

**THE NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND
TRAINING**



OCCUPATIONAL STANDARDS

OCCUPATION: DIGITAL MEDIA TECHNICIAN

LEVEL: NTA LEVEL 6

FEBRUARY 2024

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ABBREVIATIONS

BRD	Business Requirement Document
BTU	Business Feasibility, Technical Feasibility, and User Centre
CAD	Computer Aided Design
CBET	Competency Based Education and Training
CIS	Corporate Identity System
ICT	Information Computer Technology
MG	Motion Graphic
MRD	Market Requirement Document
MVP	Minimum Viable Product
NACTVET	National Council for Technical and Vocational Education and Training of Tanzania
NOS	National Occupational Standards
OS	Occupational Standards
PRD	Product Requirements Document
SEO	Search Engine Optimization
TET	Technical Education and Training
TVET	Technical and Vocational Education and Training
UX/UE	User Experience
UI	User Interface
UCD	User-centered Design
VIS	Visual Identification System
VLOG	Video Log

GLOSSARY OF TERMS

Circumstantial knowledge:	Detailed knowledge, which allows the decision-making in regard to different circumstances and cross-cutting issues.
Competence:	The ability to use knowledge, understanding, practical and thinking skills to perform effectively to the workplace standards required in employment.
Competency:	A description of the ability one possesses when able to perform a given occupational task effectively and efficiently.
Competency-based education:	An instructional programme that derives its content from validated tasks and bases assessment on the learner's performance.
Curriculum:	A description or composite of statements about "what is to be learned" by the trainee/student in a particular instructional programme; a product that states the "intended learning outcomes".
Educational/training programme:	The complete curriculum and instruction (what and how) that is designed to prepare a person for employment in a job or other particular performance situation.
Occupation:	A specific position requiring the performance of specific tasks - essentially the same tasks are performed by all employees having the same title. (Example: baker)
Occupational area:	This is a broad grouping of related jobs. (Example: catering service)
Occupational standards:	Specific requirements of competences people are expected to demonstrate in a particular occupational area, including knowledge and relevant attitudes. They also act as performance tools of assessment of the prescribed outcomes.
Performance criteria:	Indicate the expected end results or outcome in form of evaluative statements.
Skills:	The ability to perform occupational tasks with a high degree of proficiency within a given occupation. Skills are conceived of as a composite of three completely interdependent components: cognitive,

affective, and psychomotor activities.

Standards:

A set of statements, which, if proved true under working conditions, means that an individual is meeting an expected level and type of performance.

Task analysis:

The process of analysing each task to determine the steps, circumstantial knowledge, attitudes, performance criteria, tools and materials needed, and safety concerns required of employees performing it.

Task:

A work activity that has a definite beginning and ending, is observable or measurable, consists of two or more definite steps, and leads to a product, service, or decision.

Underpinning knowledge:

The crucial knowledge that an individual must acquire in order to perform a given task.

Verification process:

The process of experts reviewing and confirming the statements of tasks (competency) through occupational analysis. Other questions such as the degree of task learning difficulty are also frequently asked. This process is sometimes referred to as validation.

Occupational competence:

The application of knowledge and skills to perform consistently to the standards required in the working context.

1.0. INTRODUCTION

Technical Education and Training (TET) is one of the most important education sub-sectors in Tanzania, responsible for developing a skilled workforce to support the country's industrialization economic agenda. Tanzania's *Development Vision 2025* intends to raise the country's economy to a middle-income status, with a high level of human development. This requires a skilled workforce that is aligned with the needs of the public and private sectors of the economy. The National Council for Technical and Vocational Education and Training (NACTVET) has begun the job of drafting Occupational Standards (OS) that will eventually be adopted as National Occupational Standards (NOS) for use in the delivery of TET that meets the needs of the labour market and the country's economic agenda.

Occupational Standards (OS) are performance criteria that are matched with labour market demands. Each of them describes the functions, performance standards, and understanding or knowledge underpinning a given occupation. They combine skills, knowledge, and attitudes to describe best practice. They are useful tools for establishing job roles, personnel recruitment, supervision, and appraisal, as well as TET Standards. They are also helpful for benchmarking and harmonizing job qualifications on a national and international level. Standards, in general, provide a solid framework for high-quality TET that is labour market-relevant, current, and consistent in application across all public and private institutions.

However, it must be noted that Occupational Standards are different from Training /Education Standards. Occupational standards are defined in terms of activities performed by a person in a selected occupation (e.g., an electrical engineer designs electrical circuits, performs troubleshooting in electrical circuits, etc.), and are usually defined by Employers following procedures as agreed upon by all the stakeholders. On the other hand, Training and Education Standards are developed from the activities defined in the occupational standards, and they specify learning objectives to ensure that the necessary skills and knowledge are developed by a person to enable him/her to function at an agreed level in an occupation. Training and Education Standards are used to define curricula in training institutions. It is critical, however, to establish a direct link between the occupational standards and the training standards for both of them to respond collaboratively to the demands of the labour market.

For the purpose of TET delivery, Tanzania has adopted the Competence Based Education and Training (CBET) approach. The CBET approach focuses on providing learners with the skills and knowledge required to meet the occupational standards. Occupational standards are thus the starting point for developing competency-based training (CBET) programmes. Therefore, it is quite

pertinent for TET institutions to use the relevant occupational standards as a benchmark for formulating their curricula.

Occupational Standards are developed based on a given occupation's current and future demands. As a result, they serve as a means of bridging the gap between the worlds of employment and technical education and training.

The document explains how the occupational standards were developed, as well as the scope, the occupational profile in the form of DACUM charts, and the Occupational Standards.

2.0. OCCUPATIONAL STANDARDS DEVELOPMENT PROCESS

The process of developing these Occupational Standards involved both local and international expertise. The process began with an examination of major documents that guide Tanzanian skills development including the *10-year National Skills Development Strategy (2016-2026)*. NACTVET labour market reports were also used in the literature review to determine the skills demand in the Tanzanian labour market as a whole.

After the literature review, a team of experts in consultation with practitioners developed draft occupational standards. The draft document was used to develop an occupational profile for each occupation (DACUM Chart), which is attached as an **Appendix** to every Occupational Standard.

The occupational standards were validated during the stakeholders' forum held on 22nd and 23rd February 2024 at Morogoro. The information from the stakeholders' forum provides insight from the workplace, professional bodies, regulatory bodies and sector ministries regarding trends and changes in the profession, including how well graduates are prepared for working in the occupation.

3.0. THE SCOPE AND OVERVIEW OF THE OCCUPATIONAL STANDARDS FOR DIGITAL MEDIA TECHNICIANS

These standards cover a broad range of duties and tasks that can be performed by a Digital Media Technician. However, the occupational standards are not meant to replace individual job descriptions, they are to be used for guidance in defining skill levels and knowledge for the technician in specific settings or positions. The Digital Media Technician may perform tasks in a number of key areas of the occupational standards, but not necessarily in all areas. For example, in large operations, other individuals may be employed or designated to perform specific tasks.

The Digital Media Technician works under the direction of the Senior Technician or the Design Director to perform graphic design and production, film and TV production, and webpage design and optimization. During the design practices, the Technician can complete graphic image processing, font design, advertisement design, webpage layout, and brand design of integrated

enterprises. The Digital Media Technician works on the basis of graphic design to perform image acquisition, video post-editing, special effect production, webpage design and optimization, and creation and maintenance of integrated projects. Generally, the Digital Media Technician performs the following duties:

- a) Create digital content;
- b) Draw and design pictures;
- c) Strategize digital media campaign;
- d) Process the digital images;
- e) Create the basic graphic designs;
- f) Design and make webpages;
- g) Operate and use the photographic devices;
- h) Make and merge videos;
- i) Design digital brands;
- j) Make 3D special effects for films and TV programs;
- k) Make film and TV episodes;
- l) Conduct market research;
- m) Design the user interfaces.

The Occupational Standards have been clustered into NTA qualification levels, i.e. NTA 4, 5 and 6.

4.0. VALIDITY PERIOD

The Occupational Standards will be valid for 3-5 years due to the fast-changing nature of technology. The review will proceed in the same manner as the previous one, with new occupational standards being developed based on current labour market information.

5.0. OCCUPATIONAL STANDARDS

5.1 OCCUPATIONAL STANDARDS FOR DIGITAL MEDIA TECHNICIANS - NTA LEVEL 6

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN DIGITAL BRANDS	DUTY NO.	601
TASK TITLE	MAKE PREPARATIONS FOR DESIGNING PROJECTS	TASK NO.	6011
PERFORMANCE CRITERIA	The person performing this task must be able to complete the planning work and preliminary preparations in designing projects of digital brands in accordance with customer requirements.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Office computer; 2. Office automation software; 3. Data analysis software; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Determine objectives and methods for the research; 2. Formulate a research plan; 3. Invite research users; 4. Execute the research process; 5. Output the research results; 6. Complete the research report of preliminary data; 7. Observe health, occupational and environmental safety rules and regulations. 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Make research plan; 1.2 Collect research information; 1.3 Collate research information; 1.4 Sort out the information for visualized display; 1.5 Draw a conclusion and promote the implementation of the plan. <p>2.0 Principle</p> <p>The person performing this task must be able to</p>	

	<p>explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principle of comprehensiveness of investigation; 2.2 Principle of effectiveness; 2.3 Principle of objective authenticity; 2.4 Principle of cost-effectiveness. <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <ol style="list-style-type: none"> 1.1 The basic knowledge of brand visual identification system; 1.2 The underpinning knowledge of data analysis; 1.3 Applied and basic research theories; 1.4 Qualitative and quantitative research theories. <p>4.0 Essential skills</p> <ol style="list-style-type: none"> 4.1 Communication skills; 4.2 Analytical and inductive skills for research; 4.3 Teamwork skills; 4.4 Report writing skills.
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The preliminary preparations and brand analysis report are completed in accordance with project requirements.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Information transmission via visual symbols; 2. Consumer psychology; 3. Commodity marketing; 4. Business philosophy and management; 5. Materials and processing techniques and the effects; 6. Background knowledge of humanities, social sciences, geography and history; 7. Artistic accomplishment and aesthetics; 8. Relevant laws and regulations.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN DIGITAL BRANDS	DUTY NO.	601
TASK TITLE	DESIGN BRAND SCHEME	TASK NO.	6012
PERFORMANCE CRITERIA	The person performing this task must be able to use graphic software to complete the design scheme of VIS of a digital brand in accordance with customer requirements.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office automation software; 3. Related graphic software; 4. International and national standard colour cards; 5. Colour printers for digital proofing; 6. Templates/prototypes for application; 7. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Draw a mind map for scheme analysis and positioning; 2. Sketch, analyse and filter the schemes; 3. Complete logo drawing utilizing graphic software; 4. Design standard font and set printed font utilizing graphic software; 5. Extract standard colours and set auxiliary colours utilizing colour cards; 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Conceptualize a scheme by creative thinking; 1.2 Screen out and refine the scheme that meets customer needs; 1.3 Manage graphic forms and colours; 1.4 Apply colour card for colour matching; 1.5 Combine basic elements; 1.6 Use prototype for application; 1.7 Design VIS manual in accordance with the brand system manual layout principles. 1.8 Design software applications. 	

<p>6. Design mascot and auxiliary graphics;</p> <p>7. Combine basic elements in a disciplined way;</p> <p>8. Use software for standardized drawing;</p> <p>9. Design the applied part utilizing the prototype;</p> <p>10. Produce visual identification manual;</p> <p>11. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <p>2.1 Principle of brand differentiation;</p> <p>2.2 Process principles of logo design;</p> <p>2.3 Basic principles of font design;</p> <p>2.4 Basic principles for setting standard and auxiliary colours;</p> <p>2.5 Basic principles for designing auxiliary graphics and mascots;</p> <p>2.6 Basic principles of the combination of basic elements</p> <p>2.7 Principles of the application of the basics;</p> <p>2.8 Normative principles of manual preparation.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>1.1 Categories of the basic design elements;</p> <p>1.2 The cut-in form of the subject matter of logo design;</p> <p>1.3 Specification requirements in the combination of basic elements;</p> <p>1.4 The visual identification system of applied elements.</p> <p>4.0 Essential skills</p> <p>4.1 Proficient software operation skills;</p> <p>4.2 Accurate understanding of brand positioning;</p> <p>4.3 Ability of Visual Language Expression;</p> <p>4.4 Technical problem solving and analysis skills;</p> <p>4.5 New technology learning skills;</p> <p>4.6 Team cooperation and communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>VIS manual is completed in accordance with customer needs and brand positioning, and is successfully delivered.</p>

CIRCUMSTANTIAL KNOWLEDGE	Detailed knowledge about: <ol style="list-style-type: none">1. Information transmission via visual symbols;2. Consumer psychology;3. Commodity marketing;4. Business philosophy and management;5. Materials and processing techniques and the effects;6. Background knowledge of humanities, social sciences, geography and history;7. Artistic accomplishment and aesthetics;8. Relevant laws and regulations.
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OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN DIGITAL BRANDS	DUTY NO.	601
TASK TITLE	IMPLEMENT AND OPTIMIZE BRAND	TASK NO.	6013
PERFORMANCE CRITERIA	The person performing this task must be able to implement the brand vision scheme in accordance with customer requirements, collect and analyse the feedback of the effect of implementation, and further adjust and optimize the scheme.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office automation software; 3. Graphic software; 4. International and national standard colour cards; 5. Colour printers for proofing; 6. Templates/prototypes for application; 7. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Provide internal training on the methods and significance of importation of brand system, and the operating methods; 2. Import the digital brand system; 3. Apply digital brand visual identification system; 4. Collect and analyse the feedback of the effect of implementation; 5. Optimize the brand visual system 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Carry out internal training on the application of the brand system; 1.2 Implement brand visual identification system; 1.3 Publicize externally and build brand image; 1.4 Analyse feedback from internal and external audiences; 1.5 Make optimization and adjustments in accordance with the feedback. 	

<p>in accordance with the feedback;</p> <p>6. Output the final effect;</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <p>2.1 Objectivity and unity of the brand system;</p> <p>2.2 Consistency and originality of the brand system;</p> <p>2.3 Social and strategic nature of the brand system.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 The brand implementation strategy;</p> <p>3.2 Optimization of brand image;</p> <p>3.3 Maintenance of brand image.</p> <p>4.0 Essential skills</p> <p>4.1 Skills to follow brand implementation manual;</p> <p>4.2 Skills of daily maintenance for brand optimization;</p> <p>4.3 Technical problem solving and analysis skills;</p> <p>4.4 New technology learning skills;</p> <p>4.5 Team cooperation and communication skills;</p> <p>4.6. Daily English communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Brand visual optimization is completed according to customer needs and brand positioning, and the final scheme is determined and submitted for implementation.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Information transmission via visual symbols; 2. Consumer psychology; 3. Commodity marketing; 4. Business philosophy and management; 5. Materials and processing techniques and the effects; 6. Background knowledge of humanities, social sciences, geography and history; 7. Artistic accomplishment and aesthetics; 8. Relevant laws and regulations.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE 3D SPECIAL EFFECTS FOR FILMS AND TV PROGRAMS	DUTY NO.	602
TASK TITLE	CREATE 3D MODELS	TASK NO.	6021
PERFORMANCE CRITERIA	The person performing this task must be able to analyse customer needs and project plan, be able to create models through product design drawings with 3D modelling software, and complete product rendering sequence production methods.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or 3D Modelling Artist.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. 3D design software; 3. Motion capture equipment; 4. Photo scanning software; 5. Sculpting software; 6. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Shoot the modelling materials from multiple angles in accordance with the needs of film and TV characters and scenes, thus to complete the shooting of character materials; 2. Create models using photo scanning software, thus to complete the fine scanning of character models; 3. Rewire the models to make their 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Shoot materials; 1.2 Create models via scanning; 1.3 Rewire the models; 1.4 Create and export models. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p>	

<p>meshes uniform;</p> <p>4. Adjust model details and animation settings, and complete model creation and output;</p> <p>5. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.1 Combine model design and production content with artistry;</p> <p>2.2 Combine flexibility and accuracy in model designing and creation.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>1.1 Basic concepts and knowledge of 3D models;</p> <p>1.2 Modelling forms based on different principles.</p> <p>4.0 Essential skills</p> <p>4.1 Information technology operation skills;</p> <p>4.2 Problem analysis and solving skills;</p> <p>4.3 Customer service skills;</p> <p>4.4 New technology learning skills;</p> <p>4.5 Communication skills;</p> <p>4.6 Teamwork skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>3D Models are designed according to customer needs and are successfully delivered.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Knowledge of comprehensive literature, art aesthetics, dynamics, film art, among other disciplines.</p>

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE 3D SPECIAL EFFECTS FOR FILMS AND TV PROGRAMS	DUTY NO.	602
TASK TITLE	PRODUCE 3D ANIMATIONS	TASK NO.	6023
PERFORMANCE CRITERIA	The person performing this task must be able to use 3D modelling software to complete the tasks such as model creating, post-rendering, animation post-synthesis and so on in accordance with the customer's requirements.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Animation Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. 3D design software; 3. Motion capture equipment; 4. Render plug-ins; 5. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Use animation software; 2. Make animation clips by using relevant creation software; 3. Simulate the scene lighting, set the main light source and auxiliary lighting; 4. Use the camera tool in 3D animation software in accordance with the principle of photography, thus to realize the shot effect designed in the shooting script; 5. Make animation clips using already designed models in 3D 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Use basic tools; 1.2 Set scene lighting; 1.3 Control camera in 3D software environment; 1.4 Design animation clips; 1.5 Make settings for animation rendering; 1.6 Post-synthesize the animation for output. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Basic principles of photography; 	

<p>animation software in accordance with the script and action design of the shooting script;</p> <p>6. Create a full picture or a complete animation clip with the program in accordance with the setting of the scene, given the objects' texture maps, lights, etc.;</p> <p>7. Edit the animation clips, sound and other materials in the non-linear editing software in accordance with the design of the shooting script, and finally generate the animation file;</p> <p>8. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.2 Principles of light communication;</p> <p>2.3 Objective and realistic restoration of movements and expressions, etc.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>1.1 3D animation production process;</p> <p>1.2 Development status and trends of 3D animation in the industry;</p> <p>1.3 Application realms of animation software;</p> <p>1.4 The combination of animation software and artistic creation.</p> <p>4.0 Essential skills</p> <p>4.1 Information technology operation skills;</p> <p>4.2 Ability to analyse and make judgements;</p> <p>4.3 Ability of understanding and creative thinking;</p> <p>4.4 Aesthetics ability;</p> <p>4.5 Ability of self-learning;</p> <p>4.6 Teamwork skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>3D visual effect of the animation is enhanced in accordance with customer needs guide and the animation is successfully delivered.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Knowledge of comprehensive literature, art aesthetics, dynamics, film art, among other disciplines.</p>

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE FILM AND TV EPISODES	DUTY NO.	603
TASK TITLE	CONDUCT COLUMN PACKAGING	TASK NO.	6031
PERFORMANCE CRITERIA	The person performing this task must be able to carry out column packaging work utilizing designing knowledge and relevant software in accordance with the requirement of the column packaging designing director.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Director.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Premiere, After Effects, DaVinci Resolve, Cinema4D software; 3. Storage device; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Master the production process of column packaging; 2. Use Premiere, After Effects, DaVinci Resolve, Cinema4D software; 3. Choose the appropriate software and tools for the task, 1. master all kinds of production skills in column packaging; 4. Complete the design, proposal and production work of packaging of more than two types of columns, such as entertainment column, news column and sports column; 5. Use professional knowledge and 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Designs of column LOGO in different expression styles; 1.2 Design, proposal and production of entertainment column packaging; 1.3 Design, proposal and production of news column packaging; 1.4 Design, proposal and production of sports column packaging. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principle of consistency; 	

<p>technologies to complete the packaging design of column titles, column spacers, column endings, column corner marks, etc. in accordance with the requirements of the column packaging director;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.2 Principle of specification;</p> <p>2.3 Principle of gradation;</p> <p>2.4 Principle of advancement;</p> <p>2.5 Principle of characteristics.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Design basis of column packaging;</p> <p>3.2 The Concept of column packaging;</p> <p>3.3 Production skills of column packaging;</p> <p>3.4 Creative expression of column packaging.</p> <p>4.0 Essential skills</p> <p>4.1 Operational capability of Premiere, After Effects, Da Vinci Resolve, Cinema4D software;</p> <p>4.2 Analysis ability of successful column packaging examples at home and abroad;</p> <p>4.3 Technical problem solving and analysis skills;</p> <p>4.4 Strong innovation ability;</p> <p>4.5 High aesthetic quality and aesthetic ability;</p> <p>4.6 Team cooperation and communication skills;</p> <p>4.7 Daily English communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Column packaging is made in accordance with the requirements of column packaging design director and is delivered successfully.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Software installation, practice and maintenance; 2. Shooting script design; 3. Film and television aesthetics; 4. Film and TV literature; 5. Animation script creation; 6. Legal knowledge of music copyright.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE FILM AND TV EPISODES	DUTY NO.	603
TASK TITLE	PRODUCE PROMOTIONAL VIDEOS	TASK NO.	6032
PERFORMANCE CRITERIA	The person performing this task must be able to carry out promotional video production utilizing designing knowledge and relevant software in accordance with the requirement of the promotional video director.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Director.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Premiere, After Effects, Da Vinci Resolve software; 3. Camera filming equipment and auxiliary filming equipment; 4. Storage device; 5. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Carry out work in live shooting and post-production processes of the promotional video; 2. Use Premiere, After Effects, Da Vinci Resolve software; 3. Participate in the early planning of the promotional video; 4. Master the post-production skills of the promotional video; 5. Complete the shooting and post-production of enterprise promotional videos, advertising promotional videos and city promotional videos; 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Carry out work in live shooting and post-production of enterprise promotional videos; 1.2 Carry out work in live shooting and post-production of advertising promotional videos; 1.3 Carry out work in live shooting and post-production of city promotional videos. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principle of authenticity; 2.2 Principle of Completeness; 	

<p>6. Complete the live shooting and post-production following the promotional video copywriting script or shooting script in accordance with the requirements of the promotional video director;</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.3 Principle of artistry.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Design basis of the promotional video;</p> <p>3.2 Creative techniques for the promotional video;</p> <p>3.3 Video shooting techniques;</p> <p>3.4 Post-production techniques for videos;</p> <p>3.5 Understanding and implementation of copywriting scripts or shooting scripts.</p> <p>4.0 Essential skills</p> <p>4.1 Operational capability of Premiere, After Effects, Da Vinci Resolve software;</p> <p>4.2 Case analysis ability of promotional videos at home and abroad;</p> <p>4.3 Ability to solve and analyse technical problems;</p> <p>4.4 Strong innovation ability;</p> <p>4.5 High aesthetic quality and aesthetic ability;</p> <p>4.6 Team cooperation and communication skills;</p> <p>4.7 Daily English communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Live shooting and post-production are done in accordance with the requirements of promotional video director and the promotional video is delivered successfully.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Software installation, practice and maintenance; 2. Shooting script design; 3. Film and television aesthetics; 4. Film and TV literature; 5. Animation script creation; 6. Legal knowledge of music copyright.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE FILM AND TV EPISODES	DUTY NO.	603
TASK TITLE	CONDUCT VLOG PRODUCTION	TASK NO.	6033
PERFORMANCE CRITERIA	The person performing this task must be able to carry out short video production utilizing designing knowledge and relevant software in accordance with the requirement of clients, creators and VLOG project leaders.		
RANGE STATEMENT	<p>The task may be executed in the network-based office place or field under the supervision of a Senior Technician or Director.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Premiere, mobile short video production software, PC short video production software; 3. Micro-single camera, mobile phone and auxiliary shooting equipment; 4. Storage device; 5. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Operate according to the short video production process specification; 2. Use video editing and post-production software to process video materials; 3. Make video according to the production process of VLOG; 4. Use the common techniques of VLOG shooting and transitions to complete the video effects processing; 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Carry out the planning, shooting, post-production, operation and commercial realization work of short videos; 1.2 Carry out VLOG content planning, which includes defining themes, conceiving outlines and writing scripts; 1.3 Carry out shooting and post-production work of themed VLOG. <p>2.0 Principle</p> <p>The person performing this task must be able to explain</p>	

<p>5. Complete a themed VLOG production in accordance with the requirements of clients and creators;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>the following principles:</p> <p>2.1 Principle of playfulness;</p> <p>2.2 Principle of tone unity;</p> <p>2.3 Principle of musical suitability.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Characteristics and commercial operation mode of short videos;</p> <p>3.2 Understanding and implementation of copywriting scripts or shooting scripts;</p> <p>3.3 Short video shooting techniques;</p> <p>3.4 Post-production techniques for short videos.</p> <p>4.0 Essential skills</p> <p>4.1 Operational capability of Premiere, mobile short video production software and PC short video production software;</p> <p>4.2 Case analysis ability of VLOG at home and abroad;</p> <p>4.3 Technical problem solving and analysis skills;</p> <p>4.4 Strong innovation ability;</p> <p>4.5 High aesthetic quality and aesthetic ability;</p> <p>4.6 Team cooperation and communication skills;</p> <p>4.7 Daily English communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The production of VLOG is completed in accordance with needs of clients and creators, and the VLOG is successfully delivered.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Software installation, practice and maintenance;</p> <p>2. Shooting script design;</p> <p>3. Film and television aesthetics;</p> <p>4. Film and TV literature;</p> <p>5. Animation script creation;</p>

	6. Legal knowledge of music copyright.
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OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE GRAPHIC DESIGNS FOR E-COMMERCE	DUTY NO.	604
TASK TITLE	CONDUCT SHOP RESEARCH AND PLANNING	TASK NO.	6041
PERFORMANCE CRITERIA	The person performing this task must be able to plan and design an e-commerce website module design that meets customer needs and market needs using a variety of research methods based on the customers' requirements.		
RANGE STATEMENT	<p>The task may be executed in the office or at home with network support under the supervision of a Senior Technician or E-commerce Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office software that can organize documents; 3. Graphic software that can draw website frameworks; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE	UNDERPINNING KNOWLEDGE		
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Use appropriate methods to complete the research of the same type of website; 2. Use graphic and image processing software to complete the 	<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Conduct research on domestic and international e-commerce websites of the same type; 1.2 Construct website frameworks; 		

<p>processing of website production materials;</p> <p>3. Complete the design structure of the website framework in accordance with customer needs;</p> <p>4. Arrange and design the overall layout of the website with images, colours and texts;</p> <p>5. Complete the overall website layout design and output it;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>1.3 Conduct image, text and colour processing of website.</p> <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <p>2.1 Principle of rational research based on customer needs;</p> <p>2.2 Principle for designing website shop frameworks;</p> <p>2.3 Principle of designing the modular framework of e-commerce shop to meet customer needs and market needs.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Website research methods;</p> <p>3.2 Analysis and summary of research reports;</p> <p>3.3 Design of interface graphic colours.</p> <p>4.0 Essential skills</p> <p>4.1 Customer communication skills;</p> <p>4.2 Copywriting ability;</p> <p>4.3 Research summary and analysis ability;</p> <p>4.4 Ability to design website modules;</p> <p>4.5 Ability to build e-commerce website shop framework.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The e-commerce shop's framework design is completed after researching customer needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Website research methods; 2. Framework drawing method of shop website; 3. Artistic accomplishment and aesthetics; 4. Short-run printing knowledge; 5. Circumstantial knowledge of communication with people; 6. Circumstantial knowledge of design.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE GRAPHIC DESIGNS FOR E-COMMERCE	DUTY NO.	604
TASK TITLE	CONDUCT COMMODITY PROMOTION AND DESIGN	TASK NO.	6042
PERFORMANCE CRITERIA	The person performing this task must be able to make designs of the products provided by the clients, put them into website layout and develop web promotion plans, all in accordance with the products.		
RANGE STATEMENT	<p>The task may be executed in the office or at home with network support under the supervision of a Senior Technician or E-commerce Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Graphic and image processing software; 3. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Correctly use commodity design specifications for commodity publicity design; 2. Properly conduct Website typesetting; 3. Master the SEO optimization method of e-commerce website to optimize the website; 4. Correctly use link exchange promotion, blog promotion, advertising chain promotion and other methods to conduct network promotion; 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Follow the contents of commodity design specifications; 1.2 Work in accordance with typesetting theory of graphic design; 1.3 Use SEO optimization method of website; 1.4 Utilize network promotion methods. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principles of designing goods for graphic image 	

<p>5. Observe health, occupational and environmental safety rules and regulations.</p>	<p>processing software;</p> <p>2.2 Principles for web page typesetting.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Commodity graphics and image processing techniques;</p> <p>3.2 Typesetting techniques of commodity pictures in websites;</p> <p>3.3 Website SEO optimization promotion method;</p> <p>3.4 Commonly used Internet promotion methods such as blog promotion.</p> <p>4.0 Essential skills</p> <p>4.1 Graphic image processing skills;</p> <p>4.2 Website SEO optimization skills;</p> <p>4.3 Network promotion skills;</p> <p>4.4 Customer communication skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Commodity design is completed and the shop website is promoted, in accordance with customer needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Commodity design; 2. Web page typesetting; 3. Store promotion; 4. Short-run printing knowledge; 5. Circumstantial knowledge of communication with people; 6. Circumstantial knowledge of design; 7. Artistic accomplishment and aesthetics.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE GRAPHIC DESIGNS FOR E-COMMERCE	DUTY NO.	604
TASK TITLE	CONDUCT SHOP DESIGN AND DECORATION	TASK NO.	6043
PERFORMANCE CRITERIA	The person performing this task must be able to complete the overall design and decoration of the entire shop in accordance with the customer needs, under the premise of completing the preliminary framework structure and product design and promotion.		
RANGE STATEMENT	<p>The task may be executed in the office or at home with network support under the supervision of a Senior Technician or E-commerce Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office automation software; 3. Graphic and image processing software; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Correctly use office automation software to sort out the website's promotional materials; 2. Properly use graphic and image processing software to design commodity pictures, website shop design and decoration; 3. Observe health, occupational and environmental safety rules and regulations. 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Conduct LOGO design; 1.2 Conduct shop homepage design; 1.3 Conduct main layout design of shop commodity; 1.4 Conduct detailed layout design of shop commodity; 1.5 Conduct overall decoration design of the shop. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p>	

	<p>2.1 Partial and overall design principles of e-commerce shops;</p> <p>2.2 Principles of shop design and decoration.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Shop LOGO and homepage design techniques;</p> <p>3.2 Design techniques of main layout of shop commodity;</p> <p>3.3 Design techniques of detailed layout of shop commodity;</p> <p>3.4 Design specifications for overall decoration of shops.</p> <p>4.0 Essential skills</p> <p>4.1 Operation skills of graphic and image software;</p> <p>4.2 Customer communication skills;</p> <p>4.3 Team communication skills.</p>
DESCRIPTION OF THE END PRODUCT / SERVICE	The overall design of the shop is completed in accordance with customer needs.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Graphics and image processing; 2. Design process and specification of online shop; 3. Printing knowledge; 4. Circumstantial knowledge of communication with people; 5. Circumstantial knowledge of design.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN THE USER INTERFACES	DUTY NO.	605
TASK TITLE	CONDUCT USER SURVEY	TASK NO.	6051
PERFORMANCE CRITERIA	The person performing this task must be able to conduct user survey based on potential business needs, using modern information technologies and tools.		
RANGE STATEMENT	<p>This task can be performed on the network or on site under the supervision of the Project Manager.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Office computer; 2. Office automation software; 3. Audio and video recording equipment; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Use modern information technologies and tools to collect and obtain information; 2. Look for potential business needs; 3. Conduct attribute analysis and preliminary positioning of potential target users; 4. Design questionnaires and interview outlines; 5. Conduct questionnaire and on-site surveys using survey, observation, paper prototype and other research methods; 6. Select the appropriate equipment and tools to record the original 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Analyse business needs and target users; 1.2 Design questionnaires and interview outlines; 1.3 Conduct questionnaire and on-site surveys. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 UCD principle; 2.2 Principles for questionnaire design; 2.3 Principles for recording original requirements. <p>3.0 Theories</p>	

<p>requirements;</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>The person performing this task must be able to explain:</p> <p>3.1 Theoretical knowledge of questionnaire design;</p> <p>3.2 Theoretical knowledge of user interview.</p> <p>4.0 Essential skills</p> <p>4.1 User communication skills;</p> <p>4.2 Teamwork and cooperative skills;</p> <p>4.3 Information collection skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>User survey is conducted based on potential business needs, and original user requirements are collected and recorded.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Circumstantial knowledge of consumer psychology; 2. Maslow's hierarchy of needs.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN THE USER INTERFACES	DUTY NO.	605
TASK TITLE	CONDUCT REQUIREMENTS ANALYSIS AND FUNCTION DEFINITION	TASK NO.	6052
PERFORMANCE CRITERIA	The person performing this task must be able to perform requirements analysis and complete product function definition based on potential business needs and user survey results.		
RANGE STATEMENT	<p>This task can be performed on the network or on site under the supervision of the Project Manager.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. Office computer; 2. Office automation software; 3. Mind mapping tools or software; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Extract the effective requirements according to the original requirements list, and determine the target users and stakeholders of the product; 2. Carry out target user analysis and stakeholder analysis, and make overall judgment and trade-off; 3. Considering the use scenarios, carry out competitive product analysis and situation analysis; 4. Sort through the function list, determine the product definition, 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Analyse target users and stakeholders; 1.2 Refine original requirements; 1.3 Conduct competitive product analysis; 1.4 Carry out product function definition and classification; 1.5 Write requirements document. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 BTU (Business, Technique, User) Principle; 	

<p>and write the requirements document;</p> <p>5. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.2 Minimum viable product (MVP) design principle.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Links and distinctions among target users, users and stakeholders;</p> <p>3.2 Knowledge of collection, selection and disassembly of competing products;</p> <p>3.3 Product function definition;</p> <p>3.4 Application scenarios of Business Requirement Document (BRD), Market Requirement Document (MRD) and Product Requirements Document (PRD).</p> <p>4.0 Essential skills</p> <p>4.1 User communication skills;</p> <p>4.2 Teamwork and cooperative skills;</p> <p>4.3 Information analysis skills;</p> <p>4.4 Mind map design skills;</p> <p>4.5 Requirements document writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The original requirements are refined, the product function definition is determined and the requirements document is written according to the standards.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Circumstantial knowledge of consumer psychology; 2. The connection and difference between BRD/MRD/PRD.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN THE USER INTERFACES	DUTY NO.	605
TASK TITLE	DESIGN INTERACTIVE PROTOTYPE	TASK NO.	6053
PERFORMANCE CRITERIA	The person performing this task must be able to design product page layout and interaction prototypes based on product function definitions.		
RANGE STATEMENT	<p>This task can be performed on the network or on site under the supervision of the Project Manager or Interaction Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office automation software; 3. Interactive prototype designing tools and software; 4. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Design and draw product function flow in accordance with product function definition; 2. Design and draw product page layout; 3. Design and draw the page flow; 4. Design and draw product interaction prototypes; 5. Observe health, occupational and environmental safety rules and regulations. 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Design function flow and page flow; 1.2 Design interaction and page flow. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Principle for flowchart design; 2.2 Principle for interaction design. <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <ol style="list-style-type: none"> 3.1 Concepts, types and manifestations of flowchart; 3.2 Differences and connections between function flow 	

	<p>and page flow;</p> <p>3.3 Common page types and usage scenarios.</p> <p>4.0 Essential skills</p> <p>4.1 User communication skills;</p> <p>4.2 Teamwork and cooperative skills;</p> <p>4.3 Process analysis and flowchart drawing skills;</p> <p>4.4 Interactive prototyping designing and drawing skills.</p>
DESCRIPTION OF THE END PRODUCT / SERVICE	Product page layout is designed and interactive prototype is drawn according to customers specifications.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Circumstantial knowledge of user psychology; 2. Fitz's Law, Miller's Law, Schike's Law, Proximity Law, Tessler's Law, Occam's Razor Principle, POKA-YOKE and other related interactive design laws and principles.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN THE USER INTERFACES	DUTY NO.	605
TASK TITLE	CONDUCT INTERFACE VISUAL DESIGN	TASK NO.	6054
PERFORMANCE CRITERIA	The person performing this task must be able to complete the visual design and labelling of the user interface in accordance with the interactive prototype of product.		
RANGE STATEMENT	<p>This task can be performed on the network or on site under the supervision of the Project Manager or Graphic Designer.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Office automation software; 3. Interactive prototype designing tools and software; 4. Graphic visual design software; 5. Interface labelling software or plug-ins; 6. Safety gear. 		
EVIDENCE REQUIREMENT			
PRACTICAL PERFORMANCE		UNDERPINNING KNOWLEDGE	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> 1. Determine the design style of user interface in accordance with product positioning; 2. Design the layout, colour and style of visual design of user interface; 3. Design and draw product launch icons and function icons; 4. Design and draw the product interface; 5. Complete user interface labelling; 6. Observe health, occupational and environmental safety rules and 		<p>Detailed knowledge about:</p> <p>1.0 Methods</p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> 1.1 Determine the user interface design style; 1.2 Complete the visual design of user interface; 1.3 Design the product interface icon; 1.4 Conduct categorized implementation of interface labelling. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> 2.1 Gestalt design principle; 	

<p>regulations.</p>	<p>2.2 User interface labelling principle.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 The relationship between product positioning and visual colour and style design;</p> <p>3.2 Types, styles, functions and application scenarios of icons;</p> <p>3.3 Types and contents of interface labelling.</p> <p>4.0 Essential skills</p> <p>4.1 User communication skills;</p> <p>4.2 Teamwork and cooperative skills;</p> <p>4.3 Visual design and drawing skills of user interface;</p> <p>4.4 Interface labelling skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The visual design of user interface, icon design and labelling are completed in accordance with standards.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Marked commonly used software and their characteristics; 2. Circumstantial knowledge of tiling images; 3. Circumstantial knowledge of front-end development.

APPENDIX: DACUM CHARTS FOR DIGITAL MEDIA TECHNICIAN - NTA LEVEL 6

DUTIES	TASKS	ENABLERS
<p>1.0 Design digital brands</p>	<p>1.1 Prepare for designing projects.</p> <p>1.2 Design brand scheme.</p> <p>1.3 Implement and optimize brand.</p>	<p>Generic skills and knowledge</p> <ul style="list-style-type: none"> • Collection of project research data • Ability of analysis and induction • Ability to express meanings through graphic • Consumer service skills • Customer needs guide • Excellent communication skills • Ability to install and operate image processing software • Underpinning knowledge of brand design • Application requirements of brand specification • Execution ability of brand implementation <p>Tools and equipment</p> <ul style="list-style-type: none"> • Office computer • Office automation software • Installation of related graphic software • International and national standard colour cards • Colour printers for digital proofing • Template/prototype • USB flash disk <p>Materials</p> <ul style="list-style-type: none"> • Questionnaire, international colour card, printing paper

DUTIES	TASKS	ENABLERS
		<p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.
<p>2.0 Make 3D special effects for films and TV programs</p>	<p>2.1 Create 3D models.</p> <p>2.2 Design and render 3D lighting textures.</p> <p>2.3 Produce 3D animations.</p>	<p>Generic skills and knowledge</p> <ul style="list-style-type: none"> • Information technology operation skills • Ability to analyse and make judgements • Ability of understanding and creative thinking • Aesthetics ability • Ability of self-learning • Teamwork skills • Problem solving skills • Customer service skills • Communication skills <p>Tools and equipment</p> <ul style="list-style-type: none"> • High-performance computers • 3D design software • Rendering software • Motion capture equipment <p>Materials</p> <ul style="list-style-type: none"> • Portable storage devices, such as mobile hard disks and USB flash disks

DUTIES	TASKS	ENABLERS
		<p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.
<p>3.0 Make film and TV episodes</p>	<p>3.1 Conduct column packaging.</p> <p>3.2 Produce promotional videos.</p> <p>3.3 Conduct VLOG production.</p>	<p>Generic skills and knowledge</p> <ul style="list-style-type: none"> • Cooperating with others using communication skills and reporting to the superiors • Ability to operate professional production software • Knowledge and skills of video shooting • Knowledge and skills of editing • Aesthetic quality and aesthetic ability • Technical problem solving and analysis skills <p>Tools and equipment</p> <ul style="list-style-type: none"> • Premiere, After Effects, Da Vinci Resolve software • Cinema4D software • Mobile short video production and PC short video production software • High-configuration, high-performance computer capable of using the production software smoothly • Camera filming equipment and auxiliary filming equipment • Micro-single camera, mobile phone and auxiliary shooting equipment

DUTIES	TASKS	ENABLERS
		<p>Materials</p> <ul style="list-style-type: none"> • USB flash disks, mobile hard disks, memory cards, memory card readers, etc. <p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.
<p>4.0 Make graphic designs for e-commerce</p>	<p>4.1 Conduct shop research and planning.</p> <p>4.2 Conduct commodity promotion and design.</p> <p>4.3 Conduct shop design and decoration.</p>	<p>Generic skills and knowledge</p> <ul style="list-style-type: none"> • Graphics and image processing technology • Website shop typesetting design • Customer communication skills • Ability to do research on e-commerce website • Website optimization ability • Shop promotion ability • Shop design and decoration ability <p>Tools and equipment</p> <ul style="list-style-type: none"> • Graphic and image processing software • Web page editor • High-performance computer <p>Materials</p> <ul style="list-style-type: none"> • Computer equipment, image software, web page editor, summary and analysis of survey data

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		<p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.
<p>5.0 Design the user interfaces</p>	<p>5.1 Conduct user survey.</p> <p>5.2 Conduct requirements analysis and function definition.</p> <p>5.3 Design interactive prototype.</p> <p>5.4 Conduct interface visual design.</p>	<p>Generic skills and knowledge</p> <ul style="list-style-type: none"> • Communication skills to interact with users and collaborate with teams • Skills and knowledge of user survey, requirements analysis, interactive prototype design, visual design, etc. • User interface design process and related specifications • Basic design and psychology <p>Tools and equipment</p> <ul style="list-style-type: none"> • Computer and office automation software • Audio and video recording equipment • Mind mapping tools or software • Graphic design tools or software • Interactive prototype designing tools or software • Interface labelling software or plug-in <p>Materials</p> <ul style="list-style-type: none"> • Questionnaire • User survey materials • List of product functions

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		<p>Worker behaviours</p> <ul style="list-style-type: none"> · Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.