Australian Government

Department of Education, Employment and Workplace Relations

CUFMEM13A Incorporate, design and edit digital video

Release: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUFMEM13A Incorporate, design and edit digital video

Modification History

Not applicable.

Unit Descriptor

This unit describes the competency required to edit, combine and incorporate video into multimedia presentations 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 Identify multimedia elements	1.1 Obtain all relevant plans, storyboards, navigation designs and design brief
	1.2 Locate all multimedia elements as required to meet

			creative and production requirements and technical specifications
		1.3	Discuss issues of integration and formats of the multimedia elements with appropriate personnel
		1.4	Save all multimedia elements in the appropriate format for inclusion, and store for each access
		1.5	Determine a sequence which will become the " prototype"
		1.6	Analyse the formats employed to create a given computer video sequence for a specified outcome
2	Identify scope of authoring software	2.1	Identify the range of industry standard authoring software
		2.2	Assess the software in relation to specified multimedia delivery platform
		2.3	Discuss selection of software with relevant design personnel to ensure selection will meet specified outcomes
		2.4	Select authoring software
		2.5	Save digital video using the appropriate file techniques
3	Use authoring software	3.1	Load authoring software
		3.2	Create a new file for the specified task and name appropriately
		3.3	Display and use tools and features of software relevant to the authoring process
		3.4	Apply time encoding to single and multiple edited digital video tracks in accordance with specifications
		3.5	Insert an video track into a multimedia production sequence in accordance with specifications
4	Create multimedia sequence	4.1	Import and assemble multimedia elements in appropriate sequence according to creative requirements
		4.2	Create interactive elements according to creative

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and technical requirements

	4.3	Check multimedia sequence conforms to navigation design
	4.4	Check multimedia sequence conforms to loading specifications
	4.5	Test and run multimedia sequence as a presentation to ensure the sequence meets creative, production and technical requirements
	4.6	Save file formats and identify for specified purpose
5	Evaluate multimedia prototype	5.1 Play back final sequence with relevant personnel
	5.2	Evaluate against criteria including achievement of a creative and user-friendly product
	5.3	Discuss and agree on required changes
	5.4	Assist if required in tests and user trials
	5.5	Evaluate feedback from user trials
	5.6	Confirm endorsement from relevant personnel to develop prototype into complete product
6	Transform prototype into final product	6.1 Make necessary changes as indicated by user trials
	6.2	Integrate all multimedia elements as required by specifications
	6.3	Make final checks to ensure all sequences conform to the navigation design
	6.4	Save into specified storage systems

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge
Assessment must include evidence of essential knowledge of, and skills in, the following areas:
visualisation and interpretation of creative concepts
editing conventions:
types of cutting
action cutting
montage
continuity
persistence of vision

filmmaking conventions:
types of camera shots
angles
camera viewpoint
cinematic time

electronic - digital language and other relevant terminology
contemporary video software
principles of video production
information sources
knowledge of the principles of digital video
knowledge of contemporary digital video formats
knowledge of methods for saving and producing digital video outputs
Linkages to other units
This unit has linkages to the following units and combined training delivery and/or assessment is recommended:
CUFMEM06A Design a multimedia product
CUFWRT07A Interpret and develop script
CUSRAD01A Collect and organise information
CUFGEN01A Develop and apply industry knowledge
CUFMEM07A Apply principles of visual design and communication to the development of a multimedia product
Critical aspects of evidence
This unit of competence applies to the multimedia sector and a range of other interested areas. Assessment must be customised to meet the needs of the particular workplace in which performance is being assessed.
The following evidence is critical to the judgement of competence in this unit:
ability to design, compile, edit and test multimedia sequences incorporating video
Method and context of assessment
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, equipment and technology listed in the range of variables statement, currently used by the cultural industries.

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

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Range Statement

Multimedia products or presentations may include:
educational
game
promotional
information
training
e-commerce
a range of others

Industry standard software:
a wide range of current programs is available. Examples of these are:
Adobe Premier
Quicktime
Media 100
NOTE: These programs are constantly being upgraded and replaced and appropriate
up-to-date programs should be selected.

Digital imaging may include:
titles/text
graphic images
2D and 3D animation
3D modelling
opticals
transitions such as dissolves, fade-ins, fade-outs, supers, subtitles
special effects

Sound may include:
sound effects
music
atmospherics
dialogue
additional dialogue, eg re-recorded and narration

Documentation may be:
computer generated
manually written
scripts
production schedules
manufacturer's specifications/instructions
contracts
edit decision lists (EDLs)
list of sequences with relevant shot numbers
assembly order
marked up scripts
marked up transcripts
sound sheets including timecode log sheets for location sound recordings
wild line and sound effects log sheets

Relevant personnel may include:
director
producer

production manager
editor
assistant editor
picture editing personnel
sound editing personnel
sound effects personnel
computer generated imagery (CGI) personnel
technical director
other technical staff
other specialist staff
designers
Visual effects may include:
keyers to combine
DVEs to move and distort
colour corrections to modify
texture generation to add blur
trackers to follow parts of the picture
production of titles
production of optical effects
graphic images
opticals
transitions such as dissolves, fade-ins, fade-outs, supers, subtitles
special effects
Video format may include:
VHS
SVHS
DVC
Umatic
SP
Betacam
Digital Betacam
Editing equipment may include:
computer hardware
non-linear digital editing and graphics software programs
monitors
keyboard and mouse
external hard drive
external disk drive
additional computer hardware
source and record machines
computer software programs
graphics computer program
digital video effects system (DVE)
digital disk recorder (DDR)
video transfer recorder (VTR)
Editing consumable materials may include:
computer disks
paper for hardcopy

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compact discs
Memory may include:
disk
hard drive - internal, external
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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other technical staff

other specialist staff

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Unit Sector(s)

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