TECHDUDM3

J7W7 04 - Produce advanced digital media assets

Overview

This standard is about producing advanced digital media assets for use as digital content in online and related applications. Digital media includes a combination of text, audio, still images, animation, video, or other interactive content.

It involves planning and selecting appropriate software to create assets that. This includes reviewing the requirements for the digital media assets required to identify types and scope, and presenting proposals and outlines to agree required content. It includes using software to import and create digital media designs for images, video and audio sequences. It also includes using software tools to enhance lighting and produce special effects.

This standard is for those who need to produce advanced digital media assets for use as digital content to meet their own needs or as part of their duties.

Performance criteria

You must be able to:

1. Agree digital media asset requirements with the customer to develop a production plan
2. Identify the digital software platforms required to produce the specified digital media assets
3. Present ideas, pitches and proposals to customers to approve the digital media asset content to be developed
4. Create and store the specified digital image, video, audio and text-based asset files in line with organisational procedures
5. Use lighting effects and filters to produce the specified images and video assets
6. Edit and revise digital media assets to produce the specified format and file types
7. Publish digital media assets as content web sites in line with organisational requirements
8. Identify and correct quality problems to ensure digital assets produced meet customer specifications
9. Distribute digital media asset files to customers in line with organisational procedures

Knowledge and understanding

You need to know and understand:

1. What designs or images are needed as part of a digital media project
2. How the context affects the way digital media designs and images should be prepared
3. How to capture video, pictures, graphics and sound from various formats, in preparation for editing
4. How the editing approach affects the production of the content
5. How to securely store and access media assets
6. How to archive and preserve images for future use
7. How any copyright or other constraints may apply to the use of own and other's designs or images
8. Explain when and how to combine information using appropriate file formats
9. How file format affects image quality, format and size and
10. How to select appropriate formats for saving designs or images
11. How to deploy digital media assets to web pages
12. How to communicate digital media asset deliverables
13. The copyright and intellectual property regulations that apply when using digital media assets
14. The application of web accessibility standards in relation to digital media images, video and audio sequences
15. The digital content formats and standards supported by web browsers for online access
16. Compatibility issues between combinations of input device to and audio or video software
17. How to analyse the impact of file size and file format and when to use information coding and compression
18. The **Technical factors affecting digital media asset production

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