

40846 Develop, edit, and publish video

Kaupae Level	2
Whiwhinga Credit	4
Whāinga Purpose	This skill standard introduces learners to creating digital video content for appropriate media platforms including social media and websites. Learners who have completed the standard will be able to conceptualise, plan, produce, edit, and publish video files.

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

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Plan video content.	a. Select a compelling topic or narrative for a target audience for a specific platform.
	b. Outline key messages and narrative approach.
	c. Prepare a script, content framework, or storyboard for the video.
2. Produce, edit and publish video.	a. Use basic composition and camera techniques to capture footage.
	b. Use editing software to compile and refine footage, adding appropriate elements to enhance communication.
	c. Export and upload final video in appropriate format and quality for the intended platform.

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

Assessment specifications:

To complete this standard, learners must create one full video for an intended audience.

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

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

- Video trends and audiences across different media platforms (e.g. YouTube, TikTok, Instagram).
- Narrative approaches including delivery of key messages.
- Storyboarding methods.

- Video recording techniques (e.g. lighting considerations, audio quality minimising background noise).
- Compositional strategies such as camera angle variations.
- Video editing tools and techniques.
- Audio enhancements.
- Publishing considerations (e.g. platform requirements, video resolution, aspect ratios and file formats).
- Legal and ethical considerations and documentation (e.g. consent forms etc.).

Rauemi | Resources

The following list includes suggested free web-based and online tools for image and video editing, and storage, and covers legislation relevant to the assessment of the standard:

- [Photopea online photo and graphics editor](#).
- [Clipchamp online video editor](#).
- Google Drive.
- [Copyright Act \(1994\)](#).
- [Privacy Act \(2020\)](#).

Pārongo Whakaū Kouna | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Toi Mai Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > 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	24 July 2025	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

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