



Australian Government

Department of Education, Employment and Workplace Relations

ICAICT204A Operate a digital media technology package

Release: 1

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Modification History

Version	Comments
ICAICT204A	This version first released with <i>ICA11 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to identify, select and use a digital media package and supporting technologies.

Application of the Unit

This unit applies to information and communications technology people who need to use a digital media package to produce a variety of media rich documents within a small to large office environment.

The ability to incorporate and use digital media for a variety of business presentation purposes is a key component of any business or office environment.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Use appropriate OHS office work practices	1.1 Use safe work practices to ensure ergonomic, work organisation, energy and resource conservation requirements are addressed 1.2 Use wrist rests and document holders where appropriate 1.3 Use monitor anti-glare and radiation reduction screens where appropriate
2. Identify and select appropriate digital media package	2.1 Identify the basic requirements of a design brief, including user environment 2.2 Research and review suitable available digital media packages 2.3 Select an appropriate digital media package to meet design brief requirements
3. Use digital media package	3.1 Procure or create suitable data to meet requirements of the brief 3.2 Manipulate data using digital media package tools 3.3 Ensure naming and storing of documents in appropriate file format in directories or folders
4. Review digital media design	4.1 Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief 4.2 Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format 4.3 Review final product against design brief

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - communicate with peers and supervisors
 - seek assistance and expert advice
- literacy skills to:
 - interpret user manuals and help functions
 - read and write basic design briefs
- numeracy skills to apply graphical measurements
- problem-solving skills to manage applications and use help functions
- research skills to review and select appropriate digital media packages and technologies
- technical skills to:
 - operate a PC and printer
 - manipulate digital photographs, images, videos and sound
 - use digital media packages
 - use digital media technologies
 - use a keyboard to enter text, data and graphics.

Required knowledge

- basic principles of visual design
- functions and features of digital media packages and technologies
- graphic design and stylistic language conventions
- OHS principles and responsibilities for ergonomics, such as work periods and breaks
- principles of digital imaging and file formats, video and sound file formats, file management and transfer systems
- vendor product directions in digital media hardware and software
- visualisation and interpreting creative information, scripts (text) and images.

Evidence Guide

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.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • identify basic requirements of a design brief • use digital media package to meet organisational requirements • use OHS principles and responsibilities for ergonomics, such as work periods and breaks • use help manuals and online help when appropriate • use digital media technologies to support design brief requirements.
Context of and specific resources for assessment	Assessment must ensure access to: • use of PC, printer and digital media technologies • use of digital media package currently used in industry • documents detailing organisational style guide and policy • digital media focused design brief. Where applicable, physical resources should include equipment modified for people with special needs.
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: • verbal or written questioning to assess candidate's knowledge of OHS, application usage for specific tasks and use of different digital media technologies • direct observation of candidate using a digital media package • review final digital media product prepared by candidate against design brief.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the

	candidate and the work being performed. Indigenous people and other people from a non-English speaking background may need additional support. In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.
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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.

<i>Ergonomic, work organisation, energy and resource conservation requirements</i> may include:	• avoiding radiation from computer screens • chair height, seat and back adjustment • document holder • equipment that is reasonably adjusted to meet personal needs, in appropriate circumstances • exercise breaks • footrest • keyboard and mouse position • lighting • mix of repetitive and other activities • noise minimisation • posture • rest periods • screen position • workstation height and layout.
<i>Design brief</i> may include:	• approval sign-off • background • budget • deliverables • mandatory elements • objectives • target audience • time line.
<i>Digital media</i>	• 3-D computer graphics software

<i>packages</i> may include:	• animation software • commercial software applications • graphic arts software • hypermedia editing software, such as web development software • image editing software: • raster graphics • vector graphics • music sequencer or score writer • open-source software • organisation-specific software • sound editing software, such as digital-audio editor • video-editing software.
<i>Data</i> may include:	• graphics • icons • images • screenshots • sound • text • video.
<i>Naming and storing documents</i> may include:	• authorised access • filenames according to organisational procedure • filenames that are easily identifiable related to the content • file and directory names which identify the operator, author, section, date • filing locations • organisational policy for: • backing up files • filing hard copies of documents • security • storage in folders and sub-folders • storage on hard or floppy disk drives, CD-ROM, tape backup.
<i>File format</i> may include:	• HTML pages • music • PDF files • pictures • text files • video.

Unit Sector(s)

General ICT

Custom Content Section

Not applicable.