

41166 Produce and deliver audio or video content from a script or brief

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| Kaupae Level | 3 |
| Whiwhinga Credit | 5 |
| Whāinga Purpose | <p>This skill standard supports learners in developing foundational skills to create audio or video content for publication.</p> <p>Learners who have completed this standard will be able to prepare, record, edit, and finalise content using industry-relevant tools to meet technical and creative requirements.</p> <p>Learners will be able to apply these skills across formats and platforms, with pathways into further study or employment in media, communications, and digital content creation.</p> |

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

| Hua o te ako Learning outcomes | Paearu aromatawai Assessment criteria |
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| 1. Produce and deliver audio or video content from a script or brief. | a. Break down a brief or production script to identify content requirements, including purpose, format, and technical specifications. |
| | b. Apply relevant health and safety considerations for the recording process. |
| | c. Operate recording equipment to capture audio or video content that meets the requirements of the script or brief. |
| | d. Use basic production techniques to ensure clarity and quality of recorded material. |
| | e. Use editing tools and software to edit content, including trimming, sequencing, and applying basic transitions or effects as appropriate. |
| | f. Review edited content for continuity, coherence, and alignment with the intended message and audience as outlined in the script or brief. |
| | g. Export the final content in a format suitable for the intended platform or audience. |

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

Assessment specifications:

N/A

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content**Integration with Scriptwriting**

- Interpreting scripts and/or briefs in relation to requirements for audio and/or visual content.
- Techniques for incorporating elements from written to audio and visual content.
- Planning tools for content production: e.g. storyboards and production schedules.
- Equipment selection and setup: e.g. microphones, cameras, and lighting in different recording environments.
- Health and safety considerations in recording environments
- Legal and ethical protocols for content production and broadcasting.
- Techniques for audio and video capture: e.g. framing, lighting, sound levels, background control.
- Digital tools and techniques for content editing: (e.g. trimming, sequencing, transitions, audio balancing, etc).
- Use of B-roll and supplementary footage to enhance storytelling.
- Exporting and formatting for different platforms (e.g. YouTube, Instagram, podcast platforms).

Rauemi | Resources

Legislation relevant to the assessment of the standard may include:

- [Copyright Act \(1994\)](#).
- [Privacy Act \(2020\)](#).
- [Broadcasting Act \(1989\)](#).
- [Harmful Digital Communications Act \(2015\)](#).
- [Health and Safety at Work Act \(2015\)](#).

Pārongo Whakaū Kounga | Quality assurance information

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| Ngā rōpū whakatau-paerewa Standard Setting Body | Electrotechnology and Information Technology Industry Skills Board |
| Whakaritenga Rārangi Paetae Aromatawai DASS classification | Arts and Crafts > Creative 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 April 2026 | N/A |
| Kōrero whakakapinga Replacement information | This skill standard replaced unit standard 10308. | | |
| Rā arotake Planned review date | 31 December 2030 | | |

Please contact Electrotechnology and Information Technology Industry Skill Board at qualifications@etitcisb.nz to suggest changes to the content of this skill standard.