Australian Government

Department of Education, Employment and Workplace Relations

ICPKN315C Apply knowledge and requirements of the multimedia sector

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to work in or deal with the multimedia sector of the printing industry; that is, a working knowledge of related areas and a detailed knowledge of specific multimedia areas. It facilitates technical communication and the ability to work as a team member.

Application of the Unit

Application of the unit	This unit covers preparation of a person working in or dealing with the multimedia sector of the printing industry and underpins all multimedia units packaged in the ICP30305 Certificate III in Printing and Graphic Arts (Multimedia).
	Workers with the ICP30305 Certificate III in Printing and Graphic Arts (Multimedia) are likely to acquire most of this knowledge in the technical units.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Apply knowledge of multimedia and the printing industry	1.1. Printing industry terminology and vocabulary are used correctly and accurately 1.2. New technology and new work processes are monitored and implemented when required 1.3. Trends within the 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 understood and applied where appropriate
2. Apply knowledge of government acts and regulations	2.1. Basic principles and obligations involved in copyright, OHS, environmental protection, access and equity and industrial awards are understood in relation to the workplace 2.2. The basic principles and obligations involved in copyright, OHS, environmental protection, access and equity and industrial awards are followed in personal work practices
3. Apply knowledge of pre-press processes	3.1. The basic principles behind the following pre-press functions: 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. Different types of images (line, half-tone), digital and their use are understood and used as required 3.3. Different output settings eg screen rulings and angles, shapes, and how they affect final printed product are understood and used as required 3.4. The different types of output required for different media and printing processes are understood and used in the production process where applicable 3.5. Different output devices eg film setters, plate, analogue proofs, digital proofs are understood and used in the production process where applicable
4. Apply detailed knowledge of multimedia techniques and requirements	4.1. Designs that are appropriate or inappropriate for multimedia are understood and applied to the development process, where applicable 4.2. Criteria for choosing visual, audio or text delivery for presenting information in both passive and interactive products are understood and applied to the development process, where applicable

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ELEMENT	PERFORMANCE CRITERIA
	4.3. The differences between various markup languages and their application are understood and applied to a range of suitable development work
	4.4. The differences between various scripting languages and their application are understood and applied to a range of suitable development work
	4.5. The criteria for selecting graphic resolution and formats and advantages and limitations of different formats are understood and applied to the development process, where applicable
	4.6. Criteria for selecting audio formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable
	4.7. The criteria for selecting video formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable
	4.8. The criteria for selecting animation formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable
	4.9. Multimedia platforms and computer systems requirements for different multimedia products are understood and applied to the development process, where applicable
	4.10. Different software and operating systems for producing multimedia products are evaluated for different jobs
	4.11. The features of an effective navigation system for both passive and interactive products are understood and applied to the development process, where applicable
	4.12. The effect of rapidly changing technology and how multimedia production needs to respond to it are understood
5. Apply knowledge of colour theory	5.1. Colour theory of additive colours (light), RGB, is understood and used to inform design decisions
	5.2. Colour theory of subtractive colours (pigments), CMYK, is understood and used to inform design decisions
	5.3. The relationship between ranges of visual colour RGB and CMYK is understood and used to inform

ELEMENT	PERFORMANCE CRITERIA
	design decisions
	5.4. The relationship between hue and greyness for tone and colour correction is understood and used to inform design decisions
6. Apply basic knowledge of costs of production	6.1. The main cost elements (fixed, capital and variable) in multimedia production are understood and used to inform development decisions
	6.2. The information required to accurately cost jobs and the means of collecting it (manual and computerised) are understood and used to inform development decisions
	6.3. Ways of minimising use of materials without affecting the quality of output are understood and used to inform development decisions
	6.4. Ways of maximising efficiency of capital and human resources are understood and used to inform development decisions
7. Demonstrate basic knowledge of production management requirements and systems	7.1. The types of information that need to be exchanged between different stages of production to facilitate production efficiency are understood and used to inform development decisions
	7.2. Systems (manual and computerised) that can be used to exchange information are understood and used in the workplace
	7.3. The basic principles of efficient production management is understood and used to inform development decisions

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
- OHS in relation to operating machinery such as safely switching off machinery before cleaning is started   - communication of ideas and information by accurately using correct printing industry terminology and vocabulary   - collecting, analysing and organising information by monitoring trends within the multimedia sector on an ongoing basis to inform personal work practices   - planning and organising activities by considering and implementing, where required, basic principles of efficient production management   - teamwork when implementing procedures that ensure effective colour management   - mathematical ideas and techniques by understanding and using as required different output settings eg screen rulings and angles, shapes   - problem-solving skills by considering and implementing, where required, ways of maximising efficiency of capital and human resources during different jobs   - use of technology by understanding and applying to the development process, where applicable, multimedia platforms and computer systems requirements for different multimedia products
Required knowledge
unit underpins all Certificate III level multimedia units of competency

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Evidence Guide

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: • assessor must be satisfied that sufficient knowledge and understanding of multimedia and related production processes (as outlined in each Element) have been demonstrated so that job procedures, requirements and modifications can be intelligently discussed in some detail with a tradesperson, programmer, technician, production manager or client • successful assessment of Certificate III level multimedia units of competency • evidence for assessment may be gathered from assessment of the unit of competency alone or through an integrated assessment activity.
Context of and specific resources for assessment	Assessment must ensure: • assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment.
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 by the candidate.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

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.	
Level of knowledge may include:	• knowledge required to intelligently discuss job procedures, requirements and modifications with a tradesperson, production manager or client.

Unit Sector(s)

Unit sector	

Competency field

Competency field	Holistic Knowledge

Co-requisite units

Co-requisite units		

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