



Australian Government

Department of Education, Employment and Workplace Relations

CUFPOS402A Manage media assets

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to manage media assets for screen and media productions and projects.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>The skills and knowledge outlined in this unit are typically applied by a person working in a large enterprise on projects or productions that require a wide range of media assets. They work directly with asset creators (audio, video, graphics) to ensure that the asset management system accommodates their needs.</p> <p>Though reporting to a producer or manager, a person in this role works with a fair degree of autonomy. They are responsible for setting up the conventions for file naming, sourcing, sorting and storing formal documents and media assets, and recording project or production details. They also set up systems to manage these assets effectively. The systems may need to be built by other personnel within the enterprise or production.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Establish systematic procedures for managing content and outputs	<ol style="list-style-type: none"> 1. Confirm media asset management requirements with <i>relevant personnel</i> 2. Set up file naming system for <i>projects</i> based on standard conventions and protocols 3. Source and review storage repository and back-up systems appropriate for the task 4. Set up processes to record <i>information</i> required for tracking <i>formal documents</i> and <i>media assets</i> 5. Establish conventions for recording progress and locations of media assets 6. Develop strategy for tracking and recording media assets 7. Brief team members on the media asset management system, including the process for alerting relevant personnel to problems encountered as the system is implemented
Record information about documents and media assets	<ol style="list-style-type: none"> 8. Document sources of media assets according to established procedures 9. Document progress and details of a range of outputs 10. Maintain records of technical information on work in progress 11. Maintain copyright and permissions information 12. Track media assets and record information according to established system 13. Maintain version control and identify status of interim products, prototypes and other relevant media assets 14. Respond to and resolve problems encountered as the system is implemented
Plan for project completion and storage	<ol style="list-style-type: none"> 15. Confirm schedule for final sign-off with relevant personnel 16. Determine requirements for archiving 17. Confirm procedures for finalisation of projects
Finalise project	<ol style="list-style-type: none"> 18. File and index formal documents according to agreed project or enterprise procedures 19. File and index scripts according to agreed project or enterprise procedures 20. Archive media assets in established system repository system according to industry practice 21. Ensure appropriate access by relevant personnel to formal documents and media assets developed by

ELEMENT	PERFORMANCE CRITERIA
	projects 22. Review the effectiveness of the media asset management system and note areas for future improvement

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication, teamwork and literacy skills sufficient to:
 - interpret project briefs
 - prepare and maintain media asset management documentation
 - provide verbal and written briefings to team members
 - work collaboratively as a member of a production team
 - provide advice and support to team members
- technical skills sufficient to track, maintain, record and archive information using accepted industry protocols
- initiative and flexibility in the context of anticipating and resolving problems with a media asset management system
- self-management and planning skills sufficient to:
 - set up and administer a file naming system
 - prioritise work tasks
 - meet deadlines
 - seek expert assistance as required

Required knowledge

- industry knowledge, including:
 - roles and responsibilities of project team members in the relevant industry sector
 - sound understanding of the relationship between the technical and creative aspects and requirements of screen and media projects
 - issues and challenges that arise in the context of implementing media asset management systems
 - copyright and permissions
 - file and resource repository systems
 - industry or enterprise standard naming conventions
- OHS requirements as they relate to working on computers for periods of time

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • proficient use of information tracking and repository systems • accurate record keeping, updating and tracking • attention to detail • ability to work effectively as a member of a production team.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to industry-standard technology and repository systems that permit file and resource management • access to appropriate learning and assessment support when required • use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance • evaluation of at least two media asset management systems set up and managed by the candidate • written or verbal questioning to test knowledge of the processes followed to manage media assets and the respective roles and responsibilities of team members.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • CUFDIG301A Prepare video assets • CUFDIG303A Produce and prepare photo images • CUF301A Prepare audio assets.

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.

<p><i>Relevant personnel</i> may include:</p>	<ul style="list-style-type: none"> • artists • author • designers • media asset creators • producer • programmer • project manager • supervisor • other specialist creative and administrative staff.
<p><i>Projects</i> may include or be included in:</p>	<ul style="list-style-type: none"> • aspects or sections of film/video production: <ul style="list-style-type: none"> • feature • documentary • short film and/or video • animations • commercials • live or pre-recorded performances • music video • television production, e.g. music, drama, comedy, variety, sport • live or pre-recorded television productions • e-commerce • educational product • game • information product • promotional product • training product • website.
<p><i>Information</i> about assets may include:</p>	<ul style="list-style-type: none"> • asset details • copyright • date of transfer • default technical settings

RANGE STATEMENT	
	<ul style="list-style-type: none"> • reusability • transfer details • versions • other metadata as required.
<i>Formal documents</i> may include:	<ul style="list-style-type: none"> • agreed terms and conditions • assets rights clearances • confidentiality agreements • contracts with subcontractors • copyright permissions • final proposal • intermediate and final sign-offs • software licences • technical information.
<i>Media assets</i> may include:	<ul style="list-style-type: none"> • 3D models • animations (2D, 3D) • audio • code and scripts • graphics • photographs • text documents (PDF, MSWord, PowerPoint) • videos • other assets as required by the project.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Media and entertainment production - post-production
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Co-requisite units

Co-requisite units		