



Australian Government

ICPDMT581 Manage multimedia production

Release: 1

ICPDMT581 Manage multimedia production

Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 1.0.

Application

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

It applies to individuals who are responsible for the entire production cycle including researching requirements, designing and developing products, quality testing and liaising with clients.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Digital media technologies

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 Design production cycle for multimedia product	1.1 Management components of production cycle are identified and coordinated to achieve defined outcome 1.2 Concepts for multimedia integration are put forward and their sequence planned 1.3 Prototype sequences are designed and tested according to job specifications 1.4 Multimedia production is undertaken that conforms to product specifications 1.5 Final product is tested for conformance to specifications and released to client

ELEMENT	PERFORMANCE CRITERIA
2 Define attributes of interactive multimedia products	2.1 Attributes of hypermedia are defined and incorporated into given productions when required 2.2 Attributes of hypertext are defined and incorporated into given productions when required 2.3 Linear and interactive information structures are distinguished and incorporated into productions when required
3 Manage research	3.1 Client specifications are researched and checked with client to deliver desired outcome 3.2 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 management of project to achieve 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 multimedia process	4.1 Order of process procedure is determined and documented to deliver desired outcome 4.2 Costs are determined, checked with client and documented to deliver desired outcome 4.3 Quality outcomes are determined and documented, and quality system is established to monitor quality of product 4.4 Product is tested against specifications prior to client release 4.5 Endorsement of product by client is gained to ensure specifications have been fulfilled

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	1.1, 1.3, 1.4, 2.1-2.3, 3.1-3.3, 4.4, 4.5	Interprets and evaluates technically specific textual information from a range of sources to identify and manage requirements

Writing	1.2, 1.3, 2.1, 2.2, 3.2, 3.3, 4.1-4.3	- Prepares required documentation for designing, managing and monitoring multimedia production using appropriate language and structure - Records accurate notes from discussions with clients
Oral Communication	3.1, 3.3, 4.2	- Delivers or seeks information using language and technical references suitable to audience - Uses listening and questioning techniques to confirm understanding
Numeracy	4.2	Uses mathematical skills to calculate production costs and budgetary constraints
Interact with others	1.5, 3.1, 3.3, 4.2, 4.5	Identifies the requirements of important communication exchanges, selecting appropriate communication methods and protocols to suit the purpose and audience
Get the work done	1.1-1.4, 2.1-2.3, 3.2-3.4, 4.1, 4.3-4.5	- Sequences and schedules complex activities, monitors implementation and manages relevant communication - Takes responsibility for planning, organising and implementing processes and systems to manage and protect project related information - Uses systematic, analytical processes to test and evaluate products against required outcomes - Uses features of digital systems and tools for multimedia production or management

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICPDMT581 Manage multimedia production	ICPMM581C Manage multimedia production	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426e24131d>

Assessment Requirements for ICPDMT581 Manage multimedia production

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Performance Evidence

Evidence of the ability to:

- manage multimedia production in TWO separate projects over at least a THREE month period and produce a portfolio that demonstrates:
 - how all components of the production cycle were monitored and managed
 - concepts used for multimedia integration
 - how content was sourced and managed
 - prototype sequences developed and their attributes
 - how product testing was undertaken
 - measures used to establish and maintain effective liaison with clients.

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:

- explain the typical management components of a production cycle
- identify factors to take into account when considering multimedia integration
- describe the steps involved in designing, building and testing a prototype
- define hypermedia and hypertext, and explain the similarities and differences between the two
- explain the difference between linear and interactive information structures
- explain how quality outcomes are determined
- identify appropriate methods for sourcing and storing content.

Assessment Conditions

Gather evidence to demonstrate consistent performance in conditions that are safe and replicate the workplace. Noise levels, production flow, interruptions and time variances must be typical of those experienced in the digital media technologies field of work and include access to:

- resources, equipment and materials for multimedia production and management
- relevant workplace documentation
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426e24131d>