

**Information and Communications Technology
Clusters for Digital Media Technology (DMT)**

QF Level for Reference	Game-2D	Game-3D	Game Designer	Game Programmer	Game QA	Animation	Digital AV Artist	Digital AV Compositor	IM Development	MM	SM
7										Chief Marketing Officer (DMT)	Chief Strategic Officer (DMT)
6	Producer (SM & MM)	<i>Producer (SM & MM)</i>	<i>Producer (SM & MM)</i>	<i>Producer (SM & MM)</i>					Project Manager	Marketing Director / Associate Marketing Director (DMT)	Director (DMT)
5			Game Designer	Technical Director	Game QA Lead		CG Supervisor	Lead Compositor	Systems Analyst	Senior Marketing Manager / Marketing Manager (DMT)	Manager (DMT)
		Sr Game Programmer (Network Programmer)									
		Sr Game Programmer (AI Programmer)									
4	Art Director	<i>Art Director</i>	Level Designer	Sr Game Programmer (Gameplay Programmer)	Game QA tester	Animation Supervisor	Lead FX Artist	Compositor	VR Application Development	Assistant Marketing Manager (DMT)	
	2D Artist	3D Artist		Game Programmer (Tools Programmer)					AR Application Development and 3D Modelling		
	Concept Artist	3D Animator		Game Programmer (Generalist Programmer)		Lead Animator	Technical Artist		Apps Development		
	UI Designer						Interactive Website Development				
3						Senior Animator	Video Editor			Marketing Analyst (DMT)	
					Animator	Marketing Executive (DMT)					

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Strategic Management

Job Mapping	Manager (DMT)			
Integrated Competency	Provide and recommend the strategy of human resources management, formulate innovative use and adoption of DMT to enhance market share capability, formulate conducive customer centric environment and delivery, formulate resource management strategy and information strategy to facilitate product development and marketing			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate conducive customer centric environment and delivery	108020L5	5	3
	Formulate human resource strategy	108021L5	5	3
	Manage information strategy to facilitate product development and marketing	108022L5	5	4
	Formulate innovative use and adoption of DMT to enhance market share capability	108023L5	5	3
	Formulate resource management strategy	108024L5	5	3



Job Mapping	Director (DMT)			
Integrated Competency	Formulate risk management strategy, content management and distribution strategy and the commercialization of Intellectual Properties strategy			
QF Level	6			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate risk management strategy	108017L6	6	3
	Formulate commercialization of Intellectual Properties strategy	108018L6	6	3
	Formulate content management and distribution strategy	108019L6	6	3



Job Mapping	Chief Strategic Officer (DMT)			
Integrated Competency	Understand, analyze, recommend, seek support for the uptake of disruptive technologies, formulate, seek support and resources, communicate, manage, and execute the agreed/assigned global/regional DMT business strategy to all relevant parties with the set-up of objectives, policies, procedures, deliverables, budget, human resources and time line			
QF Level	7			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate global and local business strategy and execution	108015L7	7	6
	Formulate uptake of disruptive technologies	108016L6	6	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Marketing Management

Job Mapping	Marketing Executive (DMT)			
Integrated Competency	Develop social media content for digital marketing and execute to fulfill the corporate tasks as assigned			
QF Level	3			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Develop social media content for marketing	108050L3	3	3
	Develop an analytic mindset for digital marketing	108051L2	2	3



Job Mapping	Marketing Analyst (DMT)			
Integrated Competency	Monitor the effectiveness of inbound marketing, coordinate and manage digital marketing contents production, find and source analytic tools for digital marketing, implement and monitor direct digital marketing, handle outsourced digital marketing, conduct marketing research with social media, design and create effective digital marketing contents, and execute to fulfill the corporate tasks as assigned.			
QF Level	3			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Coordinate and manage digital marketing contents production	108044L4	4	3
	Conduct marketing research with social media	108045L4	4	3
	Design and create effective digital marketing contents	108049L4	4	3
	Monitor effectiveness of inbound marketing activities	108043L3	3	3
	Source analytic tools for digital marketing	108046L3	3	3
	Implement direct digital marketing	108047L3	3	3
	Handle outsourced digital marketing	108048L3	3	3



Job Mapping	Assistant Marketing Manager (DMT)			
Integrated Competency	Implement inbound marketing strategy, provide and recommend the plan of marketing of digital media products including and/or mainland China, implement digital marketing plan as assigned, implement social media branding and mobile marketing, analyze and predict market trends for digital media products, plan direct digital marketing and measurements on the effectiveness of digital marketing			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Implement inbound marketing strategy	108032L4	4	6
	Plan marketing of digital media products	108035L4	4	3
	Implement digital marketing plan	108036L4	4	6
	Implement digital marketing in Mainland China for digital media products	108037L4	4	6
	Implement social media marketing plan	108038L4	4	6
	Implement mobile marketing	108039L4	4	6
	Analyse market trend for digital media products	108040L4	4	3
	Plan direct digital marketing	108041L4	4	3
	Plan measurements on the effectiveness of digital marketing	108042L4	4	3



Job Mapping	Senior Marketing Manager (DMT) / Marketing Manager (DMT)			
Integrated Competency	Provide and seek approval for all digital marketing process, identify the digital marketing strategy for specific digital media products or service, develop and formulate inbound marketing tactics, mobile marketing strategy, formulate specific digital marketing objectives, formulate digital marketing analytic strategy and formulate social media marketing strategy and execute to fulfill the corporate tasks as assigned			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate inbound marketing strategy	108026L5	5	3
	Manage digital marketing tactics	108028L5	5	6
	Identify marketing strategies and digital media products	108029L5	5	3
	Formulate mobile marketing strategy	108030L5	5	3
	Formulate digital marketing objective	108031L5	5	3
	Formulate digital marketing analytic strategy	108033L5	5	3
	Formulate social media marketing strategy	108034L5	5	3



Job Mapping	Marketing Director (DMT) / Associate Marketing Director			
Integrated Competency	Provide recommendation, communicate and deploy the assigned overall marketing strategies; understand, analyze, recommend, seek support and resources for the deployment of content marketing tactics. Special attention given to formulate digital marketing strategy for mainland China when necessary.			
QF Level	6			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate content marketing tactics	108025L6	6	3
	Formulate digital marketing strategy for Mainland China	108027L6	6	3



Job Mapping	Chief Marketing Officer (DMT)			
Integrated Competency	Formulate, seek support and resources, communicate, manage, and execute the agreed/assigned global/regional DMT marketing strategy to all relevant parties with the set-up of objectives, policies, procedures, deliverables, budget, human resources and time line			
QF Level	7			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate digital marketing strategy	107914L7	7	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Game - 2D Artist, Concept Artist and UI Designer)

UoC Clusters for 2D Artist, Concept Artist and UI Designer				
Job Mapping	2D Artist			
Integrated Competency	Understand the project brief, carry out the design of scenes, characters, map and texture, pixel art, UI layout and develop promotion materials			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform game prototyping	107924L4	4	3
	Design characters	107925L4	4	3
	Create map and texture	107926L4	4	3
	Create pixel art	107928L4	4	3
	Create scenes	107929L4	4	3
	Create User Interface (UI) layout	107930L4	4	3
	Develop promotion materials	107942L3	4	3
	Understand and confirm the brief	107949L3	3	3

Job Mapping	Concept Artist			
Integrated Competency	Understand the project brief, carry out the design of scenes, characters and pixel art			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform game prototyping	107924L4	4	3
	Design characters	107925L4	4	3
	Create pixel art	107928L4	4	3
	Create scenes	107929L4	4	3
	Understand and confirm the brief	107949L3	3	3

Job Mapping	UI Designer			
Integrated Competency	Understand the project brief, carry out HCI design, UI layout and game testing			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform human computer interaction (HCI) design	107923L4	4	3
	Perform game prototyping	107924L4	4	3
	Create User Interface (UI) layout	107930L4	4	3
	Perform game testing	107941L3	3	3
	Understand and confirm the brief	107949L3	3	3



Job Mapping	Art Director			
Integrated Competency	Ensure all the created art works cohesively and on track			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Prepare asset list	107921L4	4	3
	Perform human computer interaction (HCI) design	107923L4	4	3
	Design characters	107925L4	4	3
	Create map and texture	107926L4	4	3
	Create pixel art	107928L4	4	3
	Create scenes	107929L4	4	3
	Create User Interface (UI) layout	107930L4	4	3

Remark:
 UoCs in Cluster for 2D Artist : 107925L4 , 107926L4 , 107928L4 , 107929L4 , 107930L4
 UoCs in Cluster for Concept Artist : 107925L4 , 107928L4 , 107929L4
 UoCs in Cluster for UI Designer : 107923L4 , 107930L4
 UoCs in Cluster for 3D Artist : 107925L4 , 107929L4
 UoCs in Cluster for 3D Animator : 107918L5



UoC Clusters for Producer				
Cluster Name	Strategic Management for Producer			
Integrated Competency	Carry out the formulation of strategy in area of global/local business, risk management, commercialisation of intellectual properties, content management and distribution, and information strategy for product development and marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate global and local business strategy	108015L7	7	3
	Formulate risk management strategy	108017L6	6	3
	Formulate commercialisation of Intellectual Properties strategy	108018L6	6	3
	Formulate content management and distribution strategy	108019L6	6	3
	Manage information strategy to facilitate product development and marketing	108022L5	5	4
Remark : Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.				

UoC Clusters for Producer				
Cluster Name	Marketing Management for Producer			
Integrated Competency	Carry out the formulation of marketing strategy in area of digital marketing, content marketing, inbound marketing, digital marketing for Mainland China, digital products and mobile marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate digital marketing strategy	107914L7	7	3
	Formulate content marketing tactics	108025L6	6	3
	Formulate digital marketing strategy for Mainland China	108027L6	6	3
	Formulate inbound marketing strategy	108026L5	5	3
	Identify marketing strategies for digital media products	108029L5	5	3
	Formulate mobile marketing strategy	108030L5	5	3
Remark : Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.				

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Game - 3D Artist and 3D Animator)

UoC Clusters for 3D Artist and 3D Animator				
Job Mapping	3D Artist			
Integrated Competency	Understand the project brief, carry out the design of scenes and characters using low polygon models and develop promotion materials			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Design characters	107925L4	4	3
	Create low polygon models	107927L4	4	3
	Create scenes	107929L4	4	3
	Develop promotion materials	107942L3	4	3
	Understand and confirm the brief	107949L3	3	3

Job Mapping	3D Animator			
Integrated Competency	Understand the project brief, carry out character animation and input data from motion capture, create in-game cinematic, game prototyping and develop promotion materials			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Perform Compositing	107963L5	5	6
	Perform game prototyping	107924L4	4	3
	Prepare character animation	107931L4	4	3
	Create in-game cinematic	107934L4	4	3
	Perform motion capture	107948L4	4	4
	Create Digital Visual Effects	107964L4	4	6
	Conduct technical support for marketing	107969L4	4	6
	Develop promotion materials	107942L3	3	3
	Understand and confirm the brief	107949L3	3	3



Job Mapping	Art Director			
Integrated Competency	Ensure all the created art works cohesively and on track			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Prepare asset list	107921L4	4	3
	Perform human computer interaction (HCI) design	107923L4	4	3
	Design characters	107925L4	4	3
	Create map and texture	107926L4	4	3
	Create pixel art	107928L4	4	3
	Create scenes	107929L4	4	3
	Create User Interface (UI) layout	107930L4	4	3

Remark:

UoCs in Cluster for 3D Artist : 107925L4 , 107929L4

UoCs in Cluster for 3D Animator : 107918L5

UoCs in Cluster for 2D Artist : 107925L4 , 107926L4 , 107928L4 , 107929L4 , 107930L4

UoCs in Cluster for Concept Artist : 107925L4 , 107928L4 , 107929L4

UoCs in Cluster for UI Designer : 107923L4 , 107930L4



UoC Clusters for Producer				
Cluster Name	Strategic Management for Producer			
Integrated Competency	Carry out the formulation of strategy in area of global/local business, risk management, commercialisation of intellectual properties, content management and distribution, and information strategy for product development and marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate global and local business strategy	108015L7	7	3
	Formulate risk management strategy	108017L6	6	3
	Formulate commercialisation of Intellectual Properties strategy	108018L6	6	3
	Formulate content management and distribution strategy	108019L6	6	3
	Manage information strategy to facilitate product development and marketing	108022L5	5	4

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

Cluster Name	Marketing Management for Producer			
Integrated Competency	Carry out the formulation of marketing strategy in area of digital marketing, content marketing, inbound marketing, digital marketing for Mainland China, digital products and mobile marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate digital marketing strategy	107914L7	7	3
	Formulate content marketing tactics	108025L6	6	3
	Formulate digital marketing strategy for Mainland China	108027L6	6	3
	Formulate inbound marketing strategy	108026L5	5	3
	Identify marketing strategies for digital media products	108029L5	5	3
	Formulate mobile marketing strategy	108030L5	5	3

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

**Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Game Designer)**

Job Mapping	Level Designer			
Integrated Competency	Carry out game level design and prototyping, create in-game cinematic and user documentation, and perform game testing			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform level design	107922L4	4	3
	Perform game prototyping	107924L4	4	3
	Develop game level	107933L4	4	3
	Create in-game cinematic	107934L4	4	3
	Create user documentation	107940L4	4	3
	Perform game testing	107941L3	3	3



Job Mapping	Game Designer			
Integrated Competency	Carry out game design, create game specification and game development environment			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform game design	107916L5	5	6
	Create game specification	107917L5	5	3
	Create game development environment	107919L5	5	3



UoC Clusters for Producer				
Cluster Name	Strategic Management for Producer			
Integrated Competency	Carry out the formulation of strategy in area of global/local business, risk management, commercialisation of intellectual properties, content management and distribution, and information strategy for product development and marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate global and local business strategy	108015L7	7	3
	Formulate risk management strategy	108017L6	6	3
	Formulate commercialisation of Intellectual Properties strategy	108018L6	6	3
	Formulate content management and distribution strategy	108019L6	6	3
	Manage information strategy to facilitate product development and marketing	108022L5	5	4

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

Cluster Name	Marketing Management for Producer			
Integrated Competency	Carry out the formulation of marketing strategy in area of digital marketing, content marketing, inbound marketing, digital marketing for Mainland China, digital products and mobile marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate digital marketing strategy	107914L7	7	3
	Formulate content marketing tactics	108025L6	6	3
	Formulate digital marketing strategy for Mainland China	108027L6	6	3
	Formulate inbound marketing strategy	108026L5	5	3
	Identify marketing strategies for digital media products	108029L5	5	3
	Formulate mobile marketing strategy	108030L5	5	3

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Game Programmer)

UoC Cluster for Game Programmer				
Job Mapping	Tools Programmer			
Integrated Competency	Carry out the creation on in-game cinematic, game programmng, script programmng, development of patch			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create in-game cinematic	107934L4	4	3
	Perform game programming	107935L4	4	3
	Perform script programming	107936L4	4	3
	Develop Patch System	107938L4	4	3
	Develop game monitoring system	107939L4	4	3

Remark :
Tools Programmer needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Perform testing activities to facilitate different levels of testing (ITSWDM401A), Verify and validate the deployed/migrated software and the existing software are functioning properly (ITSWDM405A), Report discrepancies between software and its related documents (ITSWDM402A), Debug a programme (ITSWDM403A), etc.

UoC Cluster for Generalist Programmer				
Job Mapping	Generalist Programmer			
Integrated Competency Standard	Carry out the creation on in-game cinematic and user documentation, game programmng, script programmng, development of patch system and game monitoring system, and perform user testing			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create in-game cinematic	107934L4	4	3
	Perform game programming	107935L4	4	3
	Perform script programming	107936L4	4	3
	Develop patch System	107938L4	4	3
	Develop game monitoring system	107939L4	4	3
	Create user documentation	107940L4	4	3
	Perform game testing	107941L3	3	3

Remark :
Generalist Programmer needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Perform testing activities to facilitate different levels of testing (ITSWDM401A), Verify and validate the deployed/migrated software and the existing software are functioning properly (ITSWDM405A), Report discrepancies between software and its related documents (ITSWDM402A), Debug a programme (ITSWDM403A), etc.



UoC Clusters for Senior Game Programmer				
Job Mapping	Network Programmer			
Integrated Competency Standard	Carry out the technical feasibility study, creation of game development environment, design of game database, game prototyping and the development of game management system for customer service			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Create game development environment	107919L5	5	3
	Perform Game database design	107920L5	5	3
	Perform game prototyping	107924L4	4	3
	Develop game management system for Customer Service	107937L4	4	3

Remark :
1. Network programmer needs to possess relevant skills and knowledge covered in SCS (Communication and Information Services) such as Formulate functional requirement and software design specification (ITCSNO523A), Define KPIs for measuring quality of network performance and capacity (ITCSNO526A), Define and maintain service level to customers (ITCSNO527A), etc.
2. Network programmer needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Minimize information security risks (ITSWIS525A), Verify and validate requirements for the development of the software product (ITSWDM502A), Verify and validate the relevant design documentations of the software/system (ITSWDM503A), Develop programme modules of the software based on its design documents (ITSWDM504A), Manage and maintain the programme source (ITSWDM505A), Perform inspection for the programme code and software documents (ITSWDM506A), Develop test plans for various levels of testing (ITSWDM507A), etc.

Job Mapping	AI Programmer			
Integrated Competency Standard	Carry out the technical feasibility study, creation of game development environment, game prototyping, preparation of character animation and the development of game level			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Create game development environment	107915L5	5	3
	Perform game prototyping	107924L4	4	3
	Develop game level	107933L4	4	3

Remark :

AI programmer needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Minimize information security risks (ITSWIS525A), Verify and validate requirements for the development of the software product (ITSWDM502A), Verify and validate the relevant design documentations of the software/system (ITSWDM503A), Develop programme modules of the software based on its design documents (ITSWDM504A), Manage and maintain the programme source (ITSWDM505A), Perform inspection for the programme code and software documents (ITSWDM506A), Develop test plans for various levels of testing (ITSWDM507A), etc.

Job Mapping	Gameplay Programmer			
Integrated Competency Standard	Carry out the technical feasibility study, creation of game development environment, level design, HCI design, game prototyping, creation of scenes and UI layout, development of audion effects and game level			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform technical feasibility study	107918L5	5	3
	Create game development environment	107919L5	5	3
	Perform level design	107922L4	4	3
	Perform human computer interaction (HCI) design	107923L4	4	3
	Perform game prototyping	107924L4	4	3
	Create scenes	107929L4	4	3
	Create user interface (UI) layout	107930L4	4	3
	Develop BGM and audio effects	107932L4	4	3
	Develop game level	107933L4	4	3
	Create customised audio effects	107966L4	4	3

Remark :

Gameplay programmer needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Minimize information security risks (ITSWIS525A), Verify and validate requirements for the development of the software product (ITSWDM502A), Verify and validate the relevant design documentations of the software/system (ITSWDM503A), Develop programme modules of the software based on its design documents (ITSWDM504A), Manage and maintain the programme source (ITSWDM505A), Perform inspection for the programme code and software documents (ITSWDM506A), Develop test plans for various levels of testing (ITSWDM507A), etc.



Job Mapping	Technical Director			
Integrated Competency	Perform the management of game development and creation of game specification			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage game development	107915L6	6	6
	Create game specification	107917L5	5	3
	Perform game database design	107920L5	5	3
	Perform human computer interaction (HCI) design	107923L4	4	3
	Develop game management system for Customer Service	107937L4	4	3

Remark :

1. Technical Director needs to possess relevant skills and knowledge covered in SCS (Software Services) such as Understand IT project management (ITSWG621A), Understand organisational and project quality assurance (ITSWG622A), Perform an initial project feasibility study (ITSWPM601A), Execute the project plan (ITSWPM604A), Monitor and control project execution (ITSWPM605A), Conduct project closure with regard to quality (ITSWPM615A), Establish and maintain the performance and capacity management processes (ITSWOS609A), etc.
2. UoCs in Cluster for Network Programmer : 107920L5 , 107937L4
3. UoC in Cluster for Gameplay Programmer : 107923L4



Integrated Competency	Carry out the formulation of strategy in area of global/local business, risk management, commercialisation of intellectual properties, content management and distribution, and information strategy for product development and marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate global and local business strategy	108015L7	7	3
	Formulate risk management strategy	108017L6	6	3
	Formulate commercialisation of Intellectual Properties strategy	108018L6	6	3
	Formulate content management and distribution strategy	108019L6	6	3
	Manage information strategy to facilitate product development and marketing	108022L5	5	4

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

Cluster Name	Marketing Management for Producer			
Integrated Competency	Carry out the formulation of marketing strategy in area of digital marketing, content marketing, inbound marketing, digital marketing for Mainland China, digital products and mobile marketing			
QF Level	6			
Job Mapping	Producer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Formulate digital marketing strategy	107914L7	7	3
	Formulate content marketing tactics	108025L6	6	3
	Formulate digital marketing strategy for Mainland China	108027L6	6	3
	Formulate inbound marketing strategy	108026L5	5	3
	Identify marketing strategies for digital media products	108029L5	5	3
	Formulate mobile marketing strategy	108030L5	5	3

Remark :

Producer needs to possess relevant project management skills and knowledge covered in SCS (Software Services) such as Prepare initial project plan (ITSWPM603A), Monitor and control the project scope (ITSWPM607A), Develop a project schedule (ITSWPM609A), Prepare a preliminary cost model (ITSWPM610A), Develop the project cost (ITSWPM611A), Conduct cost review upon project completion (ITSWPM612A), Determine quality policies and define quality requirements for a project (ITSWPM613A), Develop a project quality management plan for project execution (ITSWPM614A), Manage and maintain the portfolio and relationship with business partners (ITSWG618A), Establish a business case for an IT investment (ITSWG617A), etc.

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Game Tester)

Job Mapping	Game QA Tester			
Integrated Competency	Carry out game testing and prepare the bug report			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create user documentation	107940L4	4	3
	Perform game testing	107941L3	3	3



Job Mapping	Game QA Lead			
Integrated Competency	Responsible for tracking bug reports and ensure they are fixed, possess skills and knowledge of game development, game specification, level design, HCI design and level development			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage game development	107915L6	6	6
	Create game specification	107917L5	5	3
	Perform level design	107922L4	4	3
	Perform human computer interaction (HCI) design	107923L4	4	3
	Develop game level	107933L4	4	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Animation)

Job Mapping	Animator			
Integrated Competency	Carry out the creation of duplicated objects, rigging for 3D character animation, produce basic 2D and 3D animation			
QF Level	3			
Job Mapping	Junior Animator			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create duplicated objects with procedural animation	107958L3	3	3
	Create rig for 3D character animation	107959L3	3	3
	Produce basic 2D animation	107960L3	3	3
	Produce basic 3D animation	107961L3	3	3
	Develop promotion materials	107942L3	3	3



Job Mapping	Senior Animator			
Integrated Competency	Carry out the creation of character models, apply texture and lighting; Prepare the environment for digital animation and perform rendering and keyframe animation; Develop promotion materials			
QF Level	3			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create map and texture	107926L4	4	3
	Create scenes	107929L4	4	3
	Prepare character animation	107931L4	4	3
	Create in-game cinematic	107934L4	4	3
	Create digital visual effects	107964L4	4	6
	Understand and confirm the brief	107949L3	3	3
	Create character models	107952L3	3	3
	Apply texture	107953L3	3	3
	Perform lighting	107954L3	3	3
	Create environment for digital animation	107955L3	3	3
	Perform rendering of animation	107956L3	3	3
	Perform keyframe 3D animations	107957L3	3	3



Job Mapping	Lead Animator			
Integrated Competency	Confirm the design brief and make clarification as needed; Carry out the creation of scenes, map, texture; and character animation; setup the rendering farm and plan the animation process; Design the visual effect of animation and plan and prepare motion capture shoot and production			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Create digital character animation	107946L4	4	3
	Design animation visual effects	107947L4	4	3
	Perform motion capture	107948L4	4	4
	Plan animation	107951L3	3	3



Job Mapping	Animation Supervisor			
Integrated Competency	Manage the development of animation; Carry out the planning and creation of motion graphics, applying 3D character models and motion capture			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage animation development	107943L5	5	3
	Create motion graphics	107944L4	4	3
	Apply 3D digital models	107945L4	4	3
	Setup rendering farm	107950L3	3	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Digital AV Artist)

UoC Clusters for Technical Artist and Lead FX Artist				
Job Mapping	Technical Artist			
Integrated Competency	Carry out compositing, creation of digital visual effect, editing of digital AV production, enhancement of digital video and preparation for digital video capture			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform compositing	107963L5	5	6
	Create digital visual effects	107964L4	4	6
	Edit digital AV production	107965L4	4	3
	Perform enhancement of digital video	107968L4	4	3
	Create motion graphics	107944L4	4	3
	Apply 3D digital models	107945L4	4	3
	Prepare for digital video capture	107970L3	3	3
	Create character models	107952L3	3	3
	Perform lighting	107954L3	3	3
Job Mapping	Lead FX Artist			
Integrated Competency	Carry out compositing, creation of digital visual effect, editing of digital AV production, colouration of digital video sequence, enhancement of digital video and the selection of video capturing device			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform compositing	107963L5	5	6
	Create digital visual effects	107964L4	4	6
	Edit digital AV production	107965L4	4	3
	Perform coloration of digital video sequence	107967L4	4	3
	Perform enhancement of digital video	107968L4	4	3
	Create motion graphics	107944L4	4	3
	Apply 3D digital models	107945L4	4	3
	Select digital video capturing device	107975L3	3	3
	Create character models	107952L3	3	3
	Perform lighting	107954L3	3	3
Job Mapping	CG Supervisor			
Integrated Competency	Carry out the management of digital AV production and oversee day-to-day operation of projects			
QF Level	5			
Job Mapping	CG Supervisor			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage digital AV production	107962L5	5	3
	Perform coloration of digital video sequence	107967L4	4	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Digital AV Composer)

Job Mapping	Video Editor			
Integrated Competency	Carry out digital video capture, synchronisation of audio and video, transition effect, titling, compile clips to digital video sequence and convert linear video to non-linear			
QF Level	3			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Prepare for digital video capture	107970L3	3	3
	Synchronise digital audio with video	107971L3	3	3
	Apply transition effects	107972L3	3	3
	Perform titling	107973L3	3	3
	Select digital video capturing device	107975L3	3	3
	Compile clips to form digital video sequence	107976L3	3	3
	Convert linear video to non-linear	107977L3	3	3



Job Mapping	Composer			
Integrated Competency	Carry out compositing, editing of digital AV production, creation of customised audio effects. Colouration of digital video sequence and noise reduction of digital video capture			
QF Level	4			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Perform compositing	107963L5	5	6
	Edit digital AV production	107965L4	4	3
	Create customised audio effects	107966L4	4	3
	Perform coloration of digital video sequence	107967L4	4	3
	Create motion graphics	107944L4	4	3
	Apply 3D digital models	107945L4	4	3
	Perform noise reduction of digital video sequence	107974L3	3	3
	Create character models	107952L3	3	3
	Perform lighting	107954L3	3	3



Job Mapping	Lead Composer			
Integrated Competency	Carry out the management of digital AV production, enhancement of digital video and oversee the day-to-day operation of projects			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage digital AV production	107962L5	5	3
	Perform enhancement of digital video	107968L4	4	3

Information and Communications Technology
Specification of Competency Standards (SCS) for Digital Media Technology (DMT)
Clustering for Operations Management (Interactive Media Development)

Cluster name	Interactive Website Development			
Integrated Competency	Develop interactive website, interactive infographics for website, responsive website and create user documentation			
QF Level	4			
Job Mapping	Interactive Media Developer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Develop interactive website	107987L4	4	6
	Create user documentation	107940L4	4	3
	Develop interactive infographic for website	107999L3	3	3
	Create a responsive website	108000L3	3	3
Cluster name	Apps Development			
Integrated Competency	Carry out development of apps, server programming, data management, testing of apps and create user documentation			
QF Level	4			
Job Mapping	Interactive Media Developer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Develop apps	107988L4	4	3
	Perform server programming for apps request	107989L4	4	3
	Implement data management for apps	107990L4	4	3
	Test apps development on various hardware platforms	107991L4	4	3
	Create user documentation	107940L4	4	3
Cluster name	AR Application Development and 3D Modelling			
Integrated Competency	Carry out AR applicatoin development, location analysis and camera data analysis for graphic overlay, AR data management and create user documentation			
QF Level	4			
Job Mapping	Interactive Media Developer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Develop Augmented Reality (AR) application	107992L4	4	3
	Perform location analysis for graphic overlay in AR application	107993L4	4	3
	Analyse camera data for graphic overlay in AR application	107994L4	4	3
	Apply augmentation data in AR application	107995L4	4	3
	Implement data management for VR/AR application	107998L4	4	3
	Create user documentation	107940L4	4	3
Cluster name	VR Application Development			
Integrated Competency	Carry out VR applicatoin development, deployment of VR application to various hardware platforms, VR data management and create user documentation			
QF Level	4			
Job Mapping	Interactive Media Developer			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Develop Virtual Reality (VR) application	107996L4	4	3
	Deploy VR application to different hardware platform	107997L4	4	3
	Implement data management for VR/AR application	107998L4	4	3
	Create user documentation	107940L4	4	3



Job Mapping	Systems Analyst for Interactive Media Project			
Integrated Competency	Carry out design in AR application, analysis of the requirements of H2M interface, create H2M design and the design of interactive website			
QF Level	5			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
Competency Standard	Manage synchronisation of augmentation data and real life data in AR application	107983L5	5	3
	Coordinate the development of H2M (Human to Machine) interface	107984L5	5	3
	Create H2M (Human to Machine) design for interactive media projects	107985L4	4	3
	Design interactive website	107986L4	4	3



Job Mapping	Project Manager for Interactive Media Project			
Integrated Competency	Manage interactive media project, plan their implementation, formulate the H2M requirements, coordinate software development and lead the design of AR application			
QF Level	6			
Units of Competency	UoC Title	UoC Code	QF Level	QF Credit
	Manage interactive media projects	107978L6	6	3
	Plan implementation of interactive media projects	107979L6	6	3
	Formulate Human to Machine (H2M) requirements for interactive media projects	107980L6	6	3
	Manage interactive media projects with Agile approach	107981L6	6	3
	Coordinate software development of interactive media projects	107982L5	5	3