Title	Plan, create, test and implement an interactive multimedia product to meet the requirements of a brief

Level	4	Credits	5

Purpose	People credited with this unit standard are able to: plan for an interactive multimedia product developed using digital tools; and create, test and implement an interactive multimedia product.
	This unit standard has been developed primarily for assessment as an option within programmes leading to the New Zealand Certificate in Computing (Advanced User) (Level 4) [Ref: 2593].

Classification	Computing > Generic Computing

Available grade	Achieved

Guidance Information

1   Recommended skills and knowledge:
    Unit 29789, *Use a presentation application to produce an interactive multimedia presentation*, or demonstrate equivalent knowledge, skills and experience.

2   Assessment, where applicable, will be conducted in and for the context of real or realistic situations and/or settings, and be relevant to current and/or emerging practice. The assessor may gather evidence over time from a range of scenarios rather than using one assessment where the learner has to demonstrate all of the required skills. The assessment context for this unit standard must be suitable to meet the criteria for level 4 in the NZQF Level Descriptors, which are available by searching for "level descriptors" at www.nzqa.govt.nz.

3   Any proprietary or open-source software may be used for assessment provided it includes the features, or their equivalents, specified in the range statements. It is expected that an advanced user can select and use a wide range of advanced software tools and techniques effectively to create a product that is complex or non-routine.

4   A brief will be supplied to the learner, either as part of the learner's employment (in the case of workplace assessment) or in response to a set task. Data files, unedited media and/or unformatted text for use in the product, may also be provided to the learner. The brief will include the target audience and the specifications, and must clearly identify both the desirable outcomes sought from the product and the constraints to be met by the solution. It contains requirements against which the success or otherwise of the interactive product can be assessed, which may include being suitable for organisational use.

     Multimedia must be original and could be created as part of the evidence for Unit 29791,*Capture and prepare digital media for integration into other applications*. Original media are those captured by the learner on a suitable device or supplied by a stakeholder for the learner to use. Editing of the media is not required apart from preparation to allow insertion into the final product.

5   Advanced-user level interactive techniques may include but are not limited to – scripting; animation; custom drawing and image editing; linking; embedding sound, video and images; importing and exporting features to integrate data; advanced chart formatting features; creating and modifying templates; modes of presentation; export to other formats (e.g. PDF, video); media controls; use of timings and transitions; use of menus, indexes, buttons for interactivity.

6   Definitions
     Digital tools refer to both hardware (digital devices) and software (applications and programs).
     Good practice refers to selecting and using the appropriate feature or function to ensure correct use of the chosen digital devices and platforms.
     Interactive multimedia product refers to a digital product, which allows the user to interact to generate different outputs.
     Organisation refers to a specific entity which may be – in private, public, or community and voluntary sectors; a business, a discretely managed unit within a larger entity, a Māori organisation, or a special-purpose body.
     Original media refers to media created and edited by the learner or provided by a stakeholder which has been edited by the learner.
     Principles of information presentation refer to order of presentation of information, clarity, simplicity, readability, consistency and appropriateness for intended audience.
     Principles of page and/or screen layout refer to composition of elements upon the page, text hierarchy, consistent typography, balance, harmony, proportion, sequence, contrast repetition, alignment, and proximity; and must be consistently applied.
     Typography may involve selecting typefaces, font size, line length, line-spacing (leading), letter-spacing (tracking), adjusting the space within letters pairs (kerning) and font colours.

7   Legislation relevant to this unit standard includes but is not limited to:
     Copyright Act 1994
     Copyright (New Technologies) Amendment Act 2008
     Harmful Digital Communications Act 2015
     Health and Safety at Work Act 2015
     Privacy Act 2020
     and any subsequent amendments.
     Current legislation and regulations can be accessed at http://legislation.govt.nz.

8   Reference
ACC5637 Guidelines for Using Computers - Preventing and managing discomfort, pain and injury. Accident Compensation Corporation - Department of Labour, 2010; available from Worksafe New Zealand, at https://www.worksafe.govt.nz/topic-and-industry/work-related-health/musculoskeletal-disorders/ergonomics/safely-using-computers-at-work/

Outcomes and performance criteria

Outcome 1

Plan for an interactive multimedia product developed using digital tools.

Performance criteria

1.1   Interactive product is planned and digital tools evaluated and justified to outline how the requirements of the brief will be realised.

Range   plan may be oral, written and/or graphic;
plan includes – purpose, target audience, constraints and specifications, tools to be used, content, script/narrative, story-boards, mode of delivery;
evaluation of at least two tools.

1.2   Multimedia tools, processes, and techniques are selected to meet the requirements of the plan.

Range   may include but is not limited to any combination of – still, moving or animated images; sound editing; text and image manipulation.

1.3   A conceptual design of the interactive multimedia product is created and modified where necessary, to show consistent application of the principles of page and/or screen layout and information presentation, and to meet the requirements of the brief.

Outcome 2

Create, test and implement an interactive multimedia product.

Performance criteria

2.1   Interactive multimedia product is created in accordance with the plan and good practice.

Range   includes but is not limited to – layout, formatting, typography;
at least 10 advanced level interactive techniques;
complies with the laws of New Zealand in relation to copyright, privacy and harmful digital communications.

2.2   Product is tested and modifications are made, where necessary, to show consistent application of the principles of page and/or screen layout and information presentation, and to meet the requirements of the brief and good practice.

        Range   includes – checking for readability, legibility, presentation, accuracy; correct integration of the components of the product.

2.3   The product is implemented in accordance with the requirements of the plan.

2.4   Product is evaluated in terms of meeting the requirements of the brief, recommended possible improvements, and reflecting on impacts for own practice.

Planned review date	31 December 2026

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2017	31 December 2024
Review	2	28 April 2022	N/A

Consent and Moderation Requirements (CMR) reference	0099

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact Toi Mai Workforce Development Council qualifications@toimai.nz if you wish to suggest changes to the content of this unit standard.