

## DEVELOP MOTION DESIGN

UNIT CODE: MD/OS/AN/CR/15/6/B

### UNIT DESCRIPTION

This unit specifies the competencies required to develop motion design. It involves: preparing project brief, developing audio-visual script, preparing animation assets, developing audio elements and compiling motion graphics.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the key outcomes which make up workplace function.	<b>PERFORMANCE CRITERIA</b> These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the range.</i>
1. Prepare project brief	1.1 Project description is prepared. 1.2 Project goals and objectives are established. 1.3 Project constraints are established. 1.4 Project time lines are established.
2. Develop audio-visual script	2.1 Audio-visual concept is developed. 2.2 Audio-visual pitch is created. 2.3 Final audio-visual script is adopted. 2.4 Audio-visual script is created. 2.5 Animation design theme is adopted.
3. Prepare animation assets	3.1 Animation assets are identified. 3.2 Animation assets are listed and categorized. 3.3 Animation assets are created. 3.4 Animation assets are prepared and approved for motion as per the SOPs.
4. Develop audio elements	4.1 Audio elements are identified. 4.2 Audio elements are generated. 4.3 Audio elements are edited and mastered. 4.4 Audio elements are approved.

5. Compile motion graphics	<p>5.1 Audio elements are imported into <i>motion design software</i>.</p> <p>5.2 Animation is created as per the audio-visual script.</p> <p>5.3 Motion tweens are created.</p> <p>5.4 Audio elements are synchronized.</p>
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### RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Motion design software includes but not limited to:	<ul style="list-style-type: none"> <li>• Premier pro</li> <li>• After-effects</li> <li>• Avid</li> <li>• Cinema 4D</li> <li>• 3D max</li> </ul>

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

The individual needs to demonstrate the following skills:

- Graphic design
- Sound design
- Video editing
- Creativity

#### Required knowledge

The individual needs to demonstrate knowledge of:

- Principles and elements of design
- Graphic design software
- Audio production software
- Principles of animation

### EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: <ul style="list-style-type: none"> <li>1.1 Prepared project brief.</li> <li>1.2 Developed audio-visual script.</li> <li>1.3 Prepared animation assets.</li> <li>1.4 Compiled motion graphics.</li> <li>1.5 Developed audio elements.</li> </ul>
2. Resource Implications	The following resources must be provided: <ul style="list-style-type: none"> <li>2.1 Creative brief</li> <li>2.2 Plugings</li> </ul>
3. Methods of Assessment	Competency may be accessed through: <ul style="list-style-type: none"> <li>3.1 Written tests</li> <li>3.2 Observation</li> <li>3.3 Oral questions</li> <li>3.4 Third party report</li> <li>3.5 Interviewing</li> <li>3.6 Project and report writing</li> <li>3.7 Assignments</li> </ul>
4. Context of Assessment	Competency may be assessed on: <ul style="list-style-type: none"> <li>4.1 On the job</li> <li>4.2 Off the job</li> <li>4.3 In a Simulated workplace setting</li> </ul>
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.