Functional Area - Operations Management

Title	Develop promotion materials
Code	107942L4
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who assist in creating game promotion materials for game promotion. Game promotion is where the need to get the word out about how wonderful the game is. The materials deployed depend on the promotion activities. Printed leaflets, posters, fans site and games trailer are few of the many commonly used promotion materials.
Level	3
Credit	3

Competency	Performance Requirements
	1. Knowledge for developing promotion materials
	
	• Good understanding on game feature and story
	• Possess good knowledge of video editing, audio development and visual effects
	• Knowledge of video editing and visual effects software tools and applications, such as: Final Cut Pro, After Effects, Premiere, etc.
	• Updated with video editing and trends
	• Possess basic knowledge of marketing and promotion
	
	2. Develop promotion materials
	
	• Work with colleagues of marketing and/or promotion department to understand the marketing approach, the target audiences of the game, their ages, level, occupation, etc.
	• Games fans site (Web portal) for:
	   o Promotion materials Web page
	   o Fan's enrollment
	   o Fan's forum
	   o Downloads
	• For printed materials, use appropriate application to develop, including but not limited to the following:
	   o Identify the game "standout" features to be used in promotion
	   o Provide write up of game
	   o Extract/capture screen shots from the game, including:
	      ▪ Characters
	      ▪ Themes
	   o CD cover image design
	• Form sample game:
	   o Identify which part to be used in the sample
	   o Provide specification to program/development team
	• Develop trailer video
	   o Select most appropriate video editing and visual effects tools
	   o Include some short features about the game in the trailer
	   o Generate a number of features options that are technically feasible and meets the requirements. Present the options to director/supervisor/team to agree key frames to structure the animation
	• Review output/effects with relevant people (marketing or promotion). Respond positively to feedbacks and make adjustment or refinements as required
	
	3. Exhibit professionalism

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	• Develop the needed materials that complied with the organisation standard and deliver the best result for the promotion of the game
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Team work with marketing and/promotional people to identify what promotional materials needed for the game promotion • Coordinate with games development team to develop the needed materials for different promotional activities • Review outputs of materials with stakeholders (promotional team) and refine the material to deliver the best result for the promotion of the game
Remark	