



Australian Government

CUAPOS311 Edit video and audio content for social media

Release: 1

CUAPOS311 Edit video and audio content for social media

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 edit video and audio content for social media and other online destinations.

The unit applies to those who are responsible for preparation and evaluation of digital media assets, editing of media content, reviewing content against production requirements, and uploading to a final destination. Editors who create content for social media need to consider a variety of frame sizes and formats and be able to assess and modify content to suit the production requirements. They will typically work to an overall production brief and be expected to revise content when required.

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. Prepare for editing	1.1 Clarify editing requirements in consultation with production personnel and with reference to documentation as required 1.2 Select editing equipment and software that meets production and safety requirements 1.3 Check source materials for compatibility with required frame rate and size 1.4 Identify technical problems with source material and agree on replacement material or editing approach as required 1.5 Transfer materials to storage location that meets production requirements

ELEMENT	PERFORMANCE CRITERIA
2. Undertake editing process	2.1 Create project with settings for required frame rate, resolution and output size 2.2 Import or link media assets into selected project 2.3 Edit video and sound to meet production requirements 2.4 Re-arrange video and audio to meet production requirements using software 2.5 Add additional sound elements as required
3. Enhance and review the edit	3.1 Insert transitions and titles as required and confirm required titles have correct spelling 3.2 Resize or move video sources that contain different frame sizes to ensure aesthetically pleasing image framing 3.3 Mix sound sources and confirm coherent soundtrack 3.4 Check edited content has rhythm and style that meet production requirements 3.5 Report technical and creative problems to required personnel as required 3.6 Review edited content with required production personnel and confirm production requirements are met
4. Finalise edits	4.1 Make revisions as required and finalise edit to meet deadlines 4.2 Export video file in compatible size, format and frame rate to meet production requirements 4.3 Upload video to final destination with applicable metadata according to production requirements 4.4 Evaluate own performance against technical and creative criteria and consider where improvements can be made

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 discusses requirements and solutions using clear, specific language - Obtains and confirms information using listening and questioning techniques
Reading	Interprets production documentation and extracts and analyses required information
Writing	Records lists and required information and reports faults using clear

SKILL	DESCRIPTION
	- language and terminology - Completes documentation using required formats, terminology and conventions specific to industry and organisational procedures
Planning and organising	Plans and sequences content preparation and editing tasks
Problem solving	Makes considered editing decisions under some pressure and evaluates their effectiveness in meeting requirements
Self-management	Meets expectations for own role and responsibilities for planning and completing work in line with project requirements
Teamwork	- Collaborates with others as required - Clarifies information, engages in discussions and elicits feedback from others using selected industry standard communication methods and practices
Technology	Completes tasks using different digital tools

Unit Mapping Information

No equivalent unit. New unit.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAPOS311 Edit video and audio content for social media

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- edit video and audio for social media according to at least two different production requirements.

In the course of the above, the candidate must:

- respond to production requirements that contain digital, creative and content resolution elements
- assess media content suitability for required frame size
- prepare vision and sound content segments for editing
- edit content using functions of editing software, within defined parameters
- create and composite text graphics which are visible on smaller screen sizes
- undertake evaluation of work in progress with required production personnel and adjust edits as required
- follow procedures for completing workplace documentation
- adhere to work health and safety (WHS) requirements
- meet work deadlines.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- frame size and formats that are used in social media and online destinations
- basic video and sound editing conventions and techniques
- copyright requirements for creating content for social media
- characteristics of social media videos
- industry standard communication methods and practices
- common social media platforms and how to use them for a commercial purpose
- strategies to evaluate own performance for future improvements
- WHS standards that apply when using computers and keyboards.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- content requiring editing
- digital editing facilities
- interaction with others required to demonstrate the performance evidence
- social media platforms.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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