# Specification of Competency Standards
# for the Information & Communications Technology Industry
# Unit of Competency

Functional Area - Operations Management

| Title | Manage digital AV production |
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| Code | 107962L5 |
| Description | This unit of competency applies to all Digital Media Technology (DMT) practitioners who are responsible for managing Digital Audio Visual production work. In this UoC, production implies the actual creation work of the 3 stages (pre-production, production and post-production) of AV production. |
| Level | 5 |
| Credit | 3 |
| Competency | Performance Requirements<br>1. Knowledge for managing digital AV production<br><br>• Possess good people management and interpersonal skills<br>• Possess excellent knowledge of video production processes and methodologies<br>• Possess good project management skills including: planning, scheduling, implementing, monitoring and delivering<br>• Possess good experience of managing different DAV production stages and workflows<br><br>2. Manage digital AV production:<br><br>• Comprehend the project brief to grasp the objectives and type (TV, training, event, film, etc.) of the production work, the magnitude of the project, budget and delivery format and schedule<br>• Understand the script and the story of the project and manage various tasks listed but not limited in the 3 stages of digital AV production:<br>• Pre-production<br>    o Plan technical, equipment and manpower requirements of the production work<br>    o Manage the creation of storyboarding<br>    o Identify and line-up resources for production work<br>    o Setting timeline and deadline for various tasks<br>• Production<br>    o Facilitate filming/shooting process<br>    o Transform linear contents to non-linear format<br>    o Supervise creation of digital audio and effects<br>    o Source other digital assets<br>• Post-production<br>    o Oversee the assembling of full production (digital video/movie)<br>    o Perform acquisitions of assets for the production work<br>    o Supervise editing process, cleaning, colour, etc.<br>    o Supervise voiceover and addition of sound and special sound effects<br>    o Oversee the addition of computer-related graphic, visual and special effects<br>    o Ensure tasks completed as scheduled and meet deadline<br>    o Ensure production work adhere to compliance requirements<br>    o Work with marketing and publicity department to develop promotion materials<br>• Present the completed production, with documentation, for next stage of the project<br><br>3. Exhibit professionalism<br><br>• Apply industry best practices and techniques as well as being updated with trend of digital AV production to manage digital AV production projects to deliver high quality of production work without exceeding the budget or schedule |

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| Assessment Criteria | The integrated outcome requirements of this UoC are the abilities to: <ul><li>Comprehend the production brief and the project requirements enabling him/her to develop a comprehensive plan showing all tasks that covers the DAV production stages</li><li>Identify the resources required for the DAV production work and well schedule them to enable the work to complete with no delay</li><li>Produce quality production work to meet the project requirement and the organisation's standard</li></ul> |
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| Remark | |