



Australian Government

Department of Education, Employment and Workplace Relations

ICPKN315B Apply knowledge and requirements of the multimedia sector

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work in or deal with the multimedia sector of the printing industry; that is, a working knowledge of related areas and a detailed knowledge of specific multimedia areas. It facilitates technical communication and the ability to work as a team member.

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Application of the Unit

This unit covers preparation of a person working in or dealing with the multimedia sector of the printing industry and underpins all multimedia units packaged in the ICP30305 Certificate III in Printing and Graphic Arts (Multimedia).

Workers with the ICP30305 Certificate III in Printing and Graphic Arts (Multimedia) are likely to acquire most of this knowledge in the technical units.

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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Nil

Nil

Employability Skills Information

This unit contains Employability Skills

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the Element. Where italicised text is used, further information is detailed in the Required Knowledge and Skills and/or Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

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Elements and Performance Criteria

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Element	Performance Criteria
1 Apply knowledge of multimedia and the printing industry	1.1 Printing industry terminology and vocabulary are used correctly and accurately 1.2 New technology and new work processes are monitored and implemented when required 1.3 Trends within the printing industry are monitored on an ongoing basis to inform personal work practices 1.4 International standards and open source standards are monitored for new developments and understood and applied where appropriate
2 Apply knowledge of government acts and regulations	2.1 Basic principles and obligations involved in copyright, OHS, environmental protection, access and equity and industrial awards are understood in relation to the workplace 2.2 The basic principles and obligations involved in copyright, OHS, environmental protection, access and equity and industrial awards are followed in personal work practices

3 Apply knowledge of pre-press processes

- 3.1 The basic principles behind the following pre-press functions: image production (typesetting, scanning, graphic arts camera), image combining (manual and electronic), image output (film, plates, direct to press) and digital workflow are understood and used in the production process where applicable
- 3.2 Different types of images (line, half-tone), digital and their use are understood and used as required
- 3.3 Different output settings eg screen rulings and angles, shapes, and how they affect final printed product are understood and used as required
- 3.4 The different types of output required for different media and printing processes are understood and used in the production process where applicable
- 3.5 Different output devices eg film setters, plate, analogue proofs, digital proofs are understood and used in the production process where applicable

4 Apply detailed knowledge of multimedia techniques and requirements

- 4.1 Designs that are appropriate or inappropriate for multimedia are understood and applied to the development process, where applicable
- 4.2 Criteria for choosing visual, audio or text delivery for presenting information in both passive and interactive products are understood and applied to the development process, where applicable
- 4.3 The differences between various markup languages and their application are understood and applied to a range of suitable development work
- 4.4 The differences between various scripting languages and their application are understood and applied to a range of suitable development work
- 4.5 The criteria for selecting graphic resolution and formats and advantages and limitations of different formats are understood and applied to the development process, where applicable
- 4.6 Criteria for selecting audio formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable

- 4.7 The criteria for selecting video formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable
- 4.8 The criteria for selecting animation formats for multimedia and advantages and limitations of different formats are understood and applied to the development process, where applicable
- 4.9 Multimedia platforms and computer systems requirements for different multimedia products are understood and applied to the development process, where applicable
- 4.1 Different software and operating systems for producing multimedia products are evaluated for different jobs
- 4.1 The features of an effective navigation system for both passive and interactive products are understood and applied to the development process, where applicable
- 4.1 The effect of rapidly changing technology and how multimedia production needs to respond to it are understood
- 5 **Apply knowledge of colour theory**
 - 5.1 Colour theory of additive colours (light), RGB, is understood and used to inform design decisions
 - 5.2 Colour theory of subtractive colours (pigments), CMYK, is understood and used to inform design decisions
 - 5.3 The relationship between ranges of visual colour RGB and CMYK is understood and used to inform design decisions
 - 5.4 The relationship between hue and greyness for tone and colour correction is understood and used to inform design decisions
- 6 **Apply basic knowledge of costs of production**
 - 6.1 The main cost elements (fixed, capital and variable) in multimedia production are understood and used to inform development decisions
 - 6.2 The information required to accurately cost jobs and the means of collecting it (manual and

- computerised) are understood and used to inform development decisions
- 6.3 Ways of minimising use of materials without affecting the quality of output are understood and used to inform development decisions
- 6.4 Ways of maximising efficiency of capital and human resources are understood and used to inform development decisions
- 7 **Demonstrate basic knowledge of production management requirements and systems**
- 7.1 The types of information that need to be exchanged between different stages of production to facilitate production efficiency are understood and used to inform development decisions
- 7.2 Systems (manual and computerised) that can be used to exchange information are understood and used in the workplace
- 7.3 The basic principles of efficient production management is understood and used to inform development decisions

Required Skills and Knowledge

Required Knowledge and Skills

The following knowledge must be assessed as part of this unit:

This unit underpins all Certificate III level multimedia units of competency.

The following skills must be assessed as part of this unit:

OHS in relation to operating machinery such as safely switching off machinery before cleaning is started

Communication of ideas and information by accurately using correct printing industry terminology and vocabulary

Collecting, analysing and organising information by monitoring trends within the multimedia sector on an ongoing basis to inform personal work practices

Planning and organising activities by considering and implementing, where required, basic principles of efficient production management

Teamwork when implementing procedures that ensure effective colour management

Mathematical ideas and techniques by understanding and using as required different output settings eg screen rulings and angles, shapes

Problem-solving skills by considering and implementing, where required, ways of maximising efficiency of capital and human resources during different jobs

Use of technology by understanding and applying to the development process, where applicable, multimedia platforms and computer systems requirements for different multimedia products

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Knowledge and Skills, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency

Evidence of the following is essential:

Assessor must be satisfied that sufficient knowledge and understanding of multimedia and related production processes (as outlined in each Element) have been demonstrated so that job procedures, requirements and modifications can be intelligently discussed in some detail with a tradesperson, programmer, technician, production manager or client

Successful assessment of Certificate III level multimedia units of competency

Evidence for assessment may be gathered from assessment of the unit of competency alone or through an integrated assessment activity

Context of and specific resources for assessment

Assessment must ensure:

assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment

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:

direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant

to the industry sector, workplace and job role is recommended.

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. Italicised wording in the Performance Criteria is detailed below.

Level of knowledge

Knowledge required to intelligently discuss job procedures, requirements and modifications with a tradesperson, programmer, technician, production manager or client

Degree of autonomy

Working in consultation with others

Unit Sector(s)

Not applicable.

Competency field

Holistic Knowledge

Holistic Knowledge