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

Functional Area - Operations Management

Title	Define asset management requirements
Code	108005L4
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who are responsible for implementation of the organisation's Digital Asset Management (DAM) system. Before an organisation is committed to commission a DAM system it is necessary to determine the requirements before investing on the long term project.
Level	4
Credit	3

Competency	Performance Requirements
	1. Knowledge for defining asset management requirements
	
	• Possess project management and coordination skills
	• Good knowledge of digital media contents
	• Excellent at workflow management
	• Good knowledge of functions and features of DAM systems
	• Detailed knowledge of metadata models for digital contents
	• Detailed knowledge of the organisation business objectives
	
	2. Define asset management requirements
	
	• Setup consultation sessions with different levels of stakeholder of the organisation, including representatives of all areas of the workplace
	• Use focus group sessions and other techniques to help identify functions required of DAM, include but not limited to the following:
	   o Type of content stored: e.g. image, audio, video, graphic, scripts, layout and creative files
	   o Search methods and options
	   o Metadata capabilities: e.g. allow for configurable schemas, have bulk editing capabilities, and be able to append, replace, read, and write embedded file data
	   o Categories and indexing for assets.
	   o Viewing and commenting features to preview assets
	   o File processing and transcoding, or automatically converting files from one master file to other formats
	   o Versioning and manage file updates and track asset history
	   o Asset distribution from system via download, social publishing, and embedded links
	   o Easy uploading and downloading either via drag and drop or other bulk import methods
	   o Reporting and tracking of asset usage throughout the asset lifecycle
	   o APIs to allow connectivity with other systems: i.e. games subscription, delivery, accounting
	   o Service and user support records when answering questions
	   o Roles and permissions to manage and control different levels of access and usage by user group
	• Categorise the collected function requirements to "must haves", "nice to have", and "future need", which will evaluate DAM systems or provide function requirements to developers
	• Prepare and forward the list to stakeholders for review and action

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	3. Exhibit professionalism • Comply with asset management standards and respect intellectual property rights • To implement DAM that can reduce total cost of ownership (TCO) and required return of investment (ROI)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Use suitable research or data collection methodologies to collect DAM requirements from representatives of the workplace • Identify the DAM functions and features for the organisation • Categorise and package the requirements in a format that can facilitate decision making
Remark	