



Australian Government

CUAPOS412 Manage media assets

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Application

This unit describes the skills and knowledge required to implement systems and processes to manage media assets for media productions and projects. It involves establishing media asset management systems, recording documentation and media assets, and confirming required personnel have ongoing access to the systems.

The unit applies to those who are working on projects or productions that require different media assets. They work directly with the creators of audio, video and graphic assets to ensure the asset management system accommodates their needs. They set up conventions for file naming, sourcing, sorting and storing formal documents and media assets. Though reporting to a producer or manager, they work with a fair degree of autonomy.

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

Unit Sector

Media and entertainment production – Post-production

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish procedures for managing content and outputs	1.1 Confirm media asset management requirements with required personnel 1.2 Set up file naming system for projects based on standard conventions and protocols 1.3 Source and review storage repository and back-up systems that meet project requirements 1.4 Establish processes and conventions for recording and tracking information, locations, progress and location of formal documents and media assets

ELEMENT	PERFORMANCE CRITERIA
	1.5 Brief team members on media asset management system, including process for advising personnel of problems encountered as system is implemented
2. Record documentation and media assets	2.1 Document sources of media assets according to organisational procedures 2.2 Document progress and details of different project outputs 2.3 Maintain records of technical information on work in progress 2.4 Maintain copyright and permissions information 2.5 Track media assets and record information according to established system 2.6 Maintain version control and identify status of interim products, prototypes and other media assets 2.7 Respond to and resolve problems encountered as system is implemented, seeking specialist assistance as required
3. Finalise projects	3.1 Confirm procedures and schedule for signing-off projects with required personnel 3.2 Determine requirements for archiving 3.3 File and index formal documents and scripts according to agreed project or organisational procedures and timelines 3.4 Archive media assets in established repository system according to industry practice 3.5 Check required personnel have ongoing access to formal documents and media assets developed for projects 3.6 Review effectiveness of media asset management system and note areas for future improvement

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Oral communication	- Provides information and instructions to audience and environment using industry standard language - Obtains and confirms information using listening and questioning techniques
Reading	Interprets texts of varying complexity, extracts information and determines work requirements
Writing	Prepares detailed, logically sequenced text and describes procedures and processes when identifying, recording, tracking and filing

SKILL	DESCRIPTION
	- information • Maintains and updates documentation
Planning and organising	• Plans, organises and implements systematic procedures and processes when managing media assets and handling required communication
Self-management	• Meets expectations associated with own role and takes responsibility for planning and implementing media asset management system according to organisational procedures and recognised industry practice
Teamwork	• Collaborates with others and achieves joint outcomes • Clarifies requirements and provides comprehensive information and support to others using selected communication methods and practices
Technology	• Organises, enters, updates and tracks information and assets using digital technologies

Unit Mapping Information

Supersedes and is equivalent to CUAPOS402 Manage media assets.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>