



Australian Government

Department of Education, Employment and Workplace Relations

CUFMEM02A Author a multimedia product

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required in authoring a complete multimedia product using an industry standard authoring tool for productions 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

Elements and Performance Criteria

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"
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
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
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 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:

- knowledge of computers and computer operating systems
- knowledge of elements of multimedia
- knowledge of range of multimedia file formats
- knowledge of a range of multimedia delivery platforms
- skill to correctly interpret a design brief and navigation design
- knowledge in the scope and applicability of industry standard authoring software
- skills in using appropriate authoring software, including its primary tools and features
- knowledge of software used for web authoring, its application, advantages and disadvantages
- knowledge of and ability to make the types of adjustments required when converting artwork to a range of delivery platforms
- knowledge of internet-related issues such as bandwidth, platform-independence and screen types, and how they are resolved
- knowledge of the purpose and process of validation and the role of standards and extensions
- knowledge of and ability to use the hardware, software and configurations required to view completed work
- knowledge of multimedia text software and ability to create, incorporate and format text into a multimedia product
- knowledge of the principles of analogue and digital audio and contemporary digital audio formats
- knowledge of methods for saving and producing digital audio outputs and optimising file size
- knowledge of the principles of editing audio tracks
- understanding of the technical requirements for preparing a range of artwork for multimedia output which may include animation, graphics, text, video and audio
- recognition and how to use and apply different technologies for design purposes
- broad knowledge base incorporating theoretical concepts of multimedia software packages
- knowledge of sources of technical and design information
- knowledge of the principles of digital video and contemporary digital video formats
- knowledge of methods for saving and producing digital video outputs
- knowledge of digital components of multimedia, their distinguishing features and functions
- electronic components of multimedia
- the scope and role of multimedia
- features and functions of multimedia operating systems
- knowledge of the limiting factors of computer hardware
- knowledge of health and safety standards
- effective communication skills

Linkages to other units

This unit has linkages to the following units and combined training delivery and/or assessment is recommended:

- CUFMEM07A - Apply principles of visual design and communication to the development of a media product
- CUSRAD01A - Collect and organise information
- ICPMM41CA - Incorporate text into multimedia presentations
- CUFMEM13A - Incorporate, design and edit digital video

ICPMM44CA - Incorporate audio into multimedia presentations

Critical aspects of evidence

Assessment must be customised to meet the needs of the particular sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.

The following evidence is critical to the judgement of competence in this unit:
the development of an integrated and functional interactive multimedia product that conforms to the navigation design and shows creativity

Method and context of assessment

Assessment may take place on the job, off the job or a combination of both of these.

Off the job assessment must be undertaken in a closely simulated workplace environment.

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 software listed in the range of variables statement, currently used by the multimedia industry.

Underpinning skills and knowledge

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

knowledge of computers and computer operating systems

knowledge of elements of multimedia

knowledge of range of multimedia file formats

knowledge of a range of multimedia delivery platforms

skill to correctly interpret a design brief and navigation design

knowledge in the scope and applicability of industry standard authoring software

skills in using appropriate authoring software, including its primary tools and features

knowledge of software used for web authoring, its application, advantages and disadvantages

knowledge of and ability to make the types of adjustments required when converting artwork to a range of delivery platforms

knowledge of internet-related issues such as bandwidth, platform-independence and screen types, and how they are resolved

knowledge of the purpose and process of validation and the role of standards and extensions

knowledge of and ability to use the hardware, software and configurations required to view completed work

knowledge of multimedia text software and ability to create, incorporate and format text into a multimedia product

knowledge of the principles of analogue and digital audio and contemporary digital audio formats

knowledge of methods for saving and producing digital audio outputs and optimising file size

knowledge of the principles of editing audio tracks

understanding of the technical requirements for preparing a range of artwork for multimedia

output which may include animation, graphics, text, video and audio

recognition and how to use and apply different technologies for design purposes

broad knowledge base incorporating theoretical concepts of multimedia software packages

knowledge of sources of technical and design information

knowledge of the principles of digital video and contemporary digital video formats

knowledge of methods for saving and producing digital video outputs

knowledge of digital components of multimedia, their distinguishing features and functions

electronic components of multimedia

the scope and role of multimedia

features and functions of multimedia operating systems

knowledge of the limiting factors of computer hardware

knowledge of health and safety standards

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Range Statement

Appropriate personnel to consult may include:

project manager
graphic interface designer
navigation designer
sound engineer
video producer
animator
artist
instructional designers
programmers
graphic designers

Project specifications may include:

time
disc space
delivery platform
format for final product
navigation design

Components of the brief may include:

sound
video
images
text
animation
graphics

Output formats may include:

RTF
GIF
MIDI
Jpeg
PICT
TIFF
HTML

Industry standard authoring software may include a:

wide range of programs, some current examples of which may be:

Pagemill
Frontpage
Dreamweaver
Flash
Director
Hyper Studio

NOTE: These programs are constantly being upgraded and replaced and appropriate up-to-date programs should be selected.

Delivery platform may include

world wide web
CD-ROM
DVD

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

Appropriate personnel to consult may include:

project manager

graphic interface designer

navigation designer

sound engineer

video producer

animator

artist

instructional designers

programmers

graphic designers

Project specifications may include:

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Unit Sector(s)

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