



Australian Government

Department of Education, Employment and Workplace Relations

ICPMM582B Manage multimedia projects

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage multimedia projects.

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Application of the Unit

This unit covers the management of multimedia projects.

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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 Develop a project plan	1.1 The elements of the project plan are identified according to the principles of project management 1.2 Planning tools are identified for application to the project 1.3 Time and budget factors are identified and incorporated into the plan
2 Manage resources and time	2.1 Hardware resources relevant to specific multimedia tasks are identified, evaluated and incorporated to achieve the required outcome 2.2 Time management is integrated into project planning and monitoring 2.3 Human resources are incorporated and supported within the project framework to achieve the required outcome 2.4 Teamwork elements are identified and developed to achieve the required outcome
3 Identify legal issues	3.1 Copyright principles and conventions relevant to digital data are identified and legal precedents noted 3.2 The copyright issues relating to multimedia authoring, digital imaging and digital sound are explained and strategies are devised to account for

relevant contingencies

- 3.3 Copyright ownership of multimedia authoring, digital imaging and digital sound is established prior to commencing a brief and relevant documentation verified
- 3.4 Applications of law with reference to multimedia product warranties, software licences, consultants, sponsors and distribution are determined appropriate for the job to be undertaken and relevant to the industry sector

4 Manage research

- 4.1 Files, documents, images and footage relevant to project requirements are sourced and their functions documented and sequenced
- 4.2 Liaison with clients is undertaken, records of interviews kept, and specifications monitored within the management of the project to achieve the required outcomes
- 4.3 Files, documents, images and footage relevant to specific projects are filed for future reference with regard for client confidentiality

5 Determine and manage multimedia budgets

- 5.1 Estimation models of costs are identified and applied to a range of multimedia products
- 5.2 Budget plans are established and checked against estimations to deliver accurate costings
- 5.3 Tendering processes and costs are determined and implemented to deliver the required outcome within designated time frames and costs
- 5.4 Project costs are determined, documented and monitored continuously to comply with business commitments and legal obligations
- 5.5 Business transactions are undertaken ethically and according to law
- 5.6 Multimedia project budget estimates and expenditure are contrasted and documented to assist in future business dealings

- 6 **Manage project outcomes**
 - 6.1 Multimedia inputs are combined to form a definitive master
 - 6.2 The master product is duplicated and distributed according to client specifications
 - 6.3 The project outcomes are refined to meet quality standards

Required Skills and Knowledge

Required Knowledge and Skills

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

Developing a project plan

What elements need to be included in a multimedia project plan?

How are time and budget factors incorporated into a project plan?

Managing resources and time

What hardware resources are relevant to specific multimedia tasks?

How is time management integrated into project planning and monitoring?

How are human resources incorporated and supported within the project framework?

What teamwork elements should be implemented in a project plan?

Managing research

How are files, documents, images and footage relevant to project requirements sourced?

What steps are necessary to ensure good liaison with clients?

Managing project outcomes

How is the multimedia master created?

How is the master duplicated and distributed?

Legal issues

What legal issues apply to multimedia production?

What copyright principles and conventions are relevant to digital data?

What are the copyright issues relating to multimedia authoring, digital imaging and digital sound?

Who owns copyright of multimedia authoring, digital imaging and digital sound?

What laws apply to multimedia product warranties, software licences, consultants, sponsors and distribution?

Multimedia budgets

What estimation models might be used in multimedia production?

What constitutes a budget plan?

What is involved in tendering processes?

How are project costs calculated?

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 explaining copyright issues

Collecting, analysing and organising information by identifying legal issues

Planning and organising activities by developing a project plan

Teamwork when liaising with clients and identifying teamwork elements

Mathematical ideas and techniques by determining a budget

Problem-solving skills by ensuring projects meet client specifications

Use of technology by working on multimedia projects

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 in this unit

Evidence of the following is essential:

Manage a multimedia project including establishing, monitoring and evaluating a production cycle and using attributes of specific multimedia interactivity

Demonstrate an ability to find and use information relevant to the task from a variety of information sources

Produce a portfolio that demonstrates multimedia project management including establishing, monitoring and evaluating a production cycle and using attributes of specific multimedia interactivity over TWO different completed projects. The portfolio should include material that covers planning tools, time and budget factors, resource management, time management, human resources, teamwork, research management and a multimedia master

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.

Degree of autonomy

Managing multimedia projects is undertaken in the workplace working independently and being able to cope with contingencies

Types of systems

Multimedia systems used in the pre-press sector and associated sectors with which a pre-press organisation may be required to work

Unit Sector(s)

Not applicable.

Competency field

Multimedia

Multimedia