



Australian Government

CUAPOS402 Manage media assets

Release: 1

CUAPOS402 Manage media assets

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to implement systems and processes to manage media assets for screen productions and projects.

It applies to individuals working in large enterprises on projects or productions that require a wide range of media assets. They work directly with the creators of audio, video and graphic assets to ensure the asset management system accommodates their needs. They set up conventions for file naming, sourcing, sorting and storing formal documents and media assets. Though reporting to a producer or manager, they work with a fair degree of autonomy.

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. Establish procedures for managing content and outputs	1.1 Confirm media asset management requirements with relevant personnel 1.2 Set up file naming system for projects based on standard conventions and protocols 1.3 Source and review storage repository and back-up systems appropriate for projects 1.4 Set up processes to record information required for tracking formal documents and media assets 1.5 Establish conventions for recording progress and locations of

ELEMENT	PERFORMANCE CRITERIA
	media assets 1.6 Develop strategies for tracking and recording media assets 1.7 Brief team members on the media asset management system, including the process for advising personnel of problems encountered as the system is implemented
2. Record documentation and media assets	2.1 Document sources of media assets according to enterprise procedures 2.2 Document progress and details of a range of project outputs 2.3 Maintain records of technical information on work in progress 2.4 Maintain copyright and permissions information 2.5 Track media assets and record information according to established system 2.6 Maintain version control and identify status of interim products, prototypes and other media assets 2.7 Respond to and resolve problems encountered as the system is implemented, seeking specialist assistance as required
3. Finalise projects	3.1 Confirm procedures and schedule for signing-off projects with relevant personnel 3.2 Determine requirements for archiving 3.3 File and index formal documents and scripts according to agreed project or enterprise procedures and timelines 3.4 Archive media assets in established repository system in line with industry practice 3.5 Check relevant personnel have ongoing access to formal documents and media assets developed for projects 3.6 Review effectiveness of the media asset management system and note areas for future improvement

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description

Reading	1.2, 1.3, 2.1, 2.3-2.6, 3.3, 3.4, 3.6	Interprets texts of varying complexity and extracts information to determine work requirements
Writing	1.2, 1.4-1.6, 2.1-2.6, 3.3, 3.4, 3.6	- Prepares detailed, logically sequenced text to describe procedures and processes required to identify, record, track and file information - Maintains and updates documentation
Oral Communication	1.1, 1.7, 2.7, 3.1	- Uses language to provide information and instructions appropriate to audience and environment - Uses careful listening and questioning techniques to obtain and confirm information
Navigate the world of work	2.1, 3.1, 3.3	Meets expectations associated with own role, taking responsibility for planning and implementing a media asset management system in line with enterprise processes and procedures and recognised industry practice
Interact with others	1.1, 1.7, 2.7, 3.1	- Collaborates with others to achieve joint outcomes - Selects and uses appropriate communication methods and practices to clarify requirements and provide comprehensive information and support to others about operation of the media asset management system
Get the work done	1.1-1.6, 2.3, 2.4, 2.6, 2.7, 3.1-3.6	- Plans, organises and implements systematic procedures and processes to manage media assets and handles relevant communication - Selects storage and back-up system that meets requirements - Uses system to organise and maintain required information, and tracks project assets to identify and resolve operational problems - Uses digital technologies and systems to organise, enter, update, and track information and assets

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPOS402 Manage media assets	CUFPOS402A Manage media assets	Updated to meet Standards for Training Packages. Minor edits to elements and	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
		performance criteria.	

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUAPOS402 Manage media assets

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Performance Evidence

Evidence of the ability to:

- develop processes and systems for the organisation and filing of formal documents and media assets
- use information tracking and repository systems to meet project requirements
- produce and accurately update records
- archive assets from completed projects with suitable ongoing access conditions
- provide clear directions to users of the processes and systems.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline roles and responsibilities of personnel involved in creating and managing media assets for screen and media projects
- explain the relationship between creative aspects of screen and media projects and the process of managing media assets
- identify typical problems with implementing media asset management systems, and briefly describe solutions
- explain the requirements for maintaining copyright and permissions requirements
- describe features of file and resource repository systems.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- file and resource management systems
- media assets.

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

Links

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