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

Functional Area - Operations Management

Title	Perform titling
Code	107973L3
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who are involved with performing titling in digital audio visual (DAV) production. Title sequences contribute both information and atmosphere to a production and form a very important part of the post production. This UoC concentrates on competences on customisation of titling sequence. Competences for creating titling sequence can also be applied to trailer sequence.
Level	3
Credit	3

Competency	Performance Requirements
	1. Knowledge for performing titling
	
	• Possess good administrative skill
	• Possess good knowledge of DAV post-production workflows
	• Possess good knowledge of titling design
	• Possess good knowledge of typography
	• Able to operate digital video capture hardware and software
	• Possess good knowledge of the organisation guidelines for titling production
	
	2. Perform titling
	
	• Comprehend the project brief and work with titling designers to grasp the titling (and trailer) sequence requirements, such as type (text based, animation, etc.), duration, format, etc.
	• Select suitable software for editing, such as:
	    o Photoshop
	    o After Effects
	    o Illustrator
	• Select the appropriate typeface taking in considerations but not limited to the following:
	    o Readable on screen
	    o Thematically appropriate for the subject matter
	    o The size not too small that distort when shown on big screen or cannot be seen on mobile devices
	    o Space between characters and space between lines
	    o Separation between title and background
	    o Edit in "title safe" area
	• Create title graphics with images applications also taking into consideration of the following:
	    o Alpha channel in image editor and need to be exported
	    o Distortion of "non-square" pixel in image editor
	• Set effect of title
	    o Text fading in and out
	    o Roll (scroll from bottom to top)
	    o Crawl (from one side to another)
	    o Thin, fat fonts
	    o etc.
	• When satisfied with completed title sequence, export the title sequence, in the required format for insertion to main production

Functional Area - Operations Management

	3. Exhibit professionalism • Create title sequences using industry best practices and techniques and deliver the effects that was required by the production brief
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Work with title designer and study the production brief to fully grasp the requirements of the title sequence • Produce the title sequence that set the stage of the broadcasting production, provide information about the production and set the mood and impacts that was required • Follow and apply organisation's guidelines and procedures while editing the title sequence and deliver the expected results
Remark	