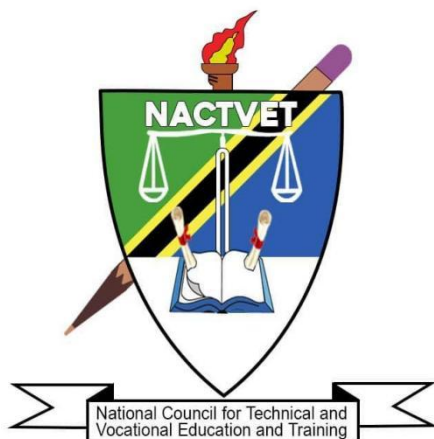


**NATIONAL COUNCIL FOR TECHNICAL AND VOCATIONAL EDUCATION AND  
TRAINING**



**MARCH 2023**

**PROPOSED OCCUPATIONAL STANDARDS**

**OCCUPATION: DIGITAL MEDIA TECHNICIAN**

**LEVEL: NTA 5**

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## **ABBREVIATIONS**

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



## GLOSSARY OF TERMS

<b>Circumstantial Knowledge:</b>	Detailed knowledge, which allows the decision-making in regard to different circumstances and cross-cutting issues.
<b>Competence:</b>	The ability to use knowledge, understanding, practical and thinking skills to perform effectively to the workplace standards required in employment.
<b>Competency:</b>	A description of the ability one possesses when able to perform a given occupational task effectively and efficiently.
<b>Competency-based Education:</b>	An instructional programme that derives its content from validated tasks and bases assessment on the learner's performance.
<b>Curriculum:</b>	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".
<b>Educational/Training Programme:</b>	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.
<b>Occupation:</b>	A specific position requiring the performance of specific tasks - essentially the same tasks are performed by all employees having the same title. (Example: baker)
<b>Occupational Area:</b>	This is a broad grouping of related jobs. (Example: catering service)
<b>Occupational Standards:</b>	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.
<b>Occupational/Job Analysis:</b>	A process used to identify the tasks that are important to employees in any given occupation.
<b>Performance Criteria:</b>	Indicate the expected end results or outcome in form of evaluative statements.
<b>Skills:</b>	The ability to perform occupational tasks with a high degree of proficiency within a given occupation. Skill is conceived of as a composite of three completely interdependent components: cognitive, affective, and psychomotor.
<b>Standards:</b>	A set of statements, which, if proved true under working conditions, means that an individual is meeting an expected level and type of performance.

<b>Task Analysis:</b>	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.
<b>Task:</b>	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.
<b>Underpinning Knowledge:</b>	Crucial knowledge that an individual must acquire in order to perform a given task.
<b>Verification Process:</b>	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.
<b>Occupational Competence:</b>	The application of knowledge and skills that consistently meet the standards required by the work 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. 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 Education has begun the job of drafting Occupational Standards that will eventually be adopted as National Occupational Standards for TET in order to ensure that it meets the needs of the labour market and the country's economic agenda.

National Occupational Standards (NOS) are performance criteria that are matched with labour market demands. Each National Occupation Standard describes functions, performance standards, and knowledge/understanding for one important function or task. They combine skills, knowledge, and attitudes to describe best practice. They are useful tools for establishing job roles, personnel recruiting, supervision, and appraisal, as well as TET standards. They're also helpful for benchmarking and harmonizing 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 delivery across all public and private institutions.

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

In TET delivery, Tanzania 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. TET institutions will be required to benchmark their curricula with relevant occupational standards.

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 (TET).

The Digital Media Technician Occupation has its own set of occupational standards. 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 Occupational standards development process began with an examination of major documents that guide Tanzanian skill development. The *10-year National Skills Development Strategy (2016-2026)* was one of the documents reviewed, and it outlined six (6) economic sectors that should be prioritized when developing skills development programmes.

These sectors include: Transport and logistics, Tourism and Hospitality, Agribusiness, Construction, Energy and ICT. NACTE 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 workshop comprised of expert workers and educators with substantial knowledge and experience in the occupation conducted an occupational analysis utilizing the DACUM approach to produce the occupational profile. The analysis resulted in DACUM Charts, which are attached as **Appendix 1** to this document.

The occupational standards were then developed. Experts in Occupational Analysis and the Development of Occupational Standards facilitated the workshop. Interviews, online surveys, and a stakeholder forum were used to validate the Occupational Standards. Engineers, supervisory technicians on the job, and experienced Digital Media Technicians were key informants in the survey to discover occupational trends. This information was used to gain insight from the workplaces regarding trends and changes in the profession, including how well graduates are prepared for working in the occupation. A total of ..... online surveys were completed by experts from the labour market across the country. Apart from the survey aiding in defining the scope for the occupational analysis, they also served to engage a wide cross-section of experts in the occupation. Apart from this, the stakeholders' forum was attended by ..... participants from different parts of the country representing various companies.

### **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. Instead, 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 responsibilities:

- a) Informationization in office business
- b) Drawing and designing pictures
- c) Photographic modelling and shooting
- d) Processing the digital images
- e) Creating the basic graphic designs
- f) Designing and making webpages
- g) Operating and using the photographic devices
- h) Making and merging videos
- i) Designing digital brands
- j) Making 3D special effects for films and TV programs
- k) Making film and TV episodes
- l) Making graphic designs for e-commerce
- m) Designing the user interfaces

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

#### **4.0. VALIDITY PERIOD**

Due to the rapid development of technology, the validity period of occupational standards is 3-5 years. The review will proceed in the same manner as the one before it, with new occupational standards being developed based on current trends of the labour market.

#### **5.0. OCCUPATIONAL STANDARDS**

## 5.1 OCCUPATIONAL STANDARDS OF DIGITAL MEDIA TECHNICIANS - NTA 5

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	CREATING BASIC GRAPHIC DESIGNS	<b>DUTY NO.</b>	501
<b>TASK TITLE</b>	CREATING AND DESIGNING GRAPHICS	<b>TASK NO.</b>	5011
<b>PERFORMANCE CRITERIA</b>	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		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Graphic image editing software;</li> <li>3. Graphic editing software.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Operate graphic creativity design;</li> <li>2. Sort out the composition methods of graphic creativity;</li> <li>3. Carry out cooperation and communication between teams and customers.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Design graphic creativity;</li> <li>1.2 Realize the graphic creativity design;</li> <li>1.3 Structure the thinking composition of graphic creativity.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Principles of graphic creativity design;</li> <li>2.2 Basic skills of graphic creativity.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 The concept of graphic creativity;</li> <li>3.2 Thinking method of graphic creativity;</li> <li>3.3 Manifestations of graphic creativity;</li> <li>3.4 Characteristics of heteromorphic graphics and symbiotic graphics, replacement graphics and gradient graphics, contradictory graphics and text graphics;</li> </ol>	

	<p>3.5 Graphic design applications;</p> <p>3.6 Constitution design principles and psychological effect;</p> <p>3.7 Circumstantial knowledge of design.</p> <p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Make creative image design according to technical requirements and user needs.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Safety and health knowledge;</li> <li>2. Consumer psychology.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	CREATING BASIC GRAPHIC DESIGNS	<b>DUTY NO.</b>	501
<b>TASK TITLE</b>	DESIGNING FONTS	<b>TASK NO.</b>	5012
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to design fonts according to technical requirements and user needs.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Image editing software;</li> <li>3. Graphic editing software.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Operate font making software and tools;</li> <li>2. Get familiar with the classification and function of fonts;</li> <li>3. Make font design;</li> <li>4. Complete the font image design and final output;</li> <li>5. Carry out cooperation and communication between teams and customers.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Determine the methods and perspective of communicating design concepts;</li> <li>1.2 Perform brand research and analysis;</li> <li>1.3 Research the usage scenarios and applications of font types;</li> <li>1.4 Perform font image design;</li> <li>1.5 Design software applications.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Font design principles and basic skills;</li> <li>2.2 Operating principles of font making software and tools;</li> <li>2.3 Requirements of laws and regulations related to font design and fabrication.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Classification and function of fonts;</li> <li>3.2 Principles and methods of font design;</li> <li>3.3 Specifications and restrictions on the use of fonts;</li> <li>3.4 Font making skills and the use of tools;</li> <li>3.5 Use carrier of fonts;</li> <li>3.6 Design trends of target audience, industry and</li> </ol>	

	<p>competitors;</p> <p>3.7 Three major components of design and design psychology;</p> <p>3.8 Applicability and acceptability of font design.</p> <p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Make font design according to technical requirements and user needs.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <p>1.Safety and health knowledge;</p> <p>2.Consumer psychology.</p>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	CREATING BASIC GRAPHIC DESIGNS	<b>DUTY NO.</b>	501
<b>TASK TITLE</b>	DESIGNING LOGOS	<b>TASK NO.</b>	5013
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to design logo according to technical requirements and user needs.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Image editing software;</li> <li>3. Graphic editing software.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Use logo design software and tools;</li> <li>2. Make logo design;</li> <li>3. Be familiar with the basic skills and processes of logo design;</li> <li>4. Communicate and understand the design concept;</li> <li>5. Carry out brand research and analysis;</li> <li>6. Creative logo concept and prototype;</li> <li>7. Conduct research on the usage scenarios and applications of logos;</li> <li>8. Design and develop logo image;</li> <li>9. Evaluate the expansibility and usability of logos;</li> <li>10. Carry out cooperation and communication between teams and customers.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Methods and perspective of communicating design concepts;</li> <li>1.2 Brand research and analysis;</li> <li>1.3 Selection of colours, fonts, graphics and other visual elements;</li> <li>1.4 Logo image design;</li> <li>1.5 Research on the usage scenarios and applications of logos;</li> <li>1.6 Design software applications;</li> <li>1.7 Expansibility and usability of logos.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Process principles of logo design;</li> <li>2.2 Brand research and analysis principles;</li> <li>2.3 Requirements of laws and regulations related to logo design and fabrication.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Principles and methods of logo design;</li> <li>3.2 Specifications and restrictions on the use of logos;</li> <li>3.3 Logo making skills and the use of tools;</li> </ol>	

	<p>3.4 Graphic design software and technology; 3.5 Printing and production process of logos.</p> <p><b>4.0 Essential Skills</b></p> <p>4.1 Communication skills; 4.2 Customer service skills; 4.3 Teamwork skills; 4.4 Design and production skills; 4.5 Report writing skills.</p>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Design logo according to technical requirements and user needs.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Safety and health knowledge;</li> <li>2. Principles and psychological effects of chromatics;</li> <li>3. Brand planning strategy and target audience;</li> <li>4. Text typesetting skills and principles;</li> <li>5. Artistic accomplishment and aesthetics;</li> <li>6. Knowledge of commercial law.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	CREATING BASIC GRAPHIC DESIGNS	<b>DUTY NO.</b>	501
<b>TASK TITLE</b>	DESIGNING THE LAYOUT	<b>TASK NO.</b>	5014
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to make layout design according to technical requirements and user needs.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Image editing software;</li> <li>3. Graphic editing software.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Make layout design;</li> <li>2. Get familiar with the use of layout design software;</li> <li>3. Get familiar with the prototyping and implementation of layout design;</li> <li>4. Release and output layout design;</li> <li>5. Carry out cooperation and communication between teams and customers.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Layout design specifications of related industries, organizations or brands;</li> <li>1.2 Create a prototype of layout design;</li> <li>1.3 Use design software or hand-drawn tools for layout design;</li> <li>1.4 Release and output the final layout design.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Layout design principles;</li> <li>2.2 Layout design prototyping and implementation principles.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Common design software operation;</li> <li>3.2 Aesthetic ability and graphic design knowledge;</li> <li>3.3 Demand and trend of industry and target audience.</li> </ol> <p><b>4.0 Essential Skills</b></p> <ol style="list-style-type: none"> <li>4.1 Communication skills;</li> <li>4.2 Customer service skills;</li> <li>4.3 Teamwork skills;</li> </ol>	

	<p>4.4 Design and production skills;</p> <p>4.5 Report writing skills.</p>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Make layout design according to technical requirements and user needs.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Artistic accomplishment and aesthetics;</li> <li>2. Knowledge of printing;</li> <li>3. Circumstantial knowledge of communication with people;</li> <li>4. Circumstantial knowledge of design;</li> <li>5. Brand culture knowledge, stories, and reputation;</li> <li>6. Characteristics of the industry, trends and market demand;</li> <li>7. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	DESIGNING AND MAKING WEBPAGES	<b>DUTY NO.</b>	502
<b>TASK TITLE</b>	SETTING UP THE WEBPAGE STRUCTURE	<b>TASK NO.</b>	5021
<b>PERFORMANCE CRITERIA</b>	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.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. A set of webpage development software;</li> <li>3. Internet access related equipment and accounts, etc.;</li> <li>4. Customer needs guide.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Operate webpage programming language;</li> <li>2. Be familiar with the operation specification of webpage structure mode;</li> <li>3. Develop the design of webpage programming language and webpage structure mode to achieve customer satisfaction.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Proceed website setup process;</li> <li>1.2 Complete the webpage structure setup according to customer requirements;</li> <li>1.3 Set up a webpage structure.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Operating principles of webpage structure setup;</li> <li>2.2 Operation specification requirements for webpage structure setup.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Use methods and skills of webpage design and development software;</li> <li>3.2 Methods and skills of displaying webpages in the browser;</li> <li>3.3 Common debugging methods for webpage faults;</li> <li>3.4 Webpage structure setup process analysis;</li> <li>3.5 Using webpage development software to set up webpage structure;</li> </ol>	

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Complete the setup of webpage structure according to customer needs guide and provide basic webpage products for the next task.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Artistic accomplishment and aesthetics;</li> <li>2. Communicate relevant knowledge with people;</li> <li>3. Circumstantial knowledge of design;</li> <li>4. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	DESIGNING AND MAKING WEBPAGES	<b>DUTY NO.</b>	502
<b>TASK TITLE</b>	DESIGNING THE WEBPAGE STYLE	<b>TASK NO.</b>	5022
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to use webpage development software to beautify the webpage according to the requirements of customers.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. A set of webpage development software;</li> <li>3. INTERNET access related equipment and accounts, etc.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>	<b>UNDERPINNING KNOWLEDGE</b>		
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Operate specification for beautifying webpage layout;</li> <li>2. Use the webpage development software;</li> <li>3. Use the latest technology to beautify the webpage and realize customer satisfaction according to the customer's demand.</li> </ol>	<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Layout webpage content;</li> <li>1.2 Beautify webpage.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Webpage style design principles;</li> <li>2.2 Operating specification for beautifying webpage layout.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Use methods and skills of webpage development software;</li> <li>3.2 Debugging methods for common faults of webpage styles;</li> <li>3.3 Analysis and beautification of the webpage structure layout according to customer needs;</li> <li>3.4 Using webpage development software to beautify the design of webpages.</li> </ol> <p><b>4.0 Essential Skills</b></p> <ol style="list-style-type: none"> <li>4.1 Webpage development software operation skills;</li> </ol>		

	<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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Complete the webpage style design according to customer needs guide .
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Artistic accomplishment and aesthetics;</li> <li>2. Circumstantial knowledge of communication with people;</li> <li>3. Circumstantial knowledge of design;</li> <li>4. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	DESIGNING AND MAKING WEBPAGES	<b>DUTY NO.</b>	502
<b>TASK TITLE</b>	WEBPAGE PROTOTYPING	<b>TASK NO.</b>	5023
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to make webpage prototyping according to the user's requirement or technical requirements.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Interactive prototyping software;</li> <li>3. Graphic editing software;</li> <li>4. Graphic editing software;</li> <li>5. Web browser.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Use prototyping software;</li> <li>2. Execute the operation of image and graphics editing software;</li> <li>3. Realize the page prototype design;</li> <li>4. Execute the publishing and output of the page prototype;</li> <li>5. Carry out cooperation and communication between teams and customers.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Page area management page;</li> <li>1.2 Principles of component library prototyping;</li> <li>1.3 Use dynamic panels to create dynamic effects;</li> <li>1.4 Use variables to make interactive effects;</li> <li>1.5 Use the master pattern to reduce repetitive works;</li> <li>1.6 Use component behavior to create interactive effects;</li> <li>1.7 Simulate database operations using repeaters;</li> <li>1.8 Publish and outputting page prototypes.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Principles of system visibility and prototype design close to the scene page;</li> <li>2.2 Page prototype design and production process and method principle.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Basic principles of user experience design and interaction design;</li> <li>3.2 Common tools and techniques for page prototyping;</li> <li>3.3 Basic principles of page interaction design and effect;</li> </ol>	

	<p>3.4 Precaution and skills of page prototyping.</p> <p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Create the page prototype according to technical requirements and user needs.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>1. Detailed knowledge about:</b></p> <p>2. Artistic accomplishment and aesthetics;</p> <p>3. Circumstantial knowledge of communication with people;</p> <p>4. Circumstantial knowledge of design;</p> <p>5. Knowledge of database design;</p> <p>6. Safety and health knowledge.</p>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	DESIGNING AND MAKING WEBPAGES	<b>DUTY NO.</b>	502
<b>TASK TITLE</b>	DESIGNING THE RESPONSIVE WEBPAGE	<b>TASK NO.</b>	5024
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to design responsive webpages by using web development software according to customer requirements.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. A set of webpage development software;</li> <li>3. INTERNET access related equipment and accounts, etc.;</li> <li>4. Customer needs guide.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Get familiar with the operating specifications of webpage structure setup and style design;</li> <li>2. Get familiar with the operating specifications of webpage style design;</li> <li>3. Use webpage development software;</li> <li>4. Implement the operating specifications of responsive webpage design;</li> <li>5. Use the latest technology to complete the responsive webpage design according to the customer's demand, and realize customer satisfaction.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Design and develop responsive webpage ;</li> <li>1.2 Download and call plug-ins such as character set and component set;</li> <li>1.3 Use grid system to build a responsive webpage framework.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Responsive webpage design principles;</li> <li>2.2 Operating principle of webpage structure setup and style design;</li> <li>2.3 Responsive webpage design specifications.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Use methods and skills of webpage development software;</li> <li>3.2 Responsive webpage design material library and code module;</li> <li>3.3 Responsive webpage design specification</li> </ol>	

	<p>requirements;</p> <p>3.4 Solutions to common problems in responsive webpage design;</p> <p>3.5 Webpage development software installation, practice and maintenance;</p> <p>3.6 The process of responsive webpage design;</p> <p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Complete and deliver the responsive webpage according to customer needs .
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<ol style="list-style-type: none"> <li>1. <b>Detailed knowledge about:</b></li> <li>2. Artistic accomplishment and aesthetics;</li> <li>3. Circumstantial knowledge of communication with people;</li> <li>4. Circumstantial knowledge of design;</li> <li>5. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	OPERATING AND USING THE PHOTOGRAPHIC DEVICES	<b>DUTY NO.</b>	503
<b>TASK TITLE</b>	BASIC OPERATION OF CAMERA	<b>TASK NO.</b>	5031
<b>PERFORMANCE CRITERIA</b>	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.		
<b>RANGE STATEMENT</b>	<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"> <li>1. A video camera;</li> <li>2. A set of SLR cameras;</li> <li>3. Commonly used SLR lenses with focal length (16 mm-35 mm; 24mm-70mm; 70mm-200mm);</li> <li>4. A tripod.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Make shooting plans according to the requirements of clients and directors;</li> <li>2. Follow the workflow of video shooting;</li> <li>3. Assemble camera equipment, tripod and lens;</li> <li>4. Operate the video camera and SLR to record the video according to the shooting requirements;</li> <li>5. Adjust parameters of camera equipment, make exposure adjustment of video shooting and video white balance correction according to the environment;</li> <li>6. Select the appropriate lens focal length according to the shooting composition.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Follow the shooting requirements;</li> <li>1.2 Follow specification and process of video shooting;</li> <li>1.3 Set the equipment parameters to ensure the video quality;</li> <li>1.4 Choose the appropriate focal length to shoot.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Working principles of the camera;</li> <li>2.2 Principles of stability, accuracy, clearness, levelness and uniformity.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 The methods of video recording with common camera equipment;</li> <li>3.2 Main workflow and specifications of video shooting;</li> <li>3.3 Camera equipment parameter adjustments according to the environment to meet the shooting requirements.</li> </ol>	

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Provide basic video camera services for film and television companies and crews.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Color matching;</li> <li>2. Video shooting scene scheduling;</li> <li>3. Video editing;</li> <li>4. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	OPERATING AND USING THE PHOTOGRAPHIC DEVICES	<b>DUTY NO.</b>	503
<b>TASK TITLE</b>	OPERATION OF COMMON AUXILIARY EQUIPMENT FOR CAMERA SHOOTING	<b>TASK NO.</b>	5032
<b>PERFORMANCE CRITERIA</b>	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.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. A video camera;</li> <li>2. A set of SLR cameras;</li> <li>3. A set of radio equipment;</li> <li>4. LED movie and television lights;</li> <li>5. Soft box, soft cloth, foam board;</li> <li>6. A tripod;</li> <li>7. SLR camera stabilizer.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Connect and use radio equipment and video camera, and arrange the radio equipment during video recording;</li> <li>2. Design and adjust the lighting position, light color and brightness according to the shooting environment and theme requirements;</li> <li>3. Debug and use the SLR camera stabilizer.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Use radio equipment;</li> <li>1.2 Select and debug film and television lighting equipment;</li> <li>1.3 Arrange film and television lighting ;</li> <li>1.4 Use SLR camera stabilizer.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Basic principles of lighting design;</li> <li>2.2 Setting principle of radio equipment.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Use principles of radio equipment during video recording;</li> <li>3.2 Lighting design theory for different shooting environments and shooting requirements.</li> </ol>	

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Provide auxiliary services for high-quality camera shooting.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Methods and skills of sound editing;</li> <li>2. Lighting related theory;</li> <li>3. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	OPERATING AND USING THE PHOTOGRAPHIC DEVICES	<b>DUTY NO.</b>	503
<b>TASK TITLE</b>	TECHNIQUES AND SKILLS OF LENS PICTURE SHOOTING	<b>TASK NO.</b>	5033
<b>PERFORMANCE CRITERIA</b>	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.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. Camera;</li> <li>2. SLR cameras;</li> <li>3. SLR camera stabilizer;</li> <li>4. Tripod.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>	<b>UNDERPINNING KNOWLEDGE</b>		
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Choose a suitable scene according to the video shooting content, and make a reasonable and beautiful composition;</li> <li>2. Carry out the stand layout reasonably according to the shooting content in multiple-camera stand shooting;</li> <li>3. Complete the shooting by using the basic camera movement 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.</li> </ol>	<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Design composition of video shooting;</li> <li>1.2 Layout the video camera in multiple-camera stands;</li> <li>1.3 Flexible camera movements to enrich the lens language.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Basic principles of video picture composition;</li> <li>2.2 Basic principles of camera movement for video cameras;</li> <li>2.3 Principles of camera stand design in different shooting scenes.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Long shot, full shot, mid-shot, close shot and special shot;</li> <li>3.2 Method of reasonable composition according to shooting content;</li> <li>3.3 Effects and meanings of different camera movements;</li> <li>3.4 Practical skills of camera movements.</li> </ol>		

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Provide high-quality video camera services for film and television companies and crews.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Composition principles and skills;</li> <li>2. Knowledge of shot design;</li> <li>3. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	OPERATING AND USING THE PHOTOGRAPHIC DEVICES	<b>DUTY NO.</b>	503
<b>TASK TITLE</b>	USING MOBILE PHONE TO COMPLETE SHOOTING	<b>TASK NO.</b>	5034
<b>PERFORMANCE CRITERIA</b>	The person performing this task must use mobile phones as video shooting tools to complete video shooting skillfully by combing the advantages and characteristics of mobile phone video shooting, especially with the ability to shoot and create vertical screen content.		
<b>RANGE STATEMENT</b>	The task can be performed in the photographic studio under the supervision of a Senior Technician or Director. The tools and equipment to be used include: 1. Mobile phone; 2. Mobile phone stabilizer.		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>	<b>UNDERPINNING KNOWLEDGE</b>		
The person performing this task must be able to do the following: 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><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b> The person performing this task must be able to explain how to: 1.1 Measure mobile phone video shooting parameters; 1.2 Make camera movement and composition design of mobile phone video camera; 1.3 Operate mobile phone stabilizer; 1.4 Photograph the contents of the vertical screen, camera movements and composition skills.</p> <p><b>2.0 Principle</b> The person performing this task must be able to explain the following principles: 2.1 Basic principles of vertical screen video shooting creation; 2.2 Principles of mobile video shooting.</p> <p><b>3.0 Theories</b> The person performing this task must be able to explain the following: 3.1 Advantages and characteristics of mobile video shooting; 3.2 Basic skills of mobile phone video shooting; 3.3 Features and advantages of vertical screen content; 3.4 Shooting method of mobile phone vertical screen content.</p>		

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Use the mobile phone as a shooting tool to provide services for film and television companies to complete the shooting of short videos.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Use of common mobile video apps;</li> <li>2. Characteristics of short video communication;</li> <li>3. Skills and methods of mobile video editing;</li> <li>4. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	MAKING AND MERGING VIDEOS	<b>DUTY NO.</b>	504
<b>TASK TITLE</b>	VIDEO MATERIAL EDITING OPTIMIZATION	<b>TASK NO.</b>	5041
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to edit and optimize the video material according to the user's needs and technical requirements.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Video editing software;</li> <li>3. Storage devices.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Perform the basic operation of editing software;</li> <li>2. Select the clip video material;</li> <li>3. Adjust the video color;</li> <li>4. Add video effects;</li> <li>5. Add the video transition effect.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Clip video material;</li> <li>1.2 Adjust the video color;</li> <li>1.3 Add video effects;</li> <li>1.4 Add video transition effect.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Common techniques, ideas and principles of video editing;</li> <li>2.2 Choose the principle of clip video material.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Basic skills and methods of video editing;</li> <li>3.2 Video color adjustment method;</li> <li>3.3 Common video special effects adding tools and usage methods;</li> <li>3.4 Video subtitles and audio editing methods.</li> </ol> <p><b>4.0 Essential Skills</b></p> <ol style="list-style-type: none"> <li>4.1 Communication skills;</li> <li>4.2 Customer service skills;</li> <li>4.3 Teamwork skills;</li> </ol>	

	4.4 Report writing skills.
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Edit video and optimize materials according to user needs and technical requirements.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Artistic accomplishment and aesthetics;</li> <li>2. Circumstantial knowledge of communication with people;</li> <li>3. Circumstantial knowledge of design;</li> <li>4. Editing software use skills;</li> <li>5. Creative composition and narration;</li> <li>6. Legal knowledge of music copyright;</li> <li>7. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	MAKING AND MERGING VIDEOS	<b>DUTY NO.</b>	504
<b>TASK TITLE</b>	PRODUCING VISUAL EFFECTS	<b>TASK NO.</b>	5042
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to make visual effects according to the user's needs and technical requirements.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers;</li> <li>2. Video composition software;</li> <li>3. Image editing software;</li> <li>4. Storage devices.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Select appropriate software and tools;</li> <li>2. Use video composition software;</li> <li>3. Use graphic editing software;</li> <li>4. Application of correct transition effect.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Apply transition effect;</li> <li>1.2 Match color;</li> <li>1.3 Use "Lumetri color" effect;</li> <li>1.4 Make expression language menu;</li> <li>1.5 Apply common expression functions and scripts.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Principles of using video composition software;</li> <li>2.2 Compliance with human visual perception;</li> <li>2.3 Overall coordination and unification.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>1.1 Creation process;</li> <li>1.2 Tools and technologies;</li> <li>1.3 Creative skills and methods;</li> <li>1.4 Application in different fields;</li> <li>1.5 Creation norms and standards;</li> <li>1.6 Artistic and visual impact.</li> </ol> <p><b>4.0 Essential Skills</b></p> <ol style="list-style-type: none"> <li>4.1 Communication skills;</li> </ol>	

	<p>4.2 Customer service skills;</p> <p>4.3 Teamwork skills;</p> <p>4.4 Report writing skills.</p>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	The visual effects are produced according to the user's needs and technical requirements.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Fundamentals of graphic design;</li> <li>2. Chromology;</li> <li>3. 3D modeling and animation;</li> <li>4. Video composition skills;</li> <li>5. Rendering technology;</li> <li>6. Particle effects;</li> <li>7. Lights and shadows;</li> <li>8. Editing software use skills;</li> <li>9. Artistic accomplishment and aesthetics;</li> <li>10. Communication with others for relevant knowledge;</li> <li>11. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	MAKING AND MERGING VIDEOS	<b>DUTY NO.</b>	504
<b>TASK TITLE</b>	MAKING AND MERGING VIDEOS	<b>TASK NO.</b>	5043
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to make video compositions according to the user's needs and technical requirements.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers</li> <li>2. Video editing software;</li> <li>3. Storage device.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>	<b>UNDERPINNING KNOWLEDGE</b>		
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Select appropriate software and tools;</li> <li>2. Use video composition software;</li> <li>3. Execute the process of video composition;</li> <li>4. Apply masks and shading;</li> <li>5. Execute MG animation.</li> </ol>	<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Use basic knowledge of video production;</li> <li>1.2 Apply masking and shading;</li> <li>1.3 Apply keying;</li> <li>1.4 Apply text;</li> <li>1.5 Use 3D compositing effect;</li> <li>1.6 Process of MG animation.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Principles of harmony between light, lens, relationship between reality and reality, and movement and time;</li> <li>2.2 Shadow and reflection principles.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 Principles and technology of video composition;</li> <li>3.2 Application and function of video composition;</li> <li>3.3 Common problems in video composition and solutions;</li> <li>3.4 Relevant standards and specifications for video composition;</li> <li>3.5 Development trend and prospect of video composition.</li> </ol>		

	<p><b>4.0 Essential Skills</b></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>
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>	Perform the video composition and production according to user's needs and technical requirements.
<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<p><b>Detailed knowledge about:</b></p> <ol style="list-style-type: none"> <li>1. Video editing skills;</li> <li>2. Fundamentals of graphic design;</li> <li>3. Visual effects;</li> <li>4. Morphology;</li> <li>5. Dynamics;</li> <li>6. Video composition skills;</li> <li>7. Rendering technology;</li> <li>8. Audio editing;</li> <li>9. Color correction;</li> <li>10. Editing software skills;</li> <li>11. Artistic accomplishment and aesthetics;</li> <li>12. Communication with others for relevant knowledge;</li> <li>13. Safety and health knowledge.</li> </ol>

<b>OCCUPATION</b>	DIGITAL MEDIA TECHNICIAN	<b>OCCUPATION CODE</b>	
<b>DUTY TITLE</b>	MAKING AND MERGING VIDEOS	<b>DUTY NO.</b>	504
<b>TASK TITLE</b>	RENDERING AND OUTPUTTING VIDEOS	<b>TASK NO.</b>	5044
<b>PERFORMANCE CRITERIA</b>	The person performing this task must be able to render and output video according to technical requirements and user's needs.		
<b>RANGE STATEMENT</b>	<p>The task can be performed 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"> <li>1. High-performance computers</li> <li>2. Video editing software;</li> <li>3. Storage devices.</li> </ol>		
<b>EVIDENCE REQUIREMENT</b>			
<b>PRACTICAL PERFORMANCE</b>		<b>UNDERPINNING KNOWLEDGE</b>	
<p>The person performing this task must be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Select appropriate software and tools;</li> <li>2. Use the video editing software;</li> <li>3. Use the video composition software;</li> <li>4. Execute the output format of the software and preview the film;</li> <li>5. Set the output parameters;</li> <li>6. Render and output files in various formats.</li> </ol>		<p><b>Detailed knowledge about:</b></p> <p><b>1.0 Methods</b></p> <p>The person performing this task must be able to explain how to:</p> <ol style="list-style-type: none"> <li>1.1 Select the output format of the software;</li> <li>1.2 Set the output parameters;</li> <li>1.3 Render and output files in various formats.</li> </ol> <p><b>2.0 Principle</b></p> <p>The person performing this task must be able to explain the following principles:</p> <ol style="list-style-type: none"> <li>2.1 Video quality and principle of format selection;</li> <li>2.2 Principles of correctly rendering and outputting files in various formats.</li> </ol> <p><b>3.0 Theories</b></p> <p>The person performing this task must be able to explain the following:</p> <ol style="list-style-type: none"> <li>3.1 The design idea of configuring the parameters exported by rendering;</li> <li>3.2 Precautions for video rendering and export.</li> </ol> <p><b>4.0 Essential Skills</b></p> <ol style="list-style-type: none"> <li>4.1 Communication skills;</li> <li>4.2 Customer service skills;</li> <li>4.3 Teamwork skills;</li> <li>4.4 Report writing skills.</li> </ol>	
<b>DESCRIPTION OF THE END PRODUCT / SERVICE</b>		Render and output the video according to user requirements and technical requirements.	

<b>CIRCUMSTANTIAL KNOWLEDGE</b>	<b>Detailed knowledge about:</b> <ol style="list-style-type: none"><li>1. Video editing skills;</li><li>2. Morphology;</li><li>3. Dynamics;</li><li>4. Video composition;</li><li>5. Rendering technology;</li><li>6. Visual effects;</li><li>7. Color correction;</li><li>8. Pixel resolution and ratio;</li><li>9. Format video compression and format conversion;</li><li>10. Coding principle;</li><li>11. Artistic accomplishment and aesthetics;</li><li>12. Communication with others for relevant knowledge;</li><li>13. Safety and health knowledge.</li></ol>
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**TABLE 1: DACUM CHARTS FOR DIGITAL MEDIA TECHNICIAN - NTA 5**

DUTIES	TASKS	ENABLERS
<p>1.0 Creating basic graphic designs</p>	<p>1.1 Creating and designing graphics</p>	<p><b>Generic skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• The use of graphic design software</li> <li>• Basic knowledge of design, such as color theory, typesetting, font selection, etc.</li> <li>• Communication skills to work with customers or teams</li> <li>• Creative thinking and solutions</li> <li>• Understanding of brand image and visual language</li> <li>• Skills of making graphics, icons and images</li> <li>• Basic knowledge of printing</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Image editing software</li> <li>• Graphic editing software</li> <li>• Graphic drawing tool</li> <li>• Computer</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Computer and design software</li> <li>• Graphic drawing tool</li> <li>• Storage device</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.</li> </ul>
	<p>1.2 Designing fonts</p>	
	<p>1.3 Designing logos</p>	
	<p>1.4 Designing the layout</p>	
<p>2.0 Designing and making webpages</p>	<p>2.1 Setting up the webpage structure</p>	<p><b>Generic skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Master the principles and skills of webpage programming language</li> <li>• Master the principles and skills of webpage style design language</li> <li>• Cooperate with others using communication skills and reporting to the superiors</li> <li>• User research</li> <li>• Master the principles and skills of UX, UI design, webpage design and graphic design</li> <li>• Get familiar with prototyping tools</li> <li>• Master the principles and skills of responsive webpage design</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Software development software</li> </ul>
	<p>2.2 Designing the webpage style</p>	
	<p>2.3 Webpage prototyping</p>	
	<p>2.4 Designing the responsive webpage</p>	

DUTIES	TASKS	ENABLERS
		<ul style="list-style-type: none"> <li>• Interactive prototyping software</li> <li>• Image editing software</li> <li>• Graphic editing software</li> <li>• Webpage browser</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Computer and webpage design software</li> <li>• Graphic drawing tool</li> <li>• Storage device</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.</li> </ul>
<p>3.0 Operating and using the photographic devices</p>	<p>3.1 Basic operation of the camera</p>	<p><b>Generic skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• Teamwork ability</li> <li>• Ability to analyse and interpret shooting requirements</li> <li>• Proficiency in operating camera equipment</li> <li>• Ability to use auxiliary equipment flexibly according to shooting environment and requirements</li> <li>• Aesthetic and artistic accomplishment</li> <li>• Ability to analyse and solve problems flexibly</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Video camera, SLR camera, mobile phone</li> <li>• SLR camera stabilizer</li> <li>• SLR camera lens, mobile phone stabilizer</li> <li>• LED video lights</li> <li>• Soft box, soft cloth, foam board, etc.</li> <li>• Tripod</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Camera battery, SLR battery, lamp electricity</li> <li>• Equipment, memory card, card reader, lens cloth</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.</li> </ul>
	<p>3.2 Operation of common auxiliary equipment for camera shooting</p>	
	<p>3.3 Techniques and skills of lens picture shooting</p>	
	<p>3.4 Mobile phone shooting technologies and skills</p>	

<b>DUTIES</b>	<b>TASKS</b>	<b>ENABLERS</b>
4.0 Making and merging videos	4.1 Video material editing optimization	<p><b>Generic skills and knowledge</b></p> <ul style="list-style-type: none"> <li>• The use of video editing software</li> <li>• Animation production skills</li> <li>• Audio editing skills</li> <li>• Image processing skills</li> <li>• Basic knowledge of design</li> <li>• Communication skills to work with customers or teams.</li> </ul> <p><b>Tools and equipment</b></p> <ul style="list-style-type: none"> <li>• Video editing software</li> <li>• Image processing software</li> <li>• Audio processing software</li> <li>• Animation production software flash</li> <li>• Computer hardware</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li>• Computer and video editing software</li> <li>• Storage device</li> </ul> <p><b>Requirements for employees</b></p> <ul style="list-style-type: none"> <li>• Be dedicated, pragmatic, innovative, honest, and cooperative, and be respectful of copyrights and laws.</li> </ul>
	4.2 Producing visual effects	
	4.3 Making and merging videos	
	4.4 Rendering and outputting videos	