

<b>Title</b>	<b>Demonstrate and apply knowledge of electronic media design for an entertainment and event context</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: demonstrate knowledge of electronic media design for an entertainment and event context; and set up, plot and operate electronic media to meet the design requirements of an entertainment and event context.
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<b>Classification</b>	Performing Arts General > Entertainment and Event Technology and Operations
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<b>Available grade</b>	Achieved, Merit, and Excellence
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<b>Criteria for Merit</b>	In demonstrating and applying knowledge of electronic media design, the candidate must: <ul style="list-style-type: none"> <li>– describe relationships between the technical requirements and purpose of electronic media, and electronic media design for the entertainment and event context, and;</li> <li>– explain their selection and operation of equipment in terms of meeting the design requirements.</li> </ul>
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<b>Criteria for Excellence</b>	In demonstrating and applying knowledge of electronic media design, the candidate must: <ul style="list-style-type: none"> <li>– explain relationships between the technical requirements and purpose of electronic media, and electronic media design for the entertainment and event context, and;</li> <li>– justify their selection and operation of equipment in terms of meeting the design requirements.</li> </ul>
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## Guidance Information

- 1 This unit standard can be awarded with an *Achieved*, *Merit* or *Excellence*. For the *Achieved* grade to be awarded, all outcomes must be achieved as specified in the outcome statements. For *Merit* or *Excellence* grades to be awarded, the candidate must meet the *Merit* or *Excellence* criteria specified above.
- 2 All learning and assessment leading to this unit standard must be carried out in accordance with:
  - legislation including Health and Safety at Work Act 2015, Copyright Act 1994, and subsequent amendments;

- safe working practices. These may include but are not limited to safe working practices in situations involving – working at heights, working with electricity, lifting, securing equipment safely, replacing and storing equipment, use of tools, use of supplied safety equipment. Evidence of this may be provided by a teacher/tutor attestation or candidate’s reflective statement. A useful reference for safe working practice is the Entertainment Technology New Zealand publication *A Guide for Safe Working Practices in the New Zealand Theatre and Entertainment Industry*, version 14 or subsequent amendments, which can be accessed at <http://www.etnz.org>.

### 3 Definitions

*Communicate image* refers to using electronic media to visually enhance the shape and form of the entertainment or event space and the performer.

*Design requirements* are included in a design concept, which has been developed in response to such aspects as: the script; the setting, culture, style or period of the production or event; the purpose of the production or event; technical requirements; the performers.

*Entertainment and event context* refers to a performance or event such as dance, kapa haka, scripted drama, music performance (live or recorded in-studio), moving image production, physical theatre, devised work, performance art, and cultural event, circus that can take place in a range of venues, for example, stadia, theatres, event and convention centres, studios, parks and sports grounds, outdoor spaces, museums and galleries, places of worship, cultural places (e.g. marae), specialist classrooms.

*Technical language* refers to the specialised terminology associated with electronic media design for entertainment and event contexts and may include but is not limited to – specifications, direction or position on stage, relevant jargon, trade names, acronyms.

- 4 Candidates must be given access to electronic media equipment that has been certified as safe in order to complete assessment against this unit standard. The assessor must ensure that the power supply used in practical activities has sufficient capacity and circuit protection for the connected equipment. Equipment must be checked and verified by the assessor as being connected correctly prior to power up.

### 5 Range

The entertainment and event context the candidate is being assessed in must be specified or agreed by the teacher/tutor.

The design requirements to be met must be supplied to the candidate.

- 6 Recommended for entry: Unit 32376, *Demonstrate and apply knowledge of electronic media for an entertainment and event context*.

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of electronic media design for an entertainment and event context.

Range includes use of technical language.

**Performance criteria**

- 1.1 Describe electronic media design in terms of the technical requirements and purpose of electronic media for the entertainment and event context.

Range technical requirements include but are not limited to – physical aspects of the venue, electronic media equipment used, electronic media content created, budget; purpose may include but is not limited to – visibility, direct focus, communicate themes, communicate time, communicate image, create mood, create texture, emphasise creative elements.

**Outcome 2**

Set up, plot and operate electronic media to meet the design requirements of an entertainment and event context.

Range evidence of electronic media content progression through an event is required.

**Performance criteria**

- 2.1 Select, rig, patch, label and focus equipment according to the requirements of the design and safe working practices.

Range equipment may include but is not limited to – projection surface or screen, cables, control hardware.

- 2.2 Load electronic media content into a system for an event and document in terms of transitions, timing, and cues.

- 2.3 Operate electronic media equipment to produce the content on cue and in accordance with the design.

<b>Planned review date</b>	31 December 2025
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	29 April 2021	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0099
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact Skills Active Aotearoa Limited [info@skillsactive.org.nz](mailto:info@skillsactive.org.nz) if you wish to suggest changes to the content of this unit standard.