ICPKNW315 Apply knowledge and requirements of the multimedia sector

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to work in or deal with the multimedia sector of the printing industry, including having a working knowledge of related areas and a detailed knowledge of specific multimedia areas.

It applies to individuals who are working in or dealing with the multimedia sector of the printing industry and who are able to work as part of a team.

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

Unit Sector

Holistic knowledge

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Apply knowledge of multimedia and printing industry	1.1 Printing industry terminology and vocabulary are used correctly 1.2 New technology and new work processes are monitored and implemented when required 1.3 Trends within printing industry are monitored, on an ongoing basis, to inform personal work practices 1.4 International standards and open source standards are monitored for new developments and applied where appropriate
2. Apply knowledge of government Acts and regulations	2.1 Basic principles and obligations involved in copyright, work health and safety (WHS), environmental protection, access and equity, and industrial awards are applied
3. Apply knowledge of pre-press processes	3.1 Basic principles behind pre-press functions such as image production (typesetting, scanning, graphic arts camera), image combining (manual and electronic), image output (film, plates, direct to press) and digital workflow are understood and used in the production process where applicable 3.2 Appropriate use of different types of images (line, half-tone) is investigated as required 3.3 Different output settings (screen rulings, angles, shapes) and how they affect final printed product are researched and used as required 3.4 Different types of output required for different media and printing processes are determined and used in production process where applicable 3.5 Different output devices (film setters, plate, analogue proofs, digital proofs) are determined and used in production process where applicable
4. Apply detailed knowledge of multimedia techniques and requirements	4.1 Designs that are appropriate or inappropriate for multimedia are determined and applied to development process where applicable 4.2 Criteria for choosing visual, audio or text delivery for presenting information in both passive and interactive products are applied to development process where applicable 4.3 Differences between various markup languages and their

ELEMENT	PERFORMANCE CRITERIA
	application are applied to a range of suitable development work
	4.4 Differences between various scripting languages and their application are identified and applied to a range of suitable development work
	4.5 Criteria for selecting graphic resolution and formats, and advantages and limitations of different formats, are applied to development process where applicable
	4.6 Criteria for selecting audio formats for multimedia, and advantages and limitations of different formats, are applied to development process where applicable
	4.7 Criteria for selecting video formats for multimedia, and advantages and limitations of different formats, are applied to development process where applicable
	4.8 Criteria for selecting animation formats for multimedia, and advantages and limitations of different formats, are applied to development process where applicable
	4.9 Multimedia platforms and computer systems requirements for different multimedia products are investigated and applied to development process where applicable
	4.10 Different software and operating systems for producing multimedia products are evaluated for different jobs
	4.11 Features of an effective navigation system for both passive and interactive products are analysed and applied to development process where applicable
	4.12 Effect of rapidly changing technology and how multimedia production needs to respond to it is investigated
5. Apply knowledge of colour theory	5.1 Colour theory of additive colours (light), Red Green Blue (RGB), is used to inform design decisions
	5.2 Colour theory of subtractive colours (pigments), Cyan, Magenta, Yellow, Key (black) (CMYK), is used to inform design decisions
	5.3 Relationship between ranges of visual colour RGB and CMYK is used to inform design decisions
	5.4 Relationship between hue and greyness for tone and colour correction is used to inform design decisions
6. Apply basic knowledge of costs of production	6.1 Main cost elements (fixed, capital, variable) in multimedia production are used to inform development decisions
	6.2 Information required to accurately cost jobs and means of collecting it (manual and computerised) are used to inform

ELEMENT	PERFORMANCE CRITERIA
	development decisions
	6.3 Ways of minimising use of materials without affecting quality of output are used to inform development decisions
	6.4 Ways of maximising efficiency of capital and human resources are used to inform development decisions
7. Demonstrate basic knowledge of production management requirements and systems	7.1 Types of information that need to be exchanged between different stages of production to facilitate production efficiency are identified and used to inform development decisions
	7.2 Systems (manual and computerised) that can be used to exchange information are used in workplace
	7.3 Basic principles of efficient production management are used to inform development decisions

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3, 1.4, 4.2-4.4	• Researches and comprehends information in a range of text types from various sources
Oral Communication	1.1	• Uses appropriate vocabulary, including technical language relevant to role and context
Numeracy	6.1, 6.2	• Uses estimation and other assessment skills to check the outcomes and decide on the appropriate accuracy for the outcomes • Interprets and analyses a range of mathematical information that is used in familiar and routine tasks • Represents the mathematical information in a form that is personally useful as an aid to problem solving
Navigate the world of work	1.2-1.4, 2.1	• Maintains knowledge of the printing industry required for current role • Complies with legislative requirements and follows organisational policies and procedures relevant to own role
Get the work done	1.2-1.4, 3.1-3.5, 4.1-4.12, 5.1-5.4, 6.2-6.4, 7.1-7.3	• Takes responsibility for planning and organising own workload using analytical processes to decide on a course of action, and assembles the resources required • Recognises the potential of new approaches to enhance work practices and outcomes, and generates new ideas while regularly reviewing priorities and performance during implementation • Monitors trends and identifies concepts, principles and features of approaches in use in other contexts, and redesigns these to suit own situation • Applies formal problem-solving processes when tackling an unfamiliar problem • Understands the purposes, specific functions and key features of common digital systems and tools, and operates them effectively

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICPKNW315 Apply knowledge and requirements of the multimedia sector	ICPKN315C Apply knowledge and requirements of the multimedia sector	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426 e24131d