40153   Create an interview podcast for social media

Kaupae | Level	2
Whiwhinga | Credit	5
Whāinga | Purpose	This skill standard introduces learners to the world of podcasting. It covers foundational skills in creating and organising digital content through podcasting, storytelling, fostering digital literacy and practical communication skills.
	Learners who have completed the standard will be able to create, record, edit, and publish podcasts on video and/or audio, to social media, and cloud platforms.

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako | Learning outcomes	Paearu aromatawai | Assessment criteria
1. Create an initial outline for a podcast.	a. Research and identify modern podcasters and trends in the online podcasting space.
	b. Develop a podcast outline and produce a basic introduction for your podcast.
2. Create logo for a podcast.	a. Use graphic design software to create a podcast logo.
	b. Use file management and cloud-based storage to archive assets for logo and podcast material.
3. Plan and secure an interview for a podcast.	a. Identify and select an interviewee that aligns with your interests.
	b. Gather information on selected interviewee and develop core questions for the interview.
4. Record and edit an interview for a podcast.	a. Conduct and record an interview using appropriate equipment.
	b. Use editing software to edit and export podcast.
5. Publish finished podcast on cloud or social media platform.	a. Finish podcast by adding introduction B-roll and multiple audio tracks with music.
	b. Publish finished podcast by archiving to cloud storage or releasing to social media.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

To complete this standard, learner must create and edit one full podcast interview.

Depending on the situation or context of the conducted interview, learner may need to observe relevant organisational criteria and/or legislation such as the Privacy Act (2020).

For the purposes of this standard, B-roll refers to supplementary footage added as part of the editing process and which enhance the overall narrative or key details of the final podcast.

Ngā momo whiwhinga | Grades available

Achieved.

Ihirangi waitohu | Indicative content

- Introduction to podcasts in new media.
- Primary graphic and logo design branding through the use of online software.
- Basic introduction to file management, cloud storage and publishing to social media.
- Introduction to podcasting capture equipment, including smartphones, microphones and video cameras.
- Introduction to computer editing software, audio and video editing, including addition of podcast intro and music, and making cuts to remove unwanted footage.
- Communication skills and interview techniques.
- Introduction to relevant legislation for broadcasting, including the Privacy Act (2020) and the Copyright Act (1994).
- Camera technique and presentation skills.
- Digital marketing and online content creation.

Rauemi | Resources

The following are suggested free web-based and online tools for image and video editing, and storage:

- Photopea online photo and graphics editor (https://www.photopea.com/)
- Clipchamp online video editor (https://clipchamp.com/en/)
- Google Drive.

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa	Standard Setting Body	Toi Mai Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai	DASS classification	Arts and Craft > Electronic Media > Content Creation
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga	CMR	0099

Hātepe | Process	Putanga | Version	Rā whakaputa | Review Date	Rā whakamutunga mō te aromatawai | Last date for assessment
Rēhitatanga | Registration	1	30 May 2024	N/A
Kōrero whakakapinga | Replacement information	N/A		
Rā arotake | Planned review date	31 December 2029		

Please contact Toi Mai Workforce Development Council at qualifications@toimai.nz to suggest changes to the content of this skill standard.