

CUFDIG301A

Unit Descriptor

Prepare video assets

This unit describes the performance outcomes, skills and knowledge required to prepare video assets for inclusion in interactive media.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Employability Skills

This unit contains employability skills.

Application of the Unit

The size of an organisation or project determines who undertakes the role described in this unit.

In a large-scale environment, the person responsible for this task would typically be supervised by a video editor and an interactive media author.

In a television production environment, the prime focus of the task involves converting television programs into podcast material or in a form appropriate to streaming or downloading, and this may be a dedicated role under the supervision of a producer.

In a smaller organisation or project, a video editor or interactive author or programmer would absorb this task into their own role.

In all cases, they are collaborating closely with other team members.

Skills associated with other aspects of video production at this level are covered in:

- CUFCAM201A Assist with a basic camera shoot
- CUFPOS201A Perform basic vision and sound editing.

Unit Sector

No sector assigned

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---------------------------|--|
| 1. Identify video assets. | <p>1.1 Obtain digital sources of video.</p> <p>1.2 Identify file format of source video .</p> <p>1.3 Identify output purpose , destination and platform .</p> <p>1.4 Discuss with relevant personnel required output file format and codecs for specified bandwidths.</p> <p>1.5 Discuss with relevant personnel appropriate video encoding software .</p> |
| 2. Prepare video assets. | <p>2.1 Open appropriate video encoding software and load video file.</p> <p>2.2 Ensure duration of video sequences meets that required by the specification, and clip if necessary.</p> <p>2.3 Determine and apply appropriate video and audio codecs.</p> <p>2.4 Batch and optimise video files where possible.</p> <p>2.5 Save files in appropriate output file format using standard naming conventions.</p> |

3. Package video assets.
 - 3.1 Assign **metadata tags** if required.
 - 3.2 Group files logically in folder system using standard naming conventions.
 - 3.3 Store in share drive or asset repository for production team access.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit.

Required skills

- communication and literacy skills sufficient to interpret and clarify written or verbal instructions
- ability to work as a member of a production team - both independently on assignment and under direction
- technical skills sufficient to:
 - proficiently use video software to prepare video sequences for inclusion in an interactive media product
 - manage files using standard naming conventions
 - apply appropriate metadata tags to describe files
- self-management and planning skills sufficient to:
 - prioritise work tasks
 - meet deadlines
 - seek expert assistance when problems arise.

Required knowledge

- techniques for saving and preparing digital video output to optimise file size
- OHS standards as they relate to working for periods of time on computers
- industry knowledge, including:
 - roles and responsibilities of project team members, e.g. designers, content creators, information architects, programmers and coders
 - basic understanding of the relationship between technical and creative aspects and requirements of interactive media projects
 - basic knowledge of the features of a range of delivery platforms
 - basic understanding of what happens when video files are compressed for inclusion in interactive media products
 - appropriate codecs for various platforms and destinations
 - digital video source and output formats.

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

File format of source video includes:

- Betacam, including SP and digital
- DVC
- DVD
- miniDV
- SVHS
- Umatic
- VHS.

Purpose may include:

- animation
- e-learning resource
- game
- interactive application
- website.

Destination may include:

- computer-based playback software, such as iTunes
- downloading server
- internet video players, such as:
 - QuickTime
 - Windows Media Player
 - RealPlayer
- progressive downloading (buffering) server
- streaming server.

Platform may include:

- CD
- DVD
- games console
- internet
- kiosk
- mobile phone
- other video playback devices
- personal digital assistant (PDA)
- video player (iPods).

Relevant personnel may include:

- client
- producer
- programmer and technical support people
- supervisor
- video editor
- other specialist creative and administrative staff.

Output file formats

include:

- FLV
- lossless and lossy
- M4V
- MOV
- MPEG-2
- MPEG-4
- RealMedia
- WAV
- WMV.

Codecs may include:

- audio codecs, including:
 - mono and stereo
 - bit sampling rates and bit depth
 - standardised and pre-set codecs.
- video codecs, including:
 - screen size
 - frame rate
 - bit rate (constant and variable)
 - one pass and double pass
 - standardised and pre-set codecs, such as:
 - H.261, H.263 and H.264
 - MPEG
 - Sorenson, Cinepak, RealVideo
 - MMV.

Video encoding software

may include:

- specialised video compression tools, such as DivX and Squeeze.
- video editing tools, such as:
 - Adobe Premier
 - Final Cut Pro
 - Final Cut Express
 - QuickTime Pro
 - Media 100
 - iMovie
 - Movie Maker
 - WaveLab

Metadata tags may

include:

- author
- copyright
- description
- other as specified
- resolution
- version.

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- preparation of a range of video sequences to be included in interactive media products that meet appropriate technical specifications
- proficient use of video encoding software.

Context of and specific resources for assessment

Assessment must ensure:

- access to industry-standard video encoding software
- access to appropriate learning and assessment support when required the
- use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of video assets prepared by the candidate on a number of occasions
- written or oral questioning to test knowledge of codecs for various platforms and understanding of file compression.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUFSOU301A Prepare audio assets.