



Australian Government

Department of Education, Employment and Workplace Relations

CUFMEM06A Design a multimedia product

Release: 1

CUFMEM06A Design a multimedia product

Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to analyse the requirements and develop the design of a multimedia project within the cultural industries.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element

Performance Criteria

1 Investigate mark-up and scripting options

1.1 Obtain production and technical specifications

1.2 Identify areas where mark-up and scripting languages may be required

- 1.3 Locate script/mark-up libraries for pre-written scripts or programming
- 1.4 Brief programmer on customised scripts/mark-up languages
- 1.5 Determine applicability of mark-up to product functionality
- 1.6 Present and discuss scripting options with relevant personnel to ensure compliance with technical specifications
- 1.7 Select mark-up language and scripting options
- 2 Integrate mark-up and scripting language
 - 2.1 Apply and integrate mark-up and scripting language into authoring process
 - 2.2 Ensure scripted elements comply with all navigation and graphic design interface considerations
 - 2.3 Eliminate or merge redundant scripting and mark-up elements
 - 2.4 Apply principles of visual, instructional and interactive design in selecting the best approach
 - 2.5 Select a systematic approach that will meet the creative, production and technical requirements specified in the brief outcome
- 3 Test mark-up and scripting language
 - 3.1 Test routines to verify script (programming) elements fulfil requirements
 - 3.2 Test that mark-up and language elements run true to requirements
 - 3.3 Conduct tests to ensure that elements conform to required technical specifications
 - 3.4 Test for faults and document findings
 - 3.5 Use standard techniques to remove any faults
 - 3.6 Develop the storyboard/s in accordance with the needs of the job and the development team
 - 3.7 Ensure the design is consistent with the project

- brief
- 3.8 Identify deliverables and agree on milestones
- 4 Evaluate mark-up and scripting language
 - 4.1 Liaise with relevant personnel to evaluate process and record all decisions
 - 4.2 Archive suitable and relevant scripts for future use
 - 4.3 Review the design to ensure it meets the technical requirements of the brief
 - 4.4 Adjust the design as necessary after discussions with relevant personnel
 - 4.5 Clarify any legislative or ownership issues to comply with production and/or organisational requirements
 - 4.6 Confirm acceptance of the design including deliverables, milestones and timeline

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge of and skills in:

- principles of effective and creative design
- principles of visual communication
- application of a wide range of media and techniques
- the theory of human/machine interaction
- principles of learning and instructional techniques

Linkages to other units

This unit has linkages to the following units and combined training delivery and/or assessment is recommended:

CUFMEM07A - Apply principles of visual design and communication to the development of a multimedia product

CUFRAD01A - Originate and develop the concept

CUFGEN01A - Develop and apply industry knowledge

CUSRAD01A - Collect and organise information

CUSRAD02A - Conduct research

Critical aspects of evidence

Assessment must be customised to meet the needs of the particular sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.

The following evidence is critical to the judgement of competence in this unit:

- the ability to develop a design which satisfies the requirements of the project specifications
- the ability to achieve an original, effective and creative product

Context and method of assessment

Assessment may take place on the job, off the job or a combination of both of these.

Off the job assessment must be undertaken in a closely simulated workplace environment.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

practical demonstration (direct observation may need to occur on more than one occasion to establish consistency of performance)

role play

case studies

work samples or simulated workplace activities

oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept

projects/reports/logbooks

third party reports and authenticated prior achievements

portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to a range of resources and equipment listed in the range of variables statement, currently used by the multimedia industry.

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Range Statement

Appropriate personnel to consult may include:

art director
technical director
instructional designers
programmers
graphic designers
educators
heads of department
other technical staff
clients
other specialist creative and administrative staff

Project specifications may include:

budget
time frame
access to facilities and resources
technical issues:
disc space
delivery platform
testing plan
milestones
deliverables
prototyping

personnel:
number
availability

Components of the brief may include:

sound
video
images
text
animation
graphics
budget
time frame
technical issues

Aspects of the project included in the review may be:

content
interactivity
ease of navigation
instructional design
creativity
interest
client/customer requirements

Development team may include:

graphic artists

researchers
instructional designers
game designers
sound technicians
animators
technical specialists
programmers

Legislative and ownership issues may be:

copyright
clearances
intellectual property
ownership of assets
confidentiality
non-disclosure agreements

The design may be confirmed by:

project manager
technical manager
clients
supervisor

executive producer

Delivery platform may include:

world wide web
CD-ROM

Multimedia productions may include or be included in:

aspects or sections of film/ video production:

feature
documentary
short film and/or video
animations
commercials
live or pre-recorded performances

music video

television production of any type (music, drama, comedy, variety, sport)

live or pre-recorded television productions

educational product

game

promotional product

information product

training product

e-commerce

a range of others

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Unit Sector(s)

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