ESKIMM3 (SQA Unit Code - F9CP 04)
Multimedia software

Overview

This is the ability to use multimedia software designed to combine, manipulate and animate a variety of objects and data types in layouts appropriate for subsequent production to screen. In general, multimedia includes a combination of text, audio, still images, animation, video, and interactive content.

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Performance criteria

You must be able to:

Plan the content and organisation of multimedia products to meet needs

P1. Select and use appropriate techniques to plan and communicate the content, design and layout of multimedia outcomes
P2. Plan the use of interactive features, transitions and effects to meet needs

Obtain, input and combine content to build multimedia outcomes

P3. Select and use an appropriate combination of input device, software and input techniques to obtain and input the relevant content

P4. Combine information of different types or from different sources for multimedia outcomes

P5. Select and use appropriate software to write and compress multimedia files
P6. Store and retrieve multimedia files effectively, in line with local guidelines and conventions where available

You must be able to:

Use tools and techniques to build and edit multimedia content

P7. Select and use appropriate techniques to edit and format multimedia outcomes

P8. Manipulate images and graphic elements accurately

P9. Check multimedia outcomes meet needs, using IT tools and making corrections as necessary
P10. Identify and respond appropriately to quality problems to ensure that outcomes are fit for purpose and meet needs

You must be able to:

Play and present multimedia outcomes

P11. Select and use appropriate software to optimise the display of multimedia outcomes and maximise impact
P12. Select and adjust the display settings to exploit the features of the display device and optimise the quality of the presentation

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Knowledge and understanding

You need to know and understand:

Plan the content and organisation of multimedia products to meet needs

K1. Explain the type of multimedia outcome needed and the specification that it must meet

K2. Explain the types of content to be included, where it will be sourced and what content needs to be originated

K3. Develop the design layout for multimedia outcomes

K4. Explain how the different elements of the content will relate and what elements of the content will be interactive

K5. Summarise how copyright and other constraints affect use of own and other's information

You need to know and understand:

Obtain, input and combine content to build multimedia outcomes

K6. Explain when and why to use different file formats and file compression for saving multimedia files

You need to know and understand:

Use tools and techniques to build and edit multimedia content

K7. Justify which elements of content to keep and where they should be included

You need to know and understand:

Play and present multimedia outcomes

K8. Discuss what combination of display device and software to use that will overcome any constraints there may be in displaying different multimedia file formats

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Additional Information

Scope/range

An advanced user can select and use a wide range of advanced multimedia tools and techniques effectively to produce publications that are at times non-routine or unfamiliar.

Publication tools and techniques will be described as ‘advanced’ because:

1. the software tools and functions used will be complex and at times require new learning, which will involve having the idea that there may be a tool or function to do something (eg improve efficiency or create an effect), exploring technical support, self-teaching and applying;
2. the inputting, manipulating and outputting techniques will be complex, and will involve research, identification and application; and
3. the user will take full responsibility for inputting, structuring, editing and presenting the information.

Examples of context:

Examples of Content
The examples given are indicative of the learning content at each level and are not intended to form a prescriptive list for the purpose of assessment

Plan the content and organisation of multimedia products to meet needs

Plan and communicate: Flow chart, storyboard, sketches

Multimedia outcome: Website, CD ROM, animation sequence, presentation

Specification: No of pages, features, audience

Types of content: Text, images, graphics, video, sound, animation

Interactive features and transitions: Menus, submenus, buttons, links, pop-ups: video clips, sound clips; *animation*

Design layout: Organisation of information, size, frames, orientation, consistency, *proportion, balance, symmetry*
Copyright constraints: Effect of copyright law (eg on music downloads or use of other people’s images), acknowledgment of sources, avoiding plagiarism

Obtain, input and combine content to build multimedia outcomes

Input device: Keyboard skills, keyboard shortcuts, mouse
Other input methods: voice recognition, touch screen, stylus, digital video or still camera, Dictaphone, microphone

Combine information: Insert, size, position, wrap, order, group
Types of information: Text, numbers, images, graphics

File format for multimedia outcomes: Will vary according to the content, for example jpg for Internet photo display, png for Internet drawing display, svg for graphic designs (the ISO standard most likely to be fully supported by web browsers)
Store and retrieve: Save, save as, find, open, close; reduce file size, file properties, import and export

Use tools and techniques to build and edit multimedia content

Edit multimedia outcomes: Size, crop and position, use layout guides; Existing styles and schemes for font (typeface), size, orientation, colour, alignment

Manipulate images and graphic elements: Size, crop, position, maintain proportion, border

Styles, colours and font schemes: Existing styles and schemes

Check multimedia outcomes: Completeness, accuracy, layout, formatting, animation, sound, sequence; review against requirements
Quality problems: Will vary according to the content, for example, sound (eg noise, volume), images (eg levels, contrast, unwanted content), text (eg clarity, spelling, grammar, structure)

Play and present multimedia outcomes

Display devices: PC, laptop, mobile device, TV

Display multimedia outcomes: Thumbnail, quarter screen, full screen, screen resolution, data bandwidth, transmission speeds, output media; *constraints (eg speed of delivery, size of files, end user hardware and software configuration)*

Display settings: Visual: brightness, contrast, screen resolution, colour balance, monochrome
Sound: volume, treble, bass, balance; Animation: speed

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Developed by	e-skills UK
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Validity	Current
Status	Original
Originating organisation	e-skills UK SSC
Original URN	ESKIMM3
Relevant occupations	Application Support; ICT for users; Information and Communication Technology
Suite	IT Users 6.2
Key words	IT User, ICT, Information Technology, ITQ, Productivity