ESKITU071

Capture and manipulate multimedia content

Overview

This standard is about creating, editing and publishing documents, multimedia and web-based digital content to suit an intended purpose. In general, multimedia includes a combination of text, audio, still images, animation, video, or other interactive content.

It involves selecting appropriate channels and formats to develop error-free digital content to suit the intended purpose. This includes capturing, editing and manipulating images, audio and video clips to meet needs.

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Performance criteria

You must be able to:

1. confirm the purpose of publications and appropriate channels for distribution
2. use appropriate templates and techniques to enter accurate text and other information
3. select and use a range of editing tools and techniques to amend content in line with publication requirements
4. record and edit audio and video clips to meet publication requirements
5. use animation techniques to create and edit sequences to meet specification
6. configure media hardware and software to enhance display and playback
7. capture, edit and manipulate suitable images to meet publication requirements
8. combine content from a range of sources to meet publication requirements
9. format, style and layout the elements to meet publication requirements
10. check publications are error-free and meet organisational requirements

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Knowledge and understanding

You need to know and understand:

1. regulations and organisational guidelines governing digital content including IT health and safety and good practice
2. the range of editing tools, techniques and templates used to construct digital content and how to use them
3. principles of good publication design, including websites and how to apply this
4. guidelines for web accessibility (W3C)
5. factors affecting multimedia publication quality
6. constraints of licensing and copyright legislation that apply to digital content
7. how to identify and respond to quality issues with publications
8. tools and techniques for improving quality, readability and accessibility of publications
9. different data formats and their uses
10. formats used to use to store multimedia sequences and how to select this

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Developed by	e-skills
Version Number	1
Date Approved	January 2015
Indicative Review Date	June 2017
Validity	Current
Status	Original
Originating Organisation	e-skills UK
Original URN	ESKITU071
Relevant Occupations	ICT for users
Suite	IT Users
Keywords	Publishing, digital media, audio, video