Gold - Unit 23 - Multimedia Software

Relevant LINKS

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Handbook home page **[2]**

Overview

This is the ability to use a software application designed for the creation, editing and production of multimedia. This unit is about the skills and knowledge required by an IT User to use a range of basic editing and recording tools and techniques to produce appropriate, straightforward or routine multimedia files. Any aspect that is unfamiliar will require support and advice from others.
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the software tools and functions will be predetermined or commonly used; and
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Multimedia tools and techniques will described as ‘basic’ because:

- the software tools and functions will be predetermined or commonly used; and
- the techniques needed for manipulation and creation will be straightforward or routine.

Example of context: Using multimedia packages to produce interactive presentations such as school parent's evening welcome transmission or similar.

Activities supporting the assessment of this award

Assessor's guide to interpreting the criteria

General Information

QCF general description for Level 2 qualifications

- Achievement at QCF level 2 (EQF Level 3) reflects the ability to select and use relevant knowledge, ideas, skills and procedures to complete well-defined tasks and address straightforward problems. It includes taking responsibility for completing tasks and procedures and exercising autonomy and judgement subject to overall direction or guidance.
- Use understanding of facts, procedures and ideas to complete well-defined tasks and address straightforward problems. Interpret relevant information and ideas. Be aware of the types of information that are relevant to the area of study or work.
- Complete well-defined, generally routine tasks and address straightforward problems. Select and use relevant skills and procedures. Identify, gather and use relevant information to inform actions. Identify how effective actions have been.
- Take responsibility for completing tasks and procedures subject to direction or guidance as needed.

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Requirements

- Standards must be confirmed by a trained Gold Level Assessor or higher
- Assessors must at a minimum record assessment judgements as entries in the on-line mark book on the INGOTs.org certification site.
- Routine evidence of work used for judging assessment outcomes in the candidates' records of their day to day work will be available from their e-portfolios and on-line work. Assessors should ensure that relevant web pages are available to their Account Manager on request by supply of the URL.
- When the candidate provides evidence of matching all the criteria to the specification subject to the guidance below, the assessor can request the award using the link on the certification site. The Account Manager will request a random sample of evidence from candidates' work that verifies the assessor's judgement.
- When the Account Manager is satisfied that the evidence is sufficient to safely make an award, the candidate's success will be confirmed and the unit certificate will be printable from the web site.
- This unit should take an average level 2 learner 40 hours of work to complete.

Assessment Method

Assessors can score each of the criteria L, S, H. N indicates no evidence and is the default starting position. L indicates some capability but secure capability has not yet been achieved and some help is still required. S indicates that the candidate can match the criterion to its required specification. H indicates performance that goes beyond the expected in at least some aspects. Candidates are required to achieve at least S on all the criteria to achieve the unit.

Expansion of the assessment criteria

1. The candidate will plan the content and organisation of multimedia products to meet needs

1.1 I can describe the type of multimedia outcome needed and the specification that it must meet

Candidates should be able to plan and prepare for a multimedia production and justify the choices they make to meet needs
Evidence: from work and plans evidenced via e-portfolios or assessor observation.

Additional information and guidance
The key to successful multimedia presentations, especially if they are to really "inform and entertain" is to fully plan them. The planning should inform what resources are required, how and when they are to be used, as well as any other impacts they may have. The use of audio or video material will require some level of scripting as well as planning where the material will be made and what equipment needs to be set-up. Some of the equipment may need some practice in order to gain the skills required to use it effectively and this will need timing and planning skills. All of this needs to be carefully monitored as there will be deadlines to meet. They should evidence a good understanding of the possibilities so that they can produce an appropriate outcome to a potential specification.

1.2 I can select and use appropriate techniques to plan and communicate the content, design and layout of multimedia products

Candidates should be able to plan and prepare for a multimedia production and present their proposal for approval
Evidence: from work and plans evidenced via ePortfolios or assessor observation.

Additional information and guidance
The candidates should use a range of methods to demonstrate they understand the brief and can deliver what is required, regardless of preferred medium chosen. The plan should include a range of

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designs and content for the client to discuss, as well as suggested payouts if they are not what was asked for but the candidate feels they are better suited. This will show an awareness of their skill set and a clearer idea of the outcomes.

1.3 I can identify how the different elements of the content will be sourced and how they will relate in the design layout

Candidates should evidence in their plans their deeper understanding of impacts on resources of chosen designs.

Evidence: Reflections and planning notes.

Additional information and guidance
As a more detailed investigation of the planning process, candidates should be able to say what form the final product will take. Some of this will be determined by what the client requires and where the presentation will be displayed or broadcast. It may also be determined by what range of multimedia devices they have access to.

1.4 I can plan the use of interactive features and transitions to meet needs

Candidates should be able to evidence that they can deal with the requirements that exist in the given specification in relation to enhancements like transitions or interaction.

Evidence: Assessors checking, contents of candidate documentation of projects.

Additional information and guidance
Some evidence of an appreciation of a wider range of features is required here. They may not be used, but some idea of if they could be used would be important to show that they understand the key aspects of features and if they will be used, that they have been properly specified and the candidate knows how they work. One key aspect here is that candidates don't waste their time as if they were working on a budget limited or time limited project, they could not afford the luxury of wasting time. Good planning and realistic expectations will mitigate this.

1.5 I can describe how copyright or other constraints affect use of own or other's information

Candidates should demonstrate that they can identify copyright restrictions and deal with them accordingly.

Evidence: Assessor observations, student completed projects.

Additional information
It is likely that candidates will come across copyright issues in a number of units and need to be fully aware of what they are allowed to use and reference before embarking on their production runs as failure to take this into account might mean a failed project. They also need to be able to handle this communication with clients who may not be fully aware of these restrictions, for example wanting to use a piece of popular music for their product which will be publicly broadcast and therefore subject to royalty payments.

2. The candidate will obtain, input and combine content to build multimedia outcomes

2.1 I can select and use an appropriate combination of input device, software and input techniques to obtain and input relevant content for multimedia outcomes

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Candidates should be able to work with a number of software packages and input devices for their project.

Evidence: Assessor observations, candidate project documentation and successful projects.

Additional information and guidance
Candidates should be able to demonstrate a range of skills in using different software and input devices so that their finished multimedia presentation meets the needs and demands of their audience and shows depth and strength. Each type of software package and input device will require understanding of the main functions as well as input configurations and skills.

2.2 I can combine information of different types or from different sources for multimedia outcomes

Candidates should demonstrate competence in mixing all their different elements together into a working whole.
Evidence: Candidates finished projects and documentation of projects, assessor observations.

Additional information and guidance
Given the varied nature of multimedia, there will be need for candidates to not be overwhelmed and show a certain level of mastery of their materials. There will be a range of different file types as well as resources in lots of different media types. An example might be to put a music track to a video. Music tracks can be taken from the Wikimedia Commons as it is licensed under Creative Commons for sharing. A commentary can be put over the top of the background music by direct recording. This is combining audio from two different sources. In line with Level 1 general description structured support and instructions can be given to make the procedure routine with practice.

2.3 I can describe the file format and storage media to use

Candidates should demonstrate that they can understand their environmental variables.

Evidence: Candidates' finished projects and documentation of projects, assessor observations.
Additional information and guidance
Candidates need to demonstrate that they can manage their resources effectively and have a working knowledge of what media to use for different storage needs. They will need to show that they can choose an appropriate device for storing and transporting large video files, compared to small text files, for example, explaining this in a reasonable amount of detail.

2.4 I can store and retrieve multimedia files effectively, in line with local guidelines and conventions where available

Candidates should evidence a working knowledge of their local network.

Evidence: Candidates' work and assessor observations.
Additional information and guidance
Candidate's will need to be able to store and retrieve their work in order to submit it for this Unit, so this in itself is evidence that they have met this criterion. There is no need to create unnecessary screen shots of network drives etc.

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3. The candidate will use multimedia software tools to edit and format multimedia content to meet requirements

3.1 I can select and use appropriate techniques to edit and format multimedia outcomes

Candidate's should be able to show a range of techniques across their work, from planning stage to completion.

Evidence: Candidates' project documentation, assessor checking.

Additional information and guidance
For the purpose of this unit it is likely that the software application used will cover recording editing and playback. An obvious example is the popular open source application Audacity [3] but there are also an increasing range of on-line tools.

3.2 I can manipulate images and graphic elements accurately

Candidates need to evidence graphic manipulation skills in their work.

Evidence: Candidates documentation of projects, assessor observations.

Additional information and guidance
Candidates should demonstrate a range of skills in using image packages such as Inkscape [4] or other tools available in the centre. They may have gained these in another subject such as DT or Art, in which case, they can use the material created as evidence as required.

3.3 I can check multimedia outcomes meet needs, using IT tools and making corrections as necessary

Candidates should be able to select and use tools that support successful outcomes with awareness of feedback for corrections.

Evidence: Assessor observations and candidate survey and feedback forms.

Additional information and guidance
Candidates should be aware at all times of the needs of the final production. One useful way is to gather the opinions of clients or potential observers to make sure their designs are on target to meet the customer expectations. Candidates can use something like Google Forms to build a survey or questionnaire to administer during stages of the project development.

3.4 I can adjust outcomes in response to any identified quality problems

Candidates should be able to respond to quality checking issues that emerge.

Evidence: Assessor observations and candidate survey and feedback forms.

Additional information and guidance
Candidates should be able to demonstrate a pre-release version of their product to clients or colleagues to get detailed critiques of issues and problems and address these before final delivery.

4. The candidate will play and present multimedia outcomes

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4.1 I can describe what combination of display device and software to use for displaying different multimedia file formats

Candidate's should be able to show the right choice of device for the final presentation, especially if it relates to file formats required per device.

Evidence: Candidates' project documentation, assessor checking.

Additional information and guidance
For the presentation of their multimedia project, candidates need to chose a device which shows off their work in the best possible way. It is no good making a high quality multimedia presentation to then present it with poor image quality or sound. Equally, it is no good making a video presentation in a proprietary file format that can only be played back with specific software and hardware

4.2 I can select and use appropriate software for displaying multimedia outcomes

Candidate's should be able to show a range of techniques across their work.

Evidence: Candidates' project documentation, assessor checking.

Additional information and guidance
Evidence here will be in the quality and effectiveness of the multimedia presentation. If they have not selected the best combination, the presentation will not be fit for purpose and obvious.

4.3 I can select and use appropriate navigation techniques and playback controls to suit the files

Candidate's should show the effectiveness of their presentation, focusing on timing issues.

Evidence: Candidates' project documentation, assessor checking.

Additional information and guidance
Evidence here will be in the clarity and effectiveness of the navigation used in their multimedia presentation. Some type of user feedback, perhaps using Google Forms, might be useful as a supplement to assessor observations and feedback. ideally, they will have some input from a client for who the presentation was designed for. Feedback from potential clients or third parties would be useful here to comment on the overall timing of the presentation. Is it too fast, too slow, just right etc..

4.4 I can adjust the display settings of the software and display device to present outcomes effectively

Candidate's should be able to show an awareness of different audience needs.

Evidence: Candidates' project, assessor checking.

Additional information and guidance
The candidates work should get feedback from an audience and be seen as semi-professional. They can submit videolog feedback from colleagues or clients to this effect.

Moderation/verification

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The assessor should keep a record of assessment judgements made for each candidate and make notes of any significant issues for any candidate. They must be prepared to enter into dialogue with their Account Manager and provide their assessment records to the Account Manager through the on-line mark book. They should be prepared to provide evidence as a basis for their judgements through reference to candidate e-portfolios. Before authorising certification, the Account Manager must be satisfied that the assessors judgements are sound.

Source URL: https://theingots.org/community/sil2u23x

Links
[1] http://theingots.org/community/ITQ_UNIT_development
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