
Overview

This standard is about obtaining assets for games and interactive media projects. This may involve sourcing existing assets or commissioning new ones. It includes obtaining any required clearances for use and making sure assets meet the requirements of games or interactive media projects.

This standard can apply to games or interactive media. Interactive media can involve any type of interactive media content, products or services including, but not restricted to, websites, applications, or online marketing campaigns.

Games and interactive media projects can be for multi-platform or multi-channel use and can also involve the use of immersive technology which can include, but is not restricted to, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

This standard is for anyone who manages assets for games or interactive media projects.

Performance criteria

You must be able to:

1. identify the types of assets needed for projects
2. undertake research to identify appropriate sources and locations of assets
3. liaise in a constructive way with appropriate people to obtain existing assets or create new ones
4. obtain required assets and any necessary clearances for their use
5. commission any required original work from specialists in line with organisational procedures
6. obtain assets that meet required format, size and any other specified attributes
7. obtain assets in line with project budgets, schedules and timelines
8. organise obtained assets using appropriate filing and naming conventions so that they can be located easily by others
9. maintain accurate records of relevant information about obtained assets

Knowledge and understanding

You need to know and understand:

1. how to analyse project information to identify the assets that you need to obtain, when they are needed and any parameters and constraints including target platforms and their capabilities for delivering assets
2. the intended end-use of assets and any requirements including physical size, resolution, colour-depth, sampling-rates, frame-rates
3. the costs associated with different types of assets and where to get information on project budgets
4. sources and locations of assets and how to access them including stock image libraries and video archives
5. who to liaise with to obtain assets including intellectual property rights managers, designers, developers, producers, project managers
6. how to commission original assets from internal and external specialists and when it is appropriate to do so
7. when rights clearances are needed to use assets and how to obtain them
8. relevant naming conventions, standards, guidelines, specifications, version control systems, asset pipelines and file formats
9. the requirements and expectations of other team members who will use assets
10. the pros and cons of using user-generated content
11. current developments in digital rights management
12. information to be recorded about obtained assets including their source, ownership, any restrictions on use, their location and filenames

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Obtain assets for use in games and interactive media projects



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