



Australian Government

Department of Education, Employment and Workplace Relations

ICPMM581B Manage multimedia production

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage the multimedia production cycle.

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Application of the Unit

This unit covers the skills required to manage the multimedia production cycle.

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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Nil

Nil

Employability Skills Information

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 required performance needed to demonstrate achievement of the Element. Where italicised text is used, further information is detailed in the Required Knowledge and Skills and/or Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

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Elements and Performance Criteria

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Element	Performance Criteria
1 Design a production cycle for a multimedia product	<ul style="list-style-type: none">1.1 Management components of the production cycle are identified and coordinated to achieve a defined outcome1.2 Concepts for multimedia integration are posited and their sequence planned1.3 Prototype sequences are designed and tested according to job specifications1.4 Multimedia production is undertaken that conforms to product specifications1.5 The final product is tested for conformance to specifications and released to client
2 Define the attributes of interactive multimedia products	<ul style="list-style-type: none">2.1 The attributes of hypermedia are defined and incorporated into a given production2.2 The attributes of hypertext are defined and incorporated into a given production2.3 Linear and interactive information structures are distinguished and incorporated into a given production
3 Manage research	<ul style="list-style-type: none">3.1 Client specifications are researched and checked with client to deliver the desired outcome3.2 Files, documents, images and footage relevant to

project requirements are sourced and their functions documented and sequenced

- 3.3 Liaison with clients is undertaken, records of interviews kept, and specifications monitored within the management of the project to achieve the required outcomes
- 3.4 Files, documents, images and footage relevant to specific projects are filed for future reference with regard for client confidentiality

4 **Manage the multimedia process**

- 4.1 The order of process procedure is determined and documented to deliver the desired outcome
- 4.2 Costs are determined, checked with client, and documented to deliver the desired outcome
- 4.3 Quality outcomes are determined and documented and a quality system is established to monitor the quality of the product
- 4.4 The product outcome is produced fit for the purpose
- 4.5 The product is tested against specifications prior to client release
- 4.6 Endorsement of the product by the client is gained to ensure specifications have been fulfilled

Required Skills and Knowledge

Required Knowledge and Skills

The following knowledge must be assessed as part of this unit:

Multimedia production cycle

What are the management components of the production cycle?

What considerations are involved in multimedia integration?

What is involved in designing and testing prototype sequences?

What is involved in multimedia product testing?

Interactive multimedia product attributes

What are the attributes of hypermedia?

What are the attributes of hypertext?

What is the difference between linear and interactive information structures?

The multimedia production process

What are the quality considerations of multimedia production?

Managing research

How are files, documents, images and footage relevant to project requirements sourced?

What steps are necessary to ensure good liaison with clients?

The following skills must be assessed as part of this unit:

OHS in relation to operating machinery such as safely switching off machinery before cleaning is started

Communication of ideas and information by liaising with clients

Collecting, analysing and organising information by researching client specifications

Planning and organising activities by identifying the production cycle

Teamwork when liaising with clients

Mathematical ideas and techniques by maintaining costs within budget

Problem-solving skills by testing product to ensure it meets specifications

Use of technology by working on a multimedia product

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Knowledge and Skills, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

Establish, monitor and evaluate a production cycle including the project management of all technical aspects of the project

Demonstrate an ability to find and use information relevant to the task from a variety of information sources

Produce a portfolio covering a period of THREE months' information on the management of TWO multimedia projects that demonstrates establishing, monitoring and evaluating a production cycle including using attributes of specific multimedia interactivity. The portfolio should include material that covers defined components of a production cycle, concepts for multimedia integration, prototype sequences and attributes, product testing and quality considerations

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:

evidence for assessment may be gathered from assessment of the unit of competency alone or through an integrated assessment activity

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.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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. Italicised wording in the Performance Criteria is detailed below.

Degree of autonomy

Managing multimedia production is undertaken in the workplace working independently and being able to cope with contingencies

Types of systems

Multimedia systems used in the pre-press sector and associated sectors with which a pre-press organisation may be required to work

Unit Sector(s)

Not applicable.

Competency field

Multimedia
Multimedia