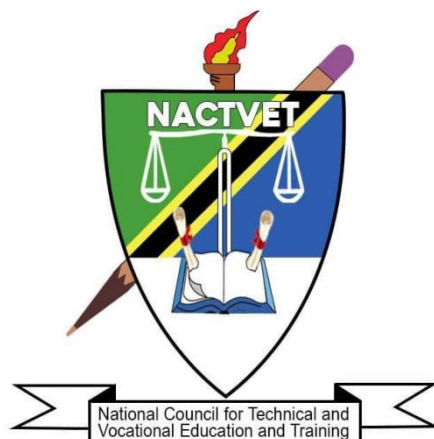


**THE NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND
TRAINING**



OCCUPATIONAL STANDARDS

OCCUPATION: DIGITAL MEDIA TECHNICIAN

LEVEL: NTA LEVEL 5

FEBRUARY 2024

TABLE OF CONTENTS

ABBREVIATIONS	ii
GLOSSARY OF TERMS	iii
1.0. INTRODUCTION	5
2.0. OCCUPATIONAL STANDARDS DEVELOPMENT PROCESS	6
3.0. THE SCOPE AND OVERVIEW OF THE OCCUPATIONAL STANDARDS FOR DIGITAL MEDIA TECHNICIANS	6
4.0. VALIDITY PERIOD	7
5.0. OCCUPATIONAL STANDARDS	8
5.1 OCCUPATIONAL STANDARDS OF DIGITAL MEDIA TECHNICIANS - NTA LEVEL 5 8	
APPENDIX: DACUM CHARTS FOR DIGITAL MEDIA TECHNICIAN - NTA LEVEL 5	40

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) Realize the informationization in office business;
- b) Draw and design pictures;
- c) Have the photographic modelling and shooting;
- 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) Make graphic designs for e-commerce;
- 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 OF DIGITAL MEDIA TECHNICIANS - NTA LEVEL 5

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	CREATE THE BASIC GRAPHIC DESIGNS	DUTY NO.	501
TASK TITLE	CREATE A DESIGN GRAPHICS	TASK NO.	5011
PERFORMANCE CRITERIA	The person performing this task must be able to create and design graphics according to technical requirements and user needs by virtue of reasonable creative thinking, design methods and formal beauty rules		
RANGE STATEMENT	<p>This task can be carried out under the supervision of Senior Technician or Graphic Designers in a condition or site proper for graphic creativity and design.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Graphic image editing software; 3. Graphic editing software. 4. Coloured printer; 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. Master the principles and basic skills of graphic creativity design; 2. Master the process of graphic creativity design; 3. Sort out the composition methods of graphic creativity; 4. Carry out cooperation and communication between teams and customers; 5. Observe health, occupational 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 Design graphic creativity; 1.2 Realize the graphic creativity design; 1.3 Structure the thinking composition of graphic creativity. 1.4. Visualise the ideas. <p>2.0 Principle</p> <p>The person performing this task must be able to explain</p>	

<p>environmental safety rules and regulations.</p>	<p>the following principles:</p> <p>2.1 Principles of graphic creativity design;</p> <p>2.2 Basic skills of graphic creativity.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 The concept of graphic creativity;</p> <p>3.2 Thinking method of graphic creativity;</p> <p>3.3 Manifestations of graphic creativity;</p> <p>3.4 Heteromorphic graphics and symbiotic graphics, replacement graphics and gradient graphics, contradictory graphics and text graphics;</p> <p>3.5 Graphic design application.</p> <p>4.0 Essential skills</p> <p>4.1 Creative thinking skills;</p> <p>4.2 Analysis and induction skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Creative image design is made according to technical requirements and user needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Constitution design principles and psychological effect;</p> <p>2. Circumstantial knowledge of design;</p> <p>3. Circumstantial knowledge of consumer psychology;</p> <p>4. Application of graphic creativity in design.</p>

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	CREATE THE BASIC GRAPHIC DESIGNS	DUTY NO.	501
TASK TITLE	DESIGN THE FONTS	TASK NO.	5012
PERFORMANCE CRITERIA	The person performing this task must be able to design fonts according to technical requirements and user needs.		
RANGE STATEMENT	<p>This task can be carried out under the supervision of Senior Technician or Graphic Designers in a condition or site proper for basic graphic design.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Image editing software; 3. Graphic editing 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. Master the operation of font making software and tools; 2. Get the formula with the classification and function of fonts; 3. Master the principles and basic skills of font design; 4. Master the process of font design; 5. Complete the font image design and final output; 6. Carry out cooperation and communication between teams and customers; 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 Determine the methods and perspective of communicating design concepts; 1.2 Perform brand research and analysis; 1.3 Research the usage scenarios and applications of font types; 1.4 Perform font image design; 1.5 Design software applications. <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 Font design principles and basic skills; 2.2 Operating principles of font making software and tools; 	

	<p>2.3 Requirements of laws and regulations related to font design and fabrication.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Classification and function of fonts;</p> <p>3.2 Principles and methods of font design;</p> <p>3.3 Specifications and restrictions on the use of fonts;</p> <p>3.4 Font making skills and the use of tools.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Design and production skills;</p> <p>4.5 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Font design is made according to technical requirements and user needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Use carrier of fonts; 2. Design trends of target audience, industry and competitors; 3. Three major components of design and design psychology; 4. Applicability and acceptability of font design; 5. Circumstantial knowledge of consumer psychology.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	CREATE THE BASIC GRAPHIC DESIGNS	DUTY NO.	501
TASK TITLE	DESIGN LOGOS	TASK NO.	5013
PERFORMANCE CRITERIA	The person performing this task must be able to design logo according to technical requirements and user needs.		
RANGE STATEMENT	<p>This task can be carried out under the supervision of Senior Technician or Graphic Designers in a condition or site proper for basic graphic design.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Image editing software; 3. Graphic editing software. 4. Customer needs guide; 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. Master the use of logo design software and tools; 2. Master the principles of logo design; 3. Be familiar with the basic skills and processes of logo design; 4. Communicate and understand the design concept; 5. Carry out brand research and analysis; 6. Creative logo concept and prototype; 7. Conduct research on the usage scenarios and applications of logos; 		<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 Methods and perspective of communicating design concepts; 1.2 Brand research and analysis; 1.3 Selection of colours, fonts, graphics and other visual elements; 1.4 Logo image design; 1.5 Research on the usage scenarios and applications of logos; 1.6 Expansibility and usability of logos. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p>	

<p>8. Master the design and development process of logo image;</p> <p>9. Evaluate the expansibility and usability of logos;</p> <p>10. Carry out cooperation and communication between teams and customers;</p> <p>11. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.1 Process principles of logo design;</p> <p>2.2 Brand research and analysis principles;</p> <p>2.3 Requirements of laws and regulations related to logo design and fabrication.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Principles and methods of logo design;</p> <p>3.2 Specifications and restrictions on the use of logos;</p> <p>3.3 Logo making skills and the use of tools.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Design and production skills;</p> <p>4.5 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Logo is designed according to technical requirements and user needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Graphic design software and technology; 2. Principles and psychological effects of chromatics; 3. Brand planning strategy and target audience; 4. Text typesetting skills and principles; 5. Artistic accomplishment and aesthetics; 6. Knowledge of commercial law; 7. Printing and production process of logos.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	CREATE THE BASIC GRAPHIC DESIGNS	DUTY NO.	501
TASK TITLE	DESIGN THE LAYOUT	TASK NO.	5014
PERFORMANCE CRITERIA	The person performing this task must be able to make layout design according to technical requirements and user needs.		
RANGE STATEMENT	<p>This task can be carried out under the supervision of Senior Technician or Graphic Designers in a condition or site proper for basic graphic design.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Image editing software; 3. Graphic editing software. 4. Coloured printer; 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. Master the principles and norms of layout design; 2. Get familiar with the use of layout design software; 3. Master the purpose and requirements of layout design; 4. Master the basic skills and processes of layout design; 5. Get familiar with the prototyping and implementation of layout design; 6. Master layout design release and final output; 7. Carry out cooperation and communication between teams 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 Layout design specifications of related industries, organizations or brands; 1.2 Create a prototype of layout design; 1.3 Use design software or hand-drawn tools for layout design; 1.4 Release and output the final layout design. <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 Layout design principles; 2.2 Layout design prototyping and implementation principles. <p>3.0 Theories</p>	

<p>customers;</p> <p>8. 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 Common design software operation;</p> <p>3.2 Aesthetic ability and graphic design knowledge;</p> <p>3.3 Demand and trend of industry and target audience.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Design and production skills;</p> <p>4.5 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Layout design is made according to technical requirements and user needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Artistic accomplishment and aesthetics; 2. Knowledge of printing; 3. Circumstantial knowledge of communication with people; 4. Circumstantial knowledge of design; 5. Brand culture knowledge, stories, and reputation; 6. Characteristics of the industry, trends and market demand.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN AND MAKE WEBPAGES;	DUTY NO.	502
TASK TITLE	SET UP THE WEBPAGE STRUCTURE	TASK NO.	5021
PERFORMANCE CRITERIA	The person performing this task must be able to set up the webpage structure according to the customer's requirements, using the webpage programming language and the webpage structure mode.		
RANGE STATEMENT	<p>The task may be executed in the webpage structure setup office place or field under the supervision of Senior Technicians or Web Designers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. A set of webpage development software; 3. INTERNET access related equipment and accounts, etc.; 4. Customer needs guide; 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. Master the operating norms of webpage programming language; 2. Be familiar with the operation specification of webpage structure mode; 3. Develop the design of webpage programming language and webpage structure mode to achieve customer satisfaction; 4. 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 Proceed website setup process; 1.2 Complete the webpage structure setup according to customer requirements; 1.3 Set up a webpage structure. <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 Operating principles of webpage structure setup; 2.2 Operation specification requirements for webpage structure setup. <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 Use methods and skills of webpage design and 	

	<p>development software;</p> <p>3.2 Methods and skills of displaying webpages in the browser;</p> <p>3.3 Common debugging methods for webpage faults.</p> <p>4.0 Essential skills</p> <p>4.1 Webpage development software operation skills;</p> <p>4.2 Webpage structure setup skills;</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>
DESCRIPTION OF THE END PRODUCT / SERVICE	The setup of webpage structure is completed in accordance with customer needs guide and provide basic webpage products for the next task.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Artistic accomplishment and aesthetics; 2. Webpage structure setup process analysis; 3. Use webpage development software to set up webpage structure; 4. Communicate relevant knowledge with people; 5. Circumstantial knowledge of design.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN AND MAKE WEBPAGES	DUTY NO.	502
TASK TITLE	DESIGN THE WEBPAGE STYLE	TASK NO.	5022
PERFORMANCE CRITERIA	The person performing this task must be able to use webpage development software to beautify the webpage according to the requirements of customers.		
RANGE STATEMENT	<p>The task may be executed in the webpage structure setup office place or field under the supervision of Senior Technicians and Web Designers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. A set of webpage development software; 3. INTERNET access related equipment and accounts, etc. 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. Operating specification for beautifying webpage layout; 2. Correctly use the webpage development software; 3. Use the latest technology to beautify the webpage and realize customer satisfaction according to the customer's demand. 4. Coding webpage. 5. Researching design trends. 6. Editing content; 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 Webpage content layout; 1.2 Skills of webpage beautification; 1.3 Scenario-based webpage beautification. <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 Webpage style design principles; 2.2 Operating specification for beautifying webpage layout. <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 Use methods and skills of webpage development software; 3.2 Debugging methods for common faults of webpage 	

	<p>styles.</p> <p>4.0 Essential skills</p> <p>4.1 Webpage development software operation skills;</p> <p>4.2 Webpage style operation skills;</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>
DESCRIPTION OF THE END PRODUCT / SERVICE	The webpage style design is completed in accordance with customer needs guide and then delivered successfully on the basic webpage completed in the previous task.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Artistic accomplishment and aesthetics; 2. Circumstantial knowledge of communication with people; 3. Circumstantial knowledge of design; 4. Analysis and beautification of the webpage structure layout according to customer needs; 5. Use webpage development software to beautify the design of webpages.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN AND MAKE WEBPAGES	DUTY NO.	502
TASK TITLE	MAKE THE WEBPAGE PROTOTYPING	TASK NO.	5023
PERFORMANCE CRITERIA	The person performing this task must be able to make webpage prototyping according to the user's requirement or technical requirements.		
RANGE STATEMENT	<p>The task may be executed in the webpage structure setup office place or field under the supervision of Senior Technicians or Web Designers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Interactive prototyping software; 3. Graphic editing software; 4. Web browser. 5. Internet access; 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. Use prototyping software; 2. Execute the operation of image and graphics editing software; 3. Realize the page prototype design; 4. Execute the publishing and output of the page prototype; 5. Carry out cooperation and communication between teams and customers; 6. 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 Page area management page; 1.2 Principles of component library prototyping; 1.3 Use dynamic panels to create dynamic effects; 1.4 Use variables to make interactive effects; 1.5 Use the master pattern to reduce repetitive works; 1.6 Use component behaviour to create interactive effects; 1.7 Simulate database operations using repeaters; 1.8 Publish and outputting page prototypes. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p>	

	<p>2.1 Principles of system visibility and prototype design close to the scene page;</p> <p>2.2 Page prototype design and production process and method principle.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Basic principles of user experience design and interaction design;</p> <p>3.2 Common tools and techniques for page prototyping;</p> <p>3.3 Basic principles of page interaction design and effect;</p> <p>3.4 Precaution and skills of page prototyping.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The page prototype is created according to technical requirements and user needs.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Artistic accomplishment and aesthetics; 2. Circumstantial knowledge of communication with people; 3. Circumstantial knowledge of design; 4. Knowledge of database design.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	DESIGN AND MAKE WEBPAGES	DUTY NO.	502
TASK TITLE	DESIGN THE RESPONSIVE WEBPAGE	TASK NO.	5024
PERFORMANCE CRITERIA	The person performing this task must be able to design responsive webpages by using web development software according to customer requirements.		
RANGE STATEMENT	<p>The task may be executed in the webpage design-based office place or field under the supervision of a Senior Technician or Graphic Designer (such as webpage context).</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. A set of webpage development software; 3. INTERNET access related equipment and accounts, etc.; 4. Customer needs guide; 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. Get familiar with the operating specifications of webpage structure setup and style design; 2. Get familiar with the operating specifications of webpage style design; 3. Correctly use webpage development software; 4. Correctly implement the operating specifications of responsive webpage design; 5. Use the latest technology to complete the responsive webpage 		<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 Responsive webpage design and development process; 1.2 Download and call plug-ins such as character set and component set; 1.3 Grid system to build a responsive webpage framework. <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 Responsive webpage design principles; 	

<p>design according to the customer's demand, and realize customer satisfaction;</p> <p>6. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.2 Operating principle of webpage structure setup and style design;</p> <p>2.3 Responsive webpage design specifications.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Use methods and skills of webpage development software;</p> <p>3.2 Responsive webpage design material library and code module;</p> <p>3.3 Responsive webpage design specification requirements;</p> <p>3.4 Solutions to common problems in responsive <i>webpage design</i>.</p> <p>4.0 Essential skills</p> <p>4.1 Webpage development software operation skills;</p> <p>4.2 Responsive webpage design skills;</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>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The responsive webpage design is designed in accordance with customer needs and successfully delivered in accordance with customer needs guide.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Webpage development software installation, practice and maintenance; 2. The process of responsive webpage design; 3. Artistic accomplishment and aesthetics; 4. Circumstantial knowledge of communication with people; 5. Circumstantial knowledge of design.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	OPERATE AND USE THE PHOTOGRAPHIC DEVICES	DUTY NO.	503
TASK TITLE	PERFORM THE BASIC OPERATION OF CAMERA	TASK NO.	5031
PERFORMANCE CRITERIA	The person performing this task must be able to, following the shooting requirements, use shooting equipment such as SLR and video camera to complete video recording that meets commercial standards.		
RANGE STATEMENT	<p>This task may be executed in the photographic studio 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. A video camera; 2. A set of SLR cameras; 3. Commonly used SLR lenses with focal length (16 mm-35 mm; 24mm-70mm; 70mm-200mm); 4. A tripod. 5. Editing 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. Make shooting plans according to the requirements of clients and directors; 2. Follow the workflow of video shooting; 3. Assemble camera equipment, tripod and lens; 4. Operate the video camera and SLR to record the video according to the shooting requirements; 5. Adjust parameters of camera 		<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 Master the shooting requirements; 1.2 Specification and process of video shooting; 1.3 Set the equipment parameters to ensure the video quality; 1.4 Choose the appropriate focal length to shoot. <p>2.0 Principle</p> <p>The person performing this task must be able to explain the following principles:</p>	

<p>equipment, make exposure adjustment of video shooting and video white balance correction according to the environment;</p> <p>6. Select the appropriate lens focal length according to the shooting composition;</p> <p>7. Observe health, occupational and environmental safety rules and regulations.</p>	<p>2.1 Working principles of the camera;</p> <p>2.2 Principles of stability, accuracy, clearness, levelness and uniformity.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 The methods of video recording with common camera equipment;</p> <p>3.2 Main workflow and specifications of video shooting;</p> <p>3.3 Camera equipment parameter adjustments according to the environment to meet the shooting requirements.</p> <p>4.0 Essential skills</p> <p>4.1 Operating skills of common camera equipment;</p> <p>4.2 Preparation of a reasonable shooting plan according to the project requirements;</p> <p>4.3 Taking care of equipment, high sense of responsibility, and working in unity and cooperation;</p> <p>4.4 Problem analysis and solving skills;</p> <p>4.5 New technology learning skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Basic video camera services are provided for film and television companies and crews accordance with the customers' requirement.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Colour matching; 2. Video shooting scene scheduling; 3. Video editing.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	OPERATE AND USE THE PHOTOGRAPHIC DEVICES	DUTY NO.	503
TASK TITLE	PERFORM THE OPERATION OF COMMON AUXILIARY EQUIPMENT FOR CAMERA SHOOTING	TASK NO.	5032
PERFORMANCE CRITERIA	Video shooting auxiliary equipment can be used such as radio and lighting to improve the video recording effect. At the same time, the SLR stabilizer can be used to complete video shooting by hand.		
RANGE STATEMENT	<p>This task may be executed in the photographic studio 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. A video camera; 2. A set of SLR cameras; 3. A set of radio equipment; 4. LED movie and television lights; 5. Soft box, soft cloth, foam board; 6. A tripod; 7. SLR camera stabilizer; 8. 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. Connect and use radio equipment and video camera, and arrange the radio equipment during video recording; 2. Design and adjust the lighting position, light colour and brightness according to the shooting environment and theme 		<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 Skills of using radio equipment; 1.2 Selection and debugging methods of film and television lighting equipment; 1.3 Principles and skills of film and television lighting arrangement; 1.4 Use of the SLR camera stabilizer. 	

<p>requirements;</p> <p>3. Debug and use the SLR camera stabilizer;</p> <p>4. 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 Basic principles of lighting design;</p> <p>2.2 Setting principle of radio equipment.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Use principles of radio equipment during video recording;</p> <p>3.2 Lighting design theory for different shooting environments and shooting requirements.</p> <p>4.0 Essential skills</p> <p>4.1 Basic skills of video radio;</p> <p>4.2 Basic skills of film and television lighting;</p> <p>4.3 Basic skills of hand-held shooting with stabilizer;</p> <p>4.4 Problem analysis and solving skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>Auxiliary services are provided for high-quality camera shooting.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Methods and skills of sound editing;</p> <p>2. Lighting related theory.</p>

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	OPERATE AND USE THE PHOTOGRAPHIC DEVICES	DUTY NO.	503
TASK TITLE	APPLY TECHNIQUES AND SKILLS OF LENS PICTURE SHOOTING	TASK NO.	5033
PERFORMANCE CRITERIA	In video shooting, the aesthetic perception and artistry of video works are further improved by designing the composition of the picture, the position of the camera equipment and the way of camera movement.		
RANGE STATEMENT	<p>This task may be executed in the photographic studio 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. Camera; 2. SLR cameras; 3. SLR camera stabilizer; 4. Tripod. 5. High performance computer. 6. Colour printer. 7. Light control equipment; 8. 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. Choose a suitable scene according to the video shooting content, and make a reasonable and beautiful composition; 2. Carry out the stand layout reasonably according to the shooting content in multiple-camera stand shooting; 3. Complete the shooting by using the basic camera movement 		<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 Composition design of video shooting; 1.2 The video camera layout in multiple-camera stands; 1.3 Flexible camera movements to enrich the lens language. <p>2.0 Principle</p> <p>The person performing this task must be able to explain</p>	

<p>methods such as zooming out, zooming in, panning, dolly shot and track-up shot, as well as the complex camera movement methods of various motion combinations;</p> <p>4. Observe health, occupational and environmental safety rules and regulations.</p>	<p>the following principles:</p> <p>2.1 Basic principles of video picture composition;</p> <p>2.2 Basic principles of camera movement for video cameras;</p> <p>2.3 Principles of camera stand design in different shooting scenes.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Long shot, full shot, mid-shot, close shot and special shot;</p> <p>3.2 Method of reasonable composition according to shooting content;</p> <p>3.3 Effects and meanings of different camera movements;</p> <p>3.4 Practical skills of camera movements.</p> <p>4.0 Essential skills</p> <p>4.1 Video composition design skills;</p> <p>4.2 Skills of camera movements during video shooting;</p> <p>4.3 Camera stand design skills for video cameras;</p> <p>4.4 Technical problem solving and analysis skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>High-quality video camera services are provided for film and television companies and crews.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <p>1. Composition principles and skills;</p> <p>2. Knowledge of shot design.</p>

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	OPERATE AND USE THE PHOTOGRAPHIC DEVICES	DUTY NO.	503
TASK TITLE	USE MOBILE PHONE TO COMPLETE SHOOTING	TASK NO.	5034
PERFORMANCE CRITERIA	The person performing this task must use mobile phones as video shooting tools to complete video shooting skilfully by combing the advantages and characteristics of mobile phone video shooting, especially with the ability to shoot and create vertical screen content.		
RANGE STATEMENT	<p>This task may be executed in the photographic studio 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. Mobile phone; 2. Mobile phone stabilizer. 3. External microphone. 4. Light control equipment; 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. Set the parameters of mobile phone video shooting according to the shooting requirements; 2. Be able to use mobile phones to flexibly shoot videos and make camera movements; 3. Be able to record mobile phone video with mobile phone stabilizer; 4. Be able to use the vertical screen of mobile phone to complete the artistic video recording; 		<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 Mobile phone video shooting parameters; 1.2 Camera movement and composition design of mobile phone video camera; 1.3 Operation method of mobile phone stabilizer; 1.4 Photographing the contents of the vertical screen, camera movements and composition skills. <p>2.0 Principle</p> <p>The person performing this task must be able to explain</p>	

<p>5. Observe health, occupational and environmental safety rules and regulations.</p>	<p>the following principles:</p> <p>2.1 Basic principles of vertical screen video shooting creation;</p> <p>2.2 Principles of mobile video shooting.</p> <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p> <p>3.1 Advantages and characteristics of mobile video shooting;</p> <p>3.2 Basic skills of mobile phone video shooting;</p> <p>3.3 Features and advantages of vertical screen content;</p> <p>3.4 Shooting method of mobile phone vertical screen content.</p> <p>4.0 Essential skills</p> <p>4.1 Skills of using mobile phones for video shooting;</p> <p>4.2 Skills of using accessories such as mobile phone stabilizer;</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>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The mobile phone is used as a shooting tool to provide services for film and television companies to complete the shooting of short videos.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Use of common mobile video apps; 2. Characteristics of short video communication; 3. Skills and methods of mobile video editing.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE AND MERGE VIDEOS	DUTY NO.	504
TASK TITLE	MAKE VIDEO MATERIAL EDITING OPTIMIZATION	TASK NO.	5041
PERFORMANCE CRITERIA	The person performing this task must be able to edit and optimize the video material according to the user's needs and technical requirements.		
RANGE STATEMENT	<p>This task may be executed during the video production and composition or on site under the supervision of Senior Technicians or Project Managers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Video editing software; 3. Storage devices; 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 perform the basic operation of editing software; 2. Correctly select the clip video material; 3. Correctly adjust the video colour; 4. Correctly add video effects; 5. Correctly add the video transition effect. 6. Merge the video clip with audio; 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 Clip video material; 1.2 Adjust the video colour; 1.3 Add video effects; 1.4 Add video transition effect. 1.5 Add the related audio clip to the video clip. <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 Common techniques, ideas and principles of video editing; 2.2 Choose the principle of clip video material. <p>3.0 Theories</p>	

	<p>The person performing this task must be able to explain:</p> <ul style="list-style-type: none"> 3.1 Basic skills and methods of video editing; 3.2 Video colour adjustment method; 3.3 Common video special effects adding tools and usage methods; 3.4 Video subtitles and audio editing methods. <p>4.0 Essential skills</p> <ul style="list-style-type: none"> 4.1 Communication skills; 4.2 Customer service skills; 4.3 Teamwork skills; 4.4 Report writing skills.
DESCRIPTION OF THE END PRODUCT / SERVICE	Video materials are edited and optimized according to user needs and technical requirements.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ul style="list-style-type: none"> 1. Artistic accomplishment and aesthetics; 2. Circumstantial knowledge of communication with people; 3. Circumstantial knowledge of design; 4. Editing software use skills; 5. Creative composition and narration; 6. Legal knowledge of music copyright.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE AND MERGE VIDEOS	DUTY NO.	504
TASK TITLE	PRODUCE VISUAL EFFECTS	TASK NO.	5042
PERFORMANCE CRITERIA	The person performing this task must be able to make visual effects according to the user's needs and technical requirements.		
RANGE STATEMENT	<p>This task may be executed during the video production and composition or on site under the supervision of Senior Technicians or Project Managers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers; 2. Video composition software; 3. Image editing software; 4. Storage devices; 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. Correctly select appropriate software and tools; 2. Correctly use video composition software; 3. Correctly use graphic editing software; 4. Application of correct transition effect; 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 Application of transition effect; 1.2 Basic knowledge of colour matching; 1.3 "Lumetri colour" effect; 1.4 Expression language menu; 1.5 Application of common expression functions and scripts. <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 using video composition software; 2.2 Compliance with human visual perception; 2.3 Overall coordination and unification. 	

	<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 Creation process; 1.2 Tools and technologies; 1.3 Creative skills and methods; 1.4 Application in different fields; 1.5 Creation norms and standards; 1.6 Artistic and visual impact. <p>4.0 Essential skills</p> <ol style="list-style-type: none"> 4.1 Communication skills; 4.2 Customer service skills; 4.3 Teamwork skills; 4.4 Report writing skills.
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The visual effects are produced according to the user's needs and technical requirements.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Fundamentals of graphic design; 2. Chromatology; 3. 3D modelling and animation; 4. Video composition skills; 5. Rendering technology; 6. Particle effects; 7. Lights and shadows; 8. Editing software use skills; 9. Artistic accomplishment and aesthetics; 10. Communication with others for relevant knowledge.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE AND MERGE VIDEOS	DUTY NO.	504
TASK TITLE	PRODUCE THE VIDEO COMPOSITING	TASK NO.	5043
PERFORMANCE CRITERIA	The person performing this task must be able to make video compositions according to the user's needs and technical requirements.		
RANGE STATEMENT	<p>This task may be executed during the video production and composition or on site under the supervision of Senior Technicians or Project Managers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers 2. Video editing 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. Correctly select appropriate software and tools; 2. Correctly use video composition software; 3. Correctly execute the process of video composition; 4. Correctly apply masks and shading; 5. Correctly execute MG animation 6. 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 Basic knowledge of video production; 1.2 Key skills in the application of masking and shading; 1.3 Application of keying; 1.4 Application of text; 1.5 3D compositing effect; 1.6 Process of MG animation. <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 harmony between light, lens, relationship between reality and reality, and movement and time; 2.2 Shadow and reflection principle. <p>3.0 Theories</p> <p>The person performing this task must be able to explain:</p>	

	<p>3.1 Principles and technology of video composition;</p> <p>3.2 Application and function of video composition;</p> <p>3.3 Common problems in video composition and solutions;</p> <p>3.4 Relevant standards and specifications for video composition;</p> <p>3.5 Development trend and prospect of video composition.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills.</p>
<p>DESCRIPTION OF THE END PRODUCT / SERVICE</p>	<p>The video composition and production are performed according to user's needs and technical requirements.</p>
<p>CIRCUMSTANTIAL KNOWLEDGE</p>	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Video editing skills; 2. Fundamentals of graphic design; 3. Visual effects; 4. Morphology; 5. Dynamics; 6. Video composition skills; 7. Rendering technology; 8. Audio editing; 9. Colour correction; 10. Editing software skills; 11. Artistic accomplishment and aesthetics; 12. Communication with others for relevant knowledge.

OCCUPATION	DIGITAL MEDIA TECHNICIAN	OCCUPATION CODE	
DUTY TITLE	MAKE AND MERGE VIDEOS	DUTY NO.	504
TASK TITLE	RENDER AND OUTPUT VIDEOS	TASK NO.	5044
PERFORMANCE CRITERIA	The person performing this task must be able to render and output video according to technical requirements and user's needs.		
RANGE STATEMENT	<p>This task may be executed during the video production and composition or on site under the supervision of Senior Technicians or Project Managers.</p> <p>The tools and equipment to be used include:</p> <ol style="list-style-type: none"> 1. High-performance computers 2. Video editing software; 3. Storage devices; 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 select appropriate software and tools; 2. Correctly use the video editing software; 3. Correctly use the video composition software; 4. Correctly execute the output format of the software and preview the film; 5. Correctly set the output parameters; 6. Correctly render and output files in various formats; 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 Select the output format of the software; 1.2 Set the output parameters; 1.3 Render and output files in various formats. <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 Video quality and principle of format selection; 2.2 Principles of correctly rendering and outputting files in various formats. <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 The design idea of configuring the parameters exported by rendering; 	

	<p>3.2 Precautions for video rendering and export.</p> <p>4.0 Essential skills</p> <p>4.1 Communication skills;</p> <p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills.</p>
DESCRIPTION OF THE END PRODUCT / SERVICE	The video is rendered and output according to user requirements and technical requirements.
CIRCUMSTANTIAL KNOWLEDGE	<p>Detailed knowledge about:</p> <ol style="list-style-type: none"> 1. Video editing skills; 2. Morphology; 3. Dynamics; 4. Video composition; 5. Rendering technology; 6. Visual effects; 7. Colour correction; 8. Pixel resolution and ratio; 9. Format video compression and format conversion; 10. Coding principle; 11. Artistic accomplishment and aesthetics; 12. Communication with others for relevant knowledge.

APPENDIX: DACUM CHARTS FOR DIGITAL MEDIA TECHNICIAN - NTA LEVEL 5

DUTIES	TASKS	ENABLERS
<p>1.0 Conduct basic graphic design</p>	<p>1.1 Create and design graphic. 1.2 Design font. 1.3 Design logo. 1.4 Design format.</p>	<p>Generic Skills and Knowledge</p> <ul style="list-style-type: none"> • The use of graphic design software • Basic knowledge of design, such as colour theory, typesetting, font selection, etc. • Communication skills to work with customers or teams • Creative thinking and solutions • Understanding of brand image and visual language • Skills of making graphics, icons and images • Basic knowledge of printing <p>Tools and equipment</p> <ul style="list-style-type: none"> • Image editing software • Graphic editing software • Graphic drawing tool • Computer <p>Materials</p> <ul style="list-style-type: none"> • Computer and design software • Graphic drawing tool • Storage device <p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.

DUTIES	TASKS	ENABLERS
2.0 Design and produce webpage	2.1 Construct webpage structure. 2.2 Design webpage style. 2.3 Conduct webpage prototyping. 2.4 Design responsive webpage.	<p>Generic Skills and Knowledge</p> <ul style="list-style-type: none"> • Master the principles and skills of webpage programming language • Master the principles and skills of webpage style design language • Cooperate with others using communication skills and reporting to the superiors • User research • Master the principles and skills of UX, UI design, webpage design and graphic design • Get familiar with prototyping tools • Master the principles and skills of responsive webpage design <p>Tools and equipment</p> <ul style="list-style-type: none"> • Software development software • Interactive prototyping software • Image editing software • Graphic editing software • Webpage browser <p>Materials</p> <ul style="list-style-type: none"> • Computer and webpage design software • Graphic drawing tool • Storage device <p>Worker Behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.

DUTIES	TASKS	ENABLERS
3.0 Operate and use camera equipment	3.1 Conduct basic operation of the camera. 3.2 Operate common auxiliary equipment for camera shooting. 3.3 Use techniques and skills for shooting lens pictures. 3.4 Use general skills and knowledge of mobile phone shooting technology and skills.	<p>Generic Skills and Knowledge</p> <ul style="list-style-type: none"> • Teamwork ability • Ability to analyse and interpret shooting requirements • Proficiency in operating camera equipment • Ability to use auxiliary equipment flexibly according to shooting environment and requirements • Aesthetic and artistic accomplishment • Ability to analyse and solve problems flexibly <p>Tools and equipment</p> <ul style="list-style-type: none"> • Video camera, SLR camera, mobile phone • SLR camera stabilizer • SLR camera lens, mobile phone stabilizer • LED video lights • Soft box, soft cloth, foam board, etc. • Tripod <p>Materials</p> <ul style="list-style-type: none"> • Camera battery, SLR battery, lamp electricity • Equipment, memory card, card reader, lens cloth <p>Worker Behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.

DUTIES	TASKS	ENABLERS
4.0 Produce and combine videos	4.1 Optimize video material editing. 4.2 Produce visual effects. 4.3 Produce and combine videos. 4.4 Render and output videos.	<p>Generic Skills and Knowledge</p> <ul style="list-style-type: none"> • The use of video editing software • Animation production skills • Audio editing skills • Image processing skills • Basic knowledge of design • Communication skills to work with customers or teams. <p>Tools and equipment</p> <ul style="list-style-type: none"> • Video editing software • Image processing software • Audio processing software • Animation production software flash • Computer hardware <p>Materials</p> <ul style="list-style-type: none"> • Computer and video editing software • Storage device <p>Worker behaviours</p> <ul style="list-style-type: none"> • Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.