the VCAA website.
- Undertake an examination in the end-of-year examination period, based on the underpinning knowledge and skills in the compulsory units of competency in the Units 3 and 4 sequence, and in accordance with the current examination specifications.

Units 3 and 4 must be delivered and assessed in a single enrolment year.

The study score for the VCE VET Creative and Digital Media program is based on evidence from two sources: coursework tasks and an examination. The assessment of three VCE VET coursework tasks does not replace the qualification assessments, but both tend to be complementary and may be integrated. Tasks may be designed with both assessment purposes in mind.

For further information on scored assessment refer to the VCE VET Assessment Guide, which contains information relating to study scores for VCE VET programs. It contains an overview of study score assessment, advice regarding the development of coursework tasks, and integration of study scores with competency assessment. The assessment guide also contains generic templates, scoring criteria and other coursework assessment records.

www.vcaa.vic.edu.au/Documents/vet/scoredassess/vcevet-genericassessmentguide.pdf

Advice relating to VCE VET Creative and Digital Media program is published on the VCAA website and updated annually

<http://www.vcaa.vic.edu.au/Pages/vet/programs/interactivedigital/interactivedigital.aspx>

ATAR Contribution

Students wishing to receive an ATAR contribution for the Units 3 and 4 sequence from certificate III must undertake scored assessment for the purpose of achieving a study score. This study score can contribute directly to the ATAR, either as one of the student's best four studies (the primary four) or as a fifth or sixth study. Where a student elects not to receive a study score no contribution to the ATAR will be available.

Further contribution may be available for students who complete a Units 3 and 4 sequence from electives outside the scored program.

Structured Workplace Learning

Structured Workplace Learning (SWL) provides students with the opportunity to integrate practical on-the-job experience and learnings in industry with nationally recognised VET undertaken as part of either the VCE or the VCAL. It provides the context for:

- enhanced skill development
- practical application of industry knowledge
- assessment of units of competency, and
- enhanced employment opportunities.

The VCAA strongly recommends a minimum of **80 hours** of SWL over the duration of the VCE VET Creative and Digital Media program.

Further information on SWL arrangements is available on the Victorian Department of Education and Training (DET) website:

www.education.vic.gov.au/school/teachers/teachingresources/careers/work/Pages/structuredlearning.aspx

Additional Information

For updates or information relating to this program refer to:

VCAA website – VCE VET Creative and Digital Media program page:

<http://www.vcaa.vic.edu.au/Pages/vet/programs/creativigitalmedia/creativigitalmedia.aspx>

VCAA website - Bulletin page:

<http://www.vcaa.vic.edu.au/Pages/correspondence/index.aspx>

Pathways

The VCE VET Creative and Digital Media program opens up many different training and employment pathways. The VCAA recommends study at the lower levels to develop industry foundation skills before moving to higher level qualifications.

Certificate II	Certificate II in Creative Industries
Certificate III	Certificate III in Screen and Media
Certificate IV	Certificate IV in Screen and Media
	Certificate IV in Screen and Media (Interactive Media)
	Certificate IV in Screen and Media (Specialist Make-up
Diploma	Diploma of Screen and Media
	Diploma of Screen and Media (Interactive Media)
	Diploma of Screen and Media (Specialist Make-up Services)
Advanced Diploma	Advanced Diploma of Screen and Media
Higher Education	Bachelor of Communications (Media)
	Bachelor of Design (Animation and Interactive Media)
	Bachelor of Design (Communication Design)
	Bachelor of Design (Digital Media)
	Bachelor of Media and Communications
	Bachelor of Screen and Media
	Bachelor of Creative Industries

Appendix – Sample Programs

Sample 1: CUA20215 Certificate II in Creative Industries

The following sample program must be used in conjunction with the nationally endorsed CUA This sample program may provide:

- completion of CUA20215 Certificate II in Creative Industries
- three VCE units at Units 1 and 2 level
- completion over one year.

Code	Unit Title	Nominal Hours
Units 1 and 2		
Compulsory:		
BSBWOR203	Work effectively with others	15
CUAIND201	Develop and apply creative arts industry knowledge	20
CUAWHS302	Apply work health and safety practices	10
Subtotal:		45
Electives:		
BSBCRT101 *	Apply critical thinking techniques	20
BSBDES201 *	Follow a design process	40
BSBCRT301 *	Develop and extend critical and creative thinking skills	40
CUAACD101	Use basic drawing techniques	50
CUADIG202	Develop digital imaging skills	50
CUADIG201*	Maintain interactive content	30
ICTICT204	Operate a digital media technology package	40
Subtotal:		270
Total nominal hours for Units 1 and 2:		315

Sample 2: CUA31015 Certificate III in Screen and Media

This sample program may provide:

- completion of CUA31015 Certificate III in Screen and Media
- three VCE units at Units 1 and 2 level
- Units 3 and 4 sequence and a study score
- completion over two years.

Year 1:

Code	Unit Title	Nominal Hours
Units 1 and 2		
Compulsory:		
BSBCRT301	Develop and extend critical and creative thinking skills	40
BSBWHS201 **	Contribute to health and safety of self and others	20
CUAIND301	Work effectively in the creative arts industry	50
		Subtotal
		110
Electives:		
CUADIG303	Produce and prepare photo images	20
BSBDES201**	Follow a design process	40
CUADIG201	Maintain interactive content	30
		Minimum nominal hours for Units 1 and 2
		190

Year 2:

Code	Unit title	Release Number	Nominal Hours
Units 3 and 4			
BSBDES302 **	Explore and apply the creative design process to 2D forms	1	50
CUAANM301	Create 2D digital animations	1	35
CUADIG302	Author interactive sequences	1	40
CUADIG304 ~	Create visual design components	1	30
CUAWRT301	Write content for a range of media	1	40
			Total nominal hours for Units 3 and 4
			195
			Total for VCE VET Program
			385

Sample 3: CUA31015 Certificate III in Screen and Media

This sample program may provide:

- completion of CUA31015 Certificate III in Screen and Media
- two VCE units at Units 1 and 2 level
- a single Units 3 and 4 sequence
- completion of Visual Communications Specialist Skills Set – ICTSS00054
- completion over two years.

Year 1:

Code	Unit Title	Nominal Hours
Units 1 and 2		
Compulsory:		
BSBCRT301	Develop and extend critical and creative thinking skills	40
BSBWHS201 **	Contribute to health and safety of self and others	20
CUAIND301	Work effectively in the creative arts industry	50
Subtotal		110
Electives:		
BSBCRT101	Apply critical thinking techniques	20
BSBDES201**	Follow a design process	40
BSBDES303 **	Explore and apply creative design process to 3D forms	50
Minimum nominal hours for Units 1 and 2		220

Year 2:

Code	Unit title	Nominal Hours
ICTWEB303 ~	Prepare digital images for the web	30
CUADIG201	Maintain interactive content	30
CUADIG301 ~	Prepare video assets	30
CUAANM302	Create 3D digital animations	75
CUADIG304 ~	Create visual design components	30
Total nominal hours for Units 3 and 4		195
Total for VCE VET Program		415