
Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile apps.

This standard covers the production, editing and manipulation of multimedia components. This involves working with graphic designers, artists and multimedia producers to scope, develop and create graphic, image, audio and video components and code these into web and mobile apps.

Performance criteria

You must be able to:

1. Discuss and agree the multimedia elements required to meet user requirements
2. Create multimedia designs suitable for multi-platform digital content
3. Use industry standard design packages to produce the specified multimedia elements
4. Optimise multimedia elements for use in the target web or mobile application platform in line with organisational standards
5. Follow organisational filing procedures for the storage of creative assets and resources
6. Code multimedia elements into web and mobile apps to load as specified
7. Design scripts to meet interface and media control requirements
8. Test that multimedia content operates on the specified delivery platform and meets the design brief
9. Publish digital content with embedded multimedia elements to production platforms

Knowledge and understanding

You need to know and understand:

1. The principles of technologies which support digital multimedia production and delivery on industry standard platforms
2. The variables, properties and other code elements used to implement the multimedia code design
3. Data compression and decompression techniques
4. The audio, image and video editing software used to produce multimedia assets
5. The tools used for vector and bit-mapped animations
6. The industry standard image, video and animation formats
7. The need to optimise multimedia content for web and mobile applications
8. Legal and ethical guidelines for the use of multimedia elements
9. The methods involved in storyboarding, and to capture and edit video
10. The factors involved when using online video sharing and hosting tools
11. The concepts of web animation
12. Why multimedia requirements need to be clearly specified
13. Why it is important to collaborate with designers, artists and producers to develop multimedia assets
14. The file formats and storage characteristics of different multimedia types

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Create and integrate multimedia elements into digital content



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