



Australian Government

Department of Education, Employment and Workplace Relations

ICPMM581C Manage multimedia production

Revision Number: 1

ICPMM581C Manage multimedia production

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to manage the multimedia production cycle.
------------------------	--

Application of the Unit

Application of the unit	This unit covers the skills required to manage the multimedia production cycle.
--------------------------------	---

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Design a production cycle for a multimedia product	1.1. Management components of the production cycle are identified and coordinated to achieve a defined outcome 1.2. Concepts for multimedia integration are posited 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. The final product is tested for conformance to specifications and released to client
2. Define the attributes of interactive multimedia products	2.1. The attributes of hypermedia are defined and incorporated into a given production 2.2. The attributes of hypertext are defined and incorporated into a given production 2.3. Linear and interactive information structures are distinguished and incorporated into a given production
3. Manage research	3.1. Client specifications are researched and checked with client to deliver the 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 the management of the project to achieve the 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 the multimedia process	4.1. The order of process procedure is determined and documented to deliver the desired outcome 4.2. Costs are determined, checked with client, and documented to deliver the desired outcome 4.3. Quality outcomes are determined and documented and a quality system is established to monitor the quality of the product 4.4. The product outcome is produced fit for the purpose 4.5. The product is tested against specifications prior to client release

ELEMENT	PERFORMANCE CRITERIA
	4.6. Endorsement of the product by the client is gained to ensure specifications have been fulfilled

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- OHS in relation to operating machinery such as safely switching off machinery before cleaning is started
- communication of ideas and information by liaising with clients
- collecting, analysing and organising information by researching client specifications
- planning and organising activities by identifying the production cycle
- teamwork when liaising with clients
- mathematical ideas and techniques by maintaining costs within budget
- problem-solving skills by testing product to ensure it meets specifications
- use of technology by working on a multimedia product

Required knowledge

- multimedia production cycle
- management components of the production cycle
- considerations involved in multimedia integration
- designing and testing prototype sequences
- multimedia product testing
- interactive multimedia product attributes
- attributes of hypermedia
- attributes of hypertext
- difference between linear and interactive information structures
- multimedia production process
- quality considerations of multimedia production
- managing research
- how files, documents, images and footage are relevant to project requirements sourced
- steps necessary to ensure good liaison with clients

Evidence Guide

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 following is essential: • establish, monitor and evaluate a production cycle including the project management of all technical aspects of the project • demonstrate an ability to find and use information relevant to the task from a variety of information sources • produce a portfolio covering a period of THREE months' information on the management of TWO multimedia projects that demonstrates establishing, monitoring and evaluating a production cycle including using attributes of specific multimedia interactivity. The portfolio should include material that covers defined components of a production cycle, concepts for multimedia integration, prototype sequences and attributes, product testing and quality considerations • 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: • evidence for assessment may be gathered from assessment of the unit of competency alone or through an integrated assessment activity.
Method of assessment	The following assessment method is 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.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

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.

Types of systems may include:

- 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)

Unit sector	
-------------	--

Competency field

Competency field	Multimedia
------------------	------------

Co-requisite units

Co-requisite units		