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

Functional Area - Operations Management

Title	Plan implementation of interactive media projects
Code	107979L6
Description	This unit of competency applies to personnel responsible for project management in the DMT (digital Media Technology) profession. Implementation is one of the key processes in the project management life cycle, and special techniques on top of those basic skills are required for interactive media projects. This UoC concerns competencies required for interactive media projects planning and implementation, in the capacity of a project manager.
Level	6
Credit	3

Competency	Performance Requirements
	1. Knowledge for interactive media projects implementation planning
	
	• Possess in depth knowledge of interactive media applications and their different forms of existence, such as:
	  o Digital games
	  o Web sites
	  o Desktop software applications
	  o Interactive television applications
	  o Mobile applications, etc.
	• Possess good understanding about the popular application areas of interactive media, for examples:
	  o Research
	  o Education
	  o Games and gamification
	  o Digital and interactive theatre, etc.
	• Possess good knowledge about the requirements for successfully implementing an interactive media project
	• Proficient in techniques for motion and graphic design and video editing
	• Possess good communication skills and be able to interact with all levels of internal and external personnel
	• Possess the personal traits of a qualified project manager, such as:
	  o Flexible and able to learn new trends, tools and work methods
	  o Attentive to related industry and market information
	  o Dedicated and firm to the achievement of goals and objectives
	  o Self-organising and owns his/her own development implementation decisions
	  o Sensitive and reactive to risks and contingencies, etc.
	
	2. Plan implementation of interactive media projects:
	
	• Select and adopt creative and critical thinking techniques for the effective implementation of the interactive media project in concern, for examples :
	  o Identify measures or indicators of system performance
	  o Identify actions needed to improve or correct performance
	  o Determine the kind of tools and equipment needed, etc.
	• Coordinate the different roles of the project team and ensure their proper co-operation for project implementation, such as:
	  o Software developers
	  o Designers
	  o Musicians
	  o Scriptwriters

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	○ Other professionals - Determine the complexity of the project and best approaches for its implementation, so as to achieve: ○ Smooth team dynamic and communication ○ Successful execution of the project ○ Effective combination of various technical and artistic components into an effective interactive media system - Evaluate the current situation and proposed with appropriate resources / allocations to ensure smooth project implementation - Integrate the resources on human resources, technical and budget to compromise a realistic and applicable interactive media project plan - Apply project management methods to successfully run the project to completion, including: ○ Set assessment milestones on the plan in order to analyse or review by different parameters to ensure the project is going on track ○ Prepare proper documentation for stakeholders - Analyze the following issues that arise during the implementation of the interactive media project and assess their impacts: ○ Privacy ○ Confidentiality ○ Data protection, etc. - Deploy the interactive media project in concern to the proper display platform for testing - Explain to end-users or stakeholders the various project components and their interrelationships, such as: ○ Typography ○ Graphics ○ Interfaces ○ Audio and video ○ Animation ○ Text treatments ○ Photography, etc. - Solve the problems encountered during the implementation phase using a variety of innovative methods and approaches 3. Exhibit professionalism - Always ensure that the business value of the intended product has been delivered to the satisfaction of the project stakeholders - Always ensure the compliance with all laws, regulations, agreements and requirements during implementation of the interactive media projects
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Able to meets the technical, creative and resource requirements of an interactive media project at a professional level - Able to critically review the concept, doing technical and scholastic research, adjust and apply the researched content and skills in the planning stage - Able to achieve the project's proposed solutions and deliver the application on the promised time and costs
Remark	