CUFANM301A	**Create 2D digital animations**
Unit Descriptor	This unit describes the performance outcomes, skills and knowledge required to use industry-current software to create 2D animations.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
Employability Skills	This unit contains employability skills.
Application of the Unit	This unit addresses basic 2D animation skills directed at developing animations for inclusion in interactive media products, short stand-alone animated sequences and basic games.
	A person in this role works closely with other members of a production team and reports to a senior animator, designer, director or producer. The short dynamic animations they produce may include audio components.
	Skills associated with 3D digital animation are covered in:

- CUFANM302A Create 3D digital animations.

More complex skills associated with 3D character animation, including animating facial expressions and lip syncing, are covered in:

- CUFANM501A Create 3D digital character animation.

Unit Sector	No sector assigned

ELEMENT	PERFORMANCE CRITERIA
1. Identify animation requirements.	1.1 Clarify **2D animation** requirements, including **design specifications** and storyboard in consultation with **relevant personnel.**
	1.2 Clarify target users/audience and requirements with regard to **output formats** and **delivery platforms** .
2. Generate and assess ideas.	2.1 Review animations, artworks and other creative sources that may inspire design ideas.
	2.2 Obtain other relevant information that may influence design ideas.
	2.3 Generate a range of animation ideas that are technically feasible, respond to specifications and provide creative solutions to all design issues.
	2.4 Present animation ideas to relevant personnel using appropriate **design techniques** .
3. Plan approach.	3.1 Assess the range of industry-current 2D **animation software** available to determine compatibility with design specifications.
	3.2 In consultation with relevant personnel, select the most appropriate 2D animation software for a given purpose.
	3.3 Evaluate initial design ideas and specifications against findings and discuss with relevant personnel to select final design concept.

4.	Source key animation elements.	4.1	Source or create key drawings by the most appropriate method to reflect animation requirements.
		4.2	Source ***audio assets*** for inclusion in animation as required.
5.	Produce animations.	5.1	Apply basic ***screenprinciples, visual design principles, communication principles,animation techniques*** and ***animation principles*** to produce animated sequences.
		5.2	Source and import, or generate sufficient quantity of key drawings to establish required actions.
		5.3	Combine animated objects to produce single sequences according to creative requirements and specifications.
		5.4	Integrate audio assets where necessary.
		5.5	Save and store animations using appropriate output file formats and standard naming conventions.
6.	Finalise animations.	6.1	Review animations to assess creative solutions to design specifications, appropriateness to users/audience and technical feasibility.
		6.2	Discuss and confirm with relevant personnel additional requirements or modifications to overall designs or animations and undertake necessary amendments.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit.

Required skills

- communication, teamwork and literacy skills sufficient to:
  - interpret and clarify written or verbal instructions
  - interpret information in software user manuals and help features
  - work as a member of a project team, both independently on assignment and under direction
  - respond constructively to feedback received from other team members
- initiative and enterprise in the context of:
  - generating a range of feasible ideas for 2D animated sequences
  - visualising creative concepts
- technical skills sufficient to:
  - use appropriate software to develop 2D animations
  - produce hand-drawn sketches
  - apply the basic principles of screen, visual design and communication to produce 2D animations
  - create 2D animations in appropriate formats for a range of delivery platforms
  - manage files and directories using standard naming conventions and version control protocols
- self-management and planning skills sufficient to:
  - prioritise work tasks
  - meet deadlines
  - seek expert assistance when problems arise.

Required knowledge

- industry knowledge, including:
  - roles and responsibilities of project team members
  - basic understanding of the relationship between the technical and creative aspects and requirements of media projects
- basic animation techniques and principles
- basic screen principles
- principles of visual design and communication
- copyright clearance procedures
- OHS standards as they apply to use of computer and keyboard for periods of time.

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.

2D animations may include:	- basic games - buttons - characters - illustrations - logos - morphs - objects - puzzles - simulated sequences - text - titles and credits.
Design specifications may include:	- characters and objects - key frames - objects - references - samples - script - storyboard - technical specifications, including: - output file format - output file size - operating system - hardware specifications, including memory size, RAM - delivery platform - bandwidth - media form.
Relevant personnel may include:	- art director - audio asset creator - designer - director - graphic artist - instructional designer - navigation designer - producer - project manager - system support personnel - other technical and specialist personnel.

Output formats may include:	• DIR/DCR • FLA/SWF • GIF • HTML.
Delivery platforms may include:	• CD • DVD • film • games console • internet • kiosk • mobile phone • PDA (personal digital assistant) • video • other mobile devices.
Design techniques may include:	• digital illustrations of objects and characters • freehand sketches • storyboards • story trees.
Animation software may include:	• Director • Flash • Toon Boon Studio.
Audio assets may include:	• music • narration • sound effects.
Screen principles may include:	• editing, including basic transitions • framing • lighting • montage • narrative • story-telling • style/genre.
Visual design principles may include:	• balance • composition • emphasis • focal point • movement • perspective • proportion • scale • unity.

Communication principles may include:	- communicating the message - conveying meaning - meeting audience requirements - using functional components.
Animation techniques may include:	- acceleration/deceleration - audio integration - hinges and pivots - key frames and tweens - looping backgrounds - morphing/object exaggeration - motion paths - registration points - rotation - speed/motion blur.
Animation principles may include:	- key frames - motion - pacing/timing - point of view.

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 Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: - creation of a range of 2D digital animations that: - meet specifications - demonstrate the basic principles of screen, visual design and communication - meet the technical requirements of at least two delivery platforms listed in the range statement - satisfy client requirements - collaborative approach to work.

Context of and specific resources for assessment	Assessment must ensure:

Assessment must ensure:

- access to a selection of resources, equipment and current industry-current software as listed in the range statement
- where sound is integrated in the animated sequence, access to a range of suitable software to support the integration of sound and visual elements
- access to appropriate learning and assessment support when required
- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of a range of 2D digital animations created by the candidate in response to specifications
- written or oral questioning to test knowledge of visual design principles, communication principles, animation techniques and responsibilities of different members of a project team.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUFANM302A Create 3D digital animations
- CUFDIG301A Prepare video assets
- CUFDIG304A Create visual design components.