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MEDIA DEVELOPER



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Competency Standards
National Vocational Certificate Level 2-4

Version 1 - November, 2019



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INTRODUCTION

The qualifications of Photographer, Videographer, and Video/Audio Editor are developed based on media industry demand on the pattern of competency based training under national vocational qualification framework (NVQF). It carries a proposed learning volume of 2050 hours which will be covered in almost 18 months and Two months is recommended as workplace based training for each certificate (On the Job Training).

Training in the course is based on defined competency standards, which are industry oriented. The traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be tailored to suit individual needs.

TITLES OF QUALIFICATIONS

The detail of the competency standards included in this qualifications are given below:

- i. **National Vocational Certificate level 2, in (Media Developer) “Photographer”**
 - Maintain Personal Health and Safety
 - Communicate the Workplace Policy and Procedure
 - Perform Basic Communication
 - Perform Basic Computer Application
 - Develop Entrepreneurial Skills
 - Set up lights, equipment & accessories for photography
 - Select & Prepare work for exhibition
 - Develop Library

- ii. **National Vocational Certificate level 3, in (Media Developer) “Audio/Video Editor”**
 - Apply Work Health and Safety Practices (WHS)
 - Identify and Implement Workplace Policy and Procedures
 - Communicate at Workplace
 - Perform Computer Application Skills



- Manage Personal Finances
- Manage Customer Services & Sales
- Photography Composition
- Capture Image
- Edit Photos
- Perform Compositing
- Design Graphics
- Mix Sound
- Carryout Non-Liner Editing
- Set up light, equipment & accessories for videography

iii. National Vocational Certificate level 4, in (Media Developer) “Videographer”

- Contribute to Work Related Health and Safety (WHS) Initiatives
- Analyse and Develop Workplace Policy and Procedures
- Perform Advanced Communication
- Develop Advance Computer Application Skills
- Manage Human Resource Services
- Manage Photography Project
- Manage Videography Project
- Develop Storyboard
- Set Videography Composition
- Shoot Video

PURPOSE OF THE QUALIFICATIONS

The purpose of these qualifications is to set high professional standards for Media Developer job. These national qualifications will support training providers in enhancing the quality of training and assessment in Pakistan. The specific objectives of developing these qualifications are as under:

- Improve the overall quality of training delivery and setting national benchmarks for training of Media Developer in the country
- Provide flexible pathways and progressions to learners enabling them to receive relevant, up-to-date and recent skills



- Provide basic knowledge through competency based assessment which is recognized and accepted by employers
- Establish a standardized and sustainable system of training for Media Developer in the country



MAIN OBJECTIVE OF QUALIFICATION

The Media Developer qualifications level 2-4 consists of theoretical and practical details required to perform leather processing in leather industries. The main objectives of the qualification are as follows:

- Maintain Personal Health and Safety
- Communicate the Workplace Policy and Procedure
- Perform Basic Communication
- Perform Basic Computer Application
- Develop Entrepreneurial Skills
- Set up lights, equipment & accessories for photography
- Select & Prepare work for exhibition
- Develop Library
- Apply Work Health and Safety Practices (WHS)
- Identify and Implement Workplace Policy and Procedures
- Communicate at Workplace
- Perform Computer Application Skills
- Manage Personal Finances
- Manage Customer Services & Sales
- Photography Composition
- Capture Image
- Edit Photos
- Perform Compositing
- Design Graphics
- Mix Sound
- Carryout Non-Linear Editing
- Set up light, equipment & accessories for videography
- Contribute to Work Related Health and Safety (WHS) Initiatives
- Analyse and Develop Workplace Policy and Procedures
- Perform Advanced Communication
- Develop Advance Computer Application Skills
- Manage Human Resource Services
- Manage Photography Project
- Manage Videography Project



- Develop Storyboard
- Set Videography Composition
- Shoot Video

DATE OF VALIDATION

The level 3 and 4 of National Vocational Qualification on Media Developer, have been validated by the Qualifications Development Committee (QDC) members on 30th of May, 2019 and will remain in currency until December 2022.

CODES OF QUALIFICATIONS

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling and analyzing cross-nationally comparable statistics on education and training. ISCED codes for these qualifications are assigned as follows:

ISCED Classification Media Developer

| Code | Description |
|------------|---|
| 0211 MD 03 | National Vocational Certificate level 2, in (Media Developer) "Photographer" |
| 0211 MD 04 | National Vocational Certificate level 3, in (Media Developer) "Audio/Video Editor" |
| 0211 MD 05 | National Vocational Certificate level 4, in (Media Developer) "Videographer" |

ENTRY REQUIREMENTS

The entry for National Vocational Certificate Media Developer are given below.

| Title | Entry requirements |
|---|---|
| National Vocational Certificate level 2, in (Media Developer) "Photographer" | Entry for assessment for this qualification is open. However, entry into formal training institute for this qualification is the person must have Matric. |
| National Vocational Certificate level 3, in (Media Developer) | Entry for assessment for this qualification is open. However, entry into formal training institute for this qualification is person must have Intermediate. |



| | |
|---|---|
| “Audio/Video Editor” | |
| National Vocational Certificate level 4, in (Media Developer) “Videographer” | Entry for assessment for this qualification is open. However, entry into formal training institute for this qualification is person having National Vocational Certificate level 3, in (Media Developer) “Photography”. Or this person must have Matric with fundamental knowledge of photography & videography or 1-year experience of Photography/Videography can also apply. |

MEMBERS OF QUALIFICATIONS DEVELOPMENT COMMITTEE

The following members are the qualifications development committee of these qualifications:

| Sr. No. | Name | Designation | Organization | Phone No. |
|---------|----------------------------|---------------------------------|----------------------|-------------|
| 1. | Mr. Abbas Ali Qureshi | Animator | AbbTak News | 03022657983 |
| 2. | Mr. Amanat Ali Shah | Transmission Operator | Sindh TV News | 03334569611 |
| 3. | Mr. Asad Shabir | CEO | Films per second | 03452229591 |
| 4. | Mr. Muntazir Mehdi | Film Developer | BrandE Advertising | 03042859093 |
| 5. | Mr. Syed Aylia Abbas Rizvi | Graphic Designer | The Brand Consultant | 03032908223 |
| 6. | Ms. Shaheen Fatima | Segment Producer | Geo News | 03218208764 |
| | Mr. Farhan Soomro | Video Journalist | BOL TV | 03003537371 |
| 7. | Muhammad Nouman | Sr. Designing Engineer | 92 New | 03323050172 |
| 8. | Muzzakir Aijaz | Sr. Designing Engineer | Express News | 03332386706 |
| 9. | Mr. Muhammad Aamir Sultan | Sr. Associate Professor | Bahria University | 03332278614 |
| 10. | Mr. Saleem Abbasi | HOD Media production Department | MITI | 03009284568 |
| 11. | Mr. Adan Aziz | Instructor Picture Editor | MITI | 03003558242 |
| 12. | Mr. Furqan Aziz | DACUM Co-facilitator | MITI | 03452104253 |
| 13. | Mr. S.M. Adeel | Cometographic | Free Lancer | 03422833765 |



NVQs for Media Developer



**MEMBERS OF QUALIFICATIONS VALIDATION COMMITTEE**

The following members participated in the qualifications development and validation of these qualifications:

| Sr. No. | Name | Designation | Organization | Phone no. | Email |
|---------|----------------------------|---------------------------------|----------------------|-------------|-------|
| 1. | Mr. Abbas Ali Qureshi | Animator | AbbTak News | 03022657983 | |
| 2. | Mr. Amanat Ali Shah | Transmission Operator | Sindh TV News | 03334569611 | |
| 3. | Mr. Syed Aylia Abbas Rizvi | Graphic Designer | The Brand Consultant | 03032908223 | |
| 4. | Ms. Shaheen Fatima | Segment Producer | Geo News | 03218208764 | |
| 5. | Mr. Farhan Soomro | Video Journalist | BOL TV | 03003537371 | |
| 6. | Muhammad Nouman | Sr. Designing Engineer | 92 New | 03323050172 | |
| 7. | Mr. Muhammad Aamir Sultan | Sr. Associate Professor | Bahria University | 03332278614 | |
| 8. | Mr. Saleem Abbasi | HOD Media production Department | MITI | 03009284568 | |
| 9. | Mr. Adan Aziz | Instructor Picture Editor | MITI | 03003558242 | |
| 10. | Mr. Furqan Aziz | DACUM Co-facilitator | MITI | 03452104253 | |
| 11. | Mr. S.M. Adeel | Cometographer | Free Lancer | 03422833765 | |



SUMMARY OF COMPETENCY STANDARDS

| Code | Name of Competency | Level | Credit | Category |
|------------|--|-------|--------|------------|
| 102200843 | Comply with Work Health and Safety Policies | 1 | 3 | Generic |
| 041700838 | Obeys the Workplace Policies and Procedures | 1 | 2 | Generic |
| 001100850 | Follow Basic Communication Skills (General) | 1 | 5 | Generic |
| 061100855 | Operate Computer Functions (General) | 1 | 5 | Generic |
| 102200844 | Comply Personal Health and Safety Guidelines | 2 | 3 | Generic |
| 041700839 | Communicate the Workplace Policy and Procedure | 2 | 2 | Generic |
| 001100851 | Perform Basic Communication (Specific) | 2 | 3 | Generic |
| 061100856 | Perform Basic Computer Application (Specific) | 2 | 4 | Generic |
| 021100989 | Set up lights, equipment & accessories for photography | 2 | 15 | Technical |
| 021100990 | Select & Prepare work for exhibition | 2 | 2 | Functional |
| 021100991 | Develop Library | 2 | 3 | Functional |
| 102200846 | Apply Work Health and Safety Practices (WHS) | 3 | 3 | Generic |
| 041700840 | Identify and Implement Workplace Policy and Procedures | 3 | 2 | Generic |
| 001100852 | Communicate at Workplace | 3 | 3 | Generic |
| 061100858 | Perform Computer Application Skills | 3 | 4 | Generic |
| 041300867 | Manage Personal Finances | 3 | 3 | Generic |
| 021100992 | Manage Customer Services & Sales | 3 | 4 | Functional |
| 021100993 | Photography Composition | 3 | 6 | Technical |
| 021100994 | Capture Image | 3 | 20 | Technical |
| 021100995 | Edit Photos | 3 | 10 | Technical |
| 021100996 | Perform Compositing | 3 | 14 | Technical |
| 021100997 | Design Graphics | 3 | 12 | Technical |
| 021100998 | Mix Sound | 3 | 10 | Technical |
| 021100999 | Carryout Non-Liner Editing | 3 | 22 | Technical |
| 0211001000 | Set up light, equipment & accessories for videography | 3 | 18 | Technical |
| 102200848 | Contribute to Work Related Health and Safety (WHS) Initiatives | 4 | 3 | Generic |
| 041700841 | Analysis Workplace Policy and Procedures | 4 | 3 | Generic |
| 001100853 | Perform Advanced Communication | 4 | 3 | Generic |



| | | | | |
|-------------------|---|---|----|------------|
| 061100858 | Develop Advance Computer Application Skills | 4 | 4 | Generic |
| 041300869 | Manage Human Resource Services | 4 | 2 | Generic |
| 041300860 | Develop Entrepreneurial Skills | 4 | 3 | Generic |
| 0211001001 | Manage Photography Project | 4 | 6 | Functional |
| 0211001002 | Manage Videography Project | 4 | 8 | Functional |
| 0211001003 | Develop Storyboard | 4 | 6 | Functional |
| 0211001004 | Set Videography Composition | 4 | 6 | Technical |
| 0211001005 | Shoot Video | 4 | 25 | Technical |



Packaging of Qualification

The packaging of competencies is given as follows:

| | |
|---|---|
| National Vocational Certificate level 4, in Media Developer (Videographer) | Shoot Video |
| | Set Videography Composition |
| | Develop Storyboard |
| | Manage Videography Project |
| | Manage Photography Project |
| | Manage Human Resource Services |
| | Develop Advance Computer Application Skills |
| | Perform Advanced Communication |
| | Analyse and Develop Workplace Policy and Procedures |
| | Contribute to Work Related Health and Safety (WHS) Initiatives |
| | Set up light, equipment & accessories for videography |
| | Manage Customer Services & Sales |
| | Mix Sound |
| | Design Graphics |
| | Perform Compositing |



**National Vocational Certificate level 3
in Media Developer (Audio/Video
Editor)**

Maintain Personal Health and Safety

Capture Image

Photography Composition

Manage Customer Services & Sales

Manage Personal Finances

Perform Computer Application Skills

Communicate at Workplace

**Identify and Implement Workplace Policy and
Procedures**

Apply Work Health and Safety Practices (WHS)



Develop Library

Select & Prepare work for exhibition

**Set up lights, equipment & accessories for
photography**

Develop Entrepreneurial Skills

Perform Basic Computer Application

Perform Basic Communication

Communicate the Workplace Policy and Procedure

Maintain Personal Health and Safety

**National Vocational Certificate level 2,
in Media Developer (Photographer)**



Details of Competency Standards

102200843 Comply Work Health and Safety Policies

Overview: This unit describes the performance outcomes, skills and knowledge required to apply general work health and safety requirements in the workplace. Communicate work and health safety assess at work place. It describes generic work health and safety responsibilities applicable to employees without managerial or supervisory responsibilities.

| Competency Units | Performance Criteria |
|--|--|
| <p>CU1. Work safely at work place</p> | <p>P1. Identify relevant organizational safety policies and procedures</p> <p>P2. Categorize tools and equipment as per requirements</p> <p>P3. Maintain tools and equipment</p> <p>P4. Follow established safety procedures during work activities</p> <p>P5. Identify existing or potential safety issues to designated persons</p> <p>P6. Report work-related incidents and accidents to supervisor</p> <p>P7. Take necessary measures to minimizing risks</p> |
| <p>CU2. Communicate work health and safety (WHS) assess at work place</p> | <p>P1. Raise work health and safety issues with supervisor.</p> <p>P2. Contribute to workplace meetings and other consultative processes for work health and safety management at the workplace</p> <p>P3. Make suggestions for improving work health and safety practices</p> |
| <p>CU3. Minimize risks to personal safety at work place</p> | <p>P1. Identify situations that may endanger the personal safety</p> <p>P2. Document the incident regarding personal safety at work place</p> <p>P3. Eliminate workplace hazards regarding personal safety</p> <p>P4. Identify damaged items and equipment for personal safety</p> <p>P5. Notify supervisor regarding damaged items and equipment for personal safety</p> |



| | |
|---|--|
| CU4. Minimize risks to public safety | P1. Identify situations that may endanger the public safety P2. Document the incident at work sites P3. Eliminate workplace hazards at work sites P4. Identify damaged items and equipment related to public safety P5. Notify Situation that may endanger situation for safety measures. |
|---|--|

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Identify the commonly used tools and equipment used at workplace.
- K2:** Rights and responsibilities of employers and employees
- K3:** Consultative processes to manage and monitor health and safety issues to enable active participation in maintaining a safe workplace
- K4:** State potential hazards in the workplace
- K5:** State commonly used hazard signs and safety symbols

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

Identify health and safety policies to maintain and avoid any unwanted incident.



041700838 Obey the Workplace Policies and Procedures

Overview: This unit describes the skills and knowledge required to develop and implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Obey the workplace personal appearance and hygiene | <p>P1. Wear suitable clothes for the workplace and respect local and cultural contexts</p> <p>P2. Meet specific company dress code requirements</p> |
| CU2. Follow work ethics | <p>P1. Follow company value/ ethics code/ conduct policies and guidelines</p> <p>P2. Use company resources in accordance with company ethical standards</p> <p>P3. Conduct personal behavior and relationships in accord with company policy & procedures</p> <p>P4. Demonstrate ethical behavior with co-workers</p> <p>P5. Report work incident situations or resolve accordingly</p> |
| CU3. Demonstrate the Work place behaviors | <p>P1. Practice the positive behavior</p> <p>P2. Avoid arguing</p> <p>P3. Adopt flexibility in behavior to accept the resistance</p> |
| CU4. Communicate workplace policy & procedures | <p>P1. Listen directions carefully</p> <p>P2. Ask relevant questions politely</p> <p>P3. Avoid to use abusive language/ expression</p> <p>P4. Respect co-workers and others</p> |
| CU5. Review the implementation of workplace policy & procedures | <p>P1. Ensure proper implementation of policies</p> <p>P2. Enlist the gaps for improvement</p> <p>P3. Follow the feedback, if any</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Rules, regulations and SOPs applicable to the organization
- K2:** Turnaround time to achieve target/goal.
- K3:** Operational hierarchal levels in an organization.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

Follow work place policy personal appearances adopting company values/ ethics/ codes and broader policies for ensuring work place SOP's



001100850 Follow Basic Communication Skills (General)

Overview: After successful completion of this module you will be able to listen attentively, develop non-verbal communication, and identify communication barriers, interview preparation for job and different communication platforms in the workplace and throughout your career.

This unit of competency is designed to manage the workers and other personnel that can help in improving work quality and quantity through basic communication skills

| Competency Units | Performance Criteria |
|--|---|
| CU1. Adopt Effective listening to Skills | <p>P1. Listen attentively to others to improve communication skills</p> <p>P2. Avoid interrupting while listening others</p> <p>P3. Ask questions to ensure understanding</p> <p>P4. Receive and follow instructions as given by supervisor</p> <p>P5. Give the speaker regular feedback to communicate appropriately</p> |
| CU2. Develop Nonverbal communication with peers | <p>P1. Maintain eye contact to improve communication</p> <p>P2. Use facial expressions and gestures</p> <p>P3. Use Body language to communicate appropriately</p> <p>P4. Participate within Peers</p> |
| CU3. Prepare for Interview to get a job | <p>P1. Prepare yourself for interview to employer</p> <p>P2. Follow schedule according to the sequence of interview</p> <p>P3. Use communication techniques used while appearing in interview</p> <p>P4. Provide basic evidence of related skill</p> <p>P5. Respond appropriately to strong client emotional reactions</p> |
| CU4. Use communication platform at workplace | <p>P1. Convey message using different communication plate forms</p> <ul style="list-style-type: none"> • Face to face • Video chat • Phone calls/messages • Social Media |



| | |
|---|--|
| CU5. Identify communication barriers to improve interpersonal skills | P1. Identify communication barriers to improve communication skills with each other.i.e. <ul style="list-style-type: none">• Attitudinal barrier• Physical Barrier• Long differences• Conflicting information• Differing status, position /self-expression P2. Use strategies to overcome these barriers in the client-counsellor relationship |
|---|--|

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** Minimizing communication barriers
- K2:** Listening, and responding with an open mind in a more effective way.
- K3:** appropriate communication methods.
- K4:** verbal and non-verbal messages appropriately.
- K5:** Confidence building
- K6:** Body language
- K7:** Appropriate Voice tone
- K8:** Interpersonal skills
- K9:** listening Skills

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Find a job through social media resources
 1. Prepare yourself to appear in interview by following points:
 - Effective listening skills
 - Body language



- Work in groups of 3-5 members.
 1. Think of a situation when you tried to communicate with another person. Or when somebody tried to communicate with you, and it failed.
 2. Think about the problems or barriers that interfered with the communication.
 - List the reasons for failure identified by your group.
- Non-verbal communication
Have activity cards:
 - Worried
 - Happy
 - Disappointed
 - Laughing
 - Annoying

Participants to draw one of the activity cards. Without speaking, communicate the feeling or emotion on the card to the rest of the group. Have one participant at time get up in front of the group.

**061100855 Operate Computer Functions (General)**

Overview: The competency Standard describe skills and knowledge required to setup a computer system, organize files in folders, and shutdown a computer system.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Set up the computer for use | P1. Identify physical components of computer P2. Identify peripheral devices of the computer P3. Connect all components of computer P4. Follow procedures to turn on the computer system |
| CU2. Organize files in folder | P1. Create folders/subfolders with suitable names P2. Save files in relevant folders. P3. Rename and move folders in different drives. P4. Move folders and files using drag and drop techniques P5. Save folders and files on different media P6. Search for folders/subfolders and files using appropriate tool bars P7. Delete Folder files P8. Restore deleted folder files |
| CU3. Shut down computer system | P1. Save any work to be retained P2. Close open application programs correctly P3. Shut down computer P4. Switch off any unused peripheral devices P5. Ensure computer safety |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

K1: Basic parts of a computer

K2: Definition of computer



K3: Definition of Drives

K4: enlist computer component

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Switch on the computer
- Attach Computer component
- Switch on Peripheral devices
- Make a folder in any partition(drive) in hard disk
- Give name to the folder
- Save file in the folder
- delete the folder/File
- Shut down computer

The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments



102200844 Comply with Personal Health and Safety Guidelines

Overview: This Competency Standard identifies the competencies required to protect/apply occupational Safety, health and Environment at workplace according to the industry’s approved guidelines, procedures and interpret environmental rules/regulations. Trainee will be expected to identify and use Personal Protective Equipment (PPE) according to the work place requirements. The underpinning knowledge regarding Observe Occupational Safety and Health (OSH) will be sufficient to provide the basis for the job at workplace.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Identify Personal Hazards at Workplace | P1: Identify risk to personal health P2: Identify hygiene and safety at work place P3: Identify processes P4: Identify tools, equipment and consumable materials that have the potential to cause harm P5: Report, identified risk to Health, hygiene and safety to concerned |
| CU2. Apply Personal Protective Safety Equipment (PPE) and Equipment | P1: List the Personal Protective equipment P2: Select personal protective equipment in terms of type and quantity according to work orders. P3: Wear personal protective equipment according to job requirements. P4: Clean personal protective equipment P5: Stored Personal Protective equipment in proper place after use. |
| CU3. Comply with Occupational Safety and Health (OSH) | P1: Maintain cleanliness and hygiene as per organizational policy P2: Comply with Health, hygiene and safety precautions before starting work P3: Comply organizational Health, hygiene and safety guidelines during work P4: Deal with resolvable problems according to prescribed procedures P5: Report un resolvable problems to concerned |



| | |
|--|--|
| | P6: Place the tools equipment etc at their prescribed place after completion of work |
| CU4. Dispose of hazardous Waste/materials from the designated area. | P1: Identify hazardous waste materials which needs to be disposed off P2: Segregate hazardous or non-hazardous waste carefully from the designated area as per approved procedure P3: Use proper disposal hazardous containers for dispose-off hazardous waste as per procedure P4: Take necessary precautions like putting masks and gloves while disposing hazardous waste/ materials as per standard operating procedure |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Explain safety rules and regulations of organization
- K2:** List Personal protection and safety Equipment
- K3:** Describe meaning of Safety signs and symbols
- K4:** Demonstrate understanding of safety related Standard Operating Procedure/guidelines
- K5:** Describe waste disposal SOPs
- K6:** Explain best practices relating to clean and safe work environment

Critical Evidence(s) Required

The candidate needs to produce following critical evidence (s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of maintaining personal health and hygiene practices. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

**041700839 Communicate the Workplace Policy and Procedure**

Overview: This unit describes the performance outcomes, skills and knowledge required to develop communication skills in the workplace. It covers gathering, conveying and receiving information, along with completing assigned written information under direct supervision.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Identify workplace communication procedures | <p>P1. Identify organizational communication requirements and workplace procedures with assistance from relevant authority</p> <p>P2. Identify appropriate lines of communication with supervisors and colleagues.</p> <p>P3. Seek advice on the communication method/equipment most appropriate for the task</p> |
| CU2. Communicate at workplace | <p>P1. Use effective questioning, and active listening and speaking skills to gather and convey information</p> <p>P2. Use appropriate non-verbal behavior at all times</p> <p>P3. Encourage, acknowledge and act upon constructive feedback</p> |
| CU3. Draft Written Information | <p>P1. Identify and comply with required range of written materials in accordance with organizational policy and procedures</p> <p>P2. Draft and present assigned written information for approval, ensuring it is written clearly, concisely and within designated timeframes.</p> <p>P3. Ensure written information meets required standards of style, format and detail.</p> <p>P4. Seek assistance and/or feedback to aid communication skills development</p> |



| | |
|------------------------------|---|
| CU4. Review Documents | <p>P1. Check draft for suitability of tone for audience, purpose, format and communication style</p> <p>P2. Check draft for readability, grammar, spelling, sentence and paragraph construction and correct any inaccuracies or gaps in content.</p> <p>P3. Check draft for sequencing and structure</p> <p>P4. Check draft to ensure it meets organizational requirements</p> <p>P5. Ensure draft is proofread, where appropriate, by supervisor or colleague</p> |
|------------------------------|---|

Knowledge and Understanding

- K1:** Key provisions of relevant regulations that may affect aspects of business operations, such as privacy laws
- K2:** Organizational policies, plans and procedures.
- K3:** Barriers to communication
- K4:** Communication model
- K5:** Verbal and written communication techniques

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to develop communication skills in the workplace. It covers gathering, conveying and receiving information, along with completing assigned written information under direct supervision. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

**001100851 Perform Basic Communication (Specific)**

Overview: This unit describes the skills and knowledge required to assist in the development of communication competence by providing information regarding different forms of communication and their appropriate use.

By the end of this program, learners will be able, to communicate more effectively and efficiently by: working in a team, follow supervisor's instructions and develop generic communication work skills at workplace

| Competency Units | Performance Criteria |
|---|--|
| CU1. Communicate in a team to achieve intended outcomes | P1. Treat team members with respect P2. Maintain positive relationships to achieve common organizational goals P3. Get work related information from team P4. Identify interrelated work activities to avoid confusion P5. Adopt communication skills, which are designed in a team. P6. Identify problems in communication with a team P7. Resolve Communication barrier through discussion and mutual agreement |
| CU2. Follow Supervisor's instructions as per organizational SOPs | P1. Receive the instructions from Supervisor P2. Carry out the instructions of the supervisor P3. Report to the supervisor as per organizational SOPs |
| CU3. Develop Generic communication skills at workplace | P1. Develop basic reading skills P2. Develop Basic writing Skills P3. Develop basic listening skills |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** Basic Learn and understand Types of communication
- K2:** Basic Reading Skills
- K3:** Basic Writing skills
- K4:** Basic Verbal communication skills
- K5:** Basic Problem-solving skills
- K6:** Basic Self-Management Skills
- K7:** Basic Technology Skills
- K8:** Basic Interview Skills
- K9:** Basic Workplace dress code
- K10:** Basic The role of team members and functionality of the teams

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

Make a list of appropriate communication skills with colleagues and supervisors

**061100856 Perform Basic Computer Application (Specific)**

Overview: This unit describes the skills and knowledge required to use spreadsheet to prepare a page of document, develops familiarity with Word, Excel, Access, PowerPoint, email, and computer graphics basics.

It applies to individuals who perform a range of routine tasks in the workplace using a fundamental knowledge of spreadsheets, Microsoft office and computer graphics in under direct supervision or with limited responsibility.

| Competency Units | Performance Criteria |
|---------------------------------------|--|
| CU1. Create Word Documents | P1. Open word processing application P2. Create a word document P3. Customize page layout with relevant name setting P4. Set up page in a word document P5. Edit word document as required P6. Use simple formatting tools when creating the document P7. Save word document to directory P8. Insert table in a word document P9. Insert appropriate images into document as necessary P10. Insert header/footer in a word document P11. Insert section break in a word document P12. Set style in word document P13. Select basic Print settings P14. Print the document |
| CU2. Use internet for Browsing | P1. Use search engines to open website P2. Search data on different topics P3. Refine search to increase relevance of information or content P4. Navigate a website to access the information or content required |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** Describing formatting styles and their effect on formatting, readability and appearance of documents
- K2:** Outline purpose, use and function of word-processing software.
- K3:** Editing in MS Word
- K4:** Formatting in MS word
- K5:** Use of different search engines
- K6:** Use of different web pages

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Identify the components of computer
- Follow organizational ergonomic work health and safety (WHS) requirements and practices
- Create, open and retrieve documents using customized basic settings
- Format documents by creating tables and adding text, objects and images
- Save and prints documents.
- Download data through web browser



021100989 Set up Light, Equipment & Accessories for Photography

Overview: This competency standard covers the skills and knowledge required to evaluate light, arrange light equipment & accessories, adjust pattern of light, Light the subject, Wrap up equipment & accessories.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Evaluate Light | <p>P1. Identify shoot timing as per project</p> <p>P2. Identify light's types on location</p> <p>P3. Measure intensity of light on location</p> <p>P4. Identify light timing on location</p> <p>P5. Discover Light Angles</p> |
| CU2. Arrange Light Equipment & Accessories | <p>P1. Identify light equipment & accessories as per project requirement</p> <p>P2. Make list of available light equipment & accessories</p> <p>P3. Make list of light rental equipment & accessories</p> <p>P4. Arrange light accessories</p> |
| CU3. Adjust pattern of light | <p>P1. Make lights plan as per photoshoot requirement</p> <p>P2. Adjust Reflected light as per photoshoot requirement</p> <p>P3. Develop light pattern as per photoshoot requirement</p> <p>P4. Use types of light & accessories as per photoshoot requirement</p> |
| CU4. Light the Subject | <p>P1. Identify subject's light</p> <p>P2. Apply shade & reflection on subject</p> <p>P3. Create astatically lights on subject</p> <p>P4. Create angles of lights on subject</p> <p>P5. Set lights on location as per light plan</p> |
| CU5. Wrap up equipment & Accessories | <p>P1. Prepare equipment & accessories check list</p> <p>P2. Identify packaging & boxes requirement of equipment</p> <p>P3. Pack equipment & accessories as per manufacturer's instruction</p> <p>P4. Arrange transportation as per manufacturer's instruction</p> |



Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain purpose of identifying of light at location
- K2:** Explain types of light
- K3:** Explain techniques of measuring light
- K4:** Define light timing
- K5:** Explain light angles and its techniques to discover
- K6:** Explain light plan
- K7:** Explain techniques of light plan
- K8:** Explain light pattern & its importance
- K9:** Explain reflected light and its usage
- K10:** Describe lights equipment & accessories and their usage
- K11:** Explain subject light
- K12:** Describe shades, & reflection of lights & its usage
- K13:** Explain techniques of lighting the subject
- K14:** Explain techniques to use types of lights
- K15:** Describe techniques of setting up light at location

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Identify types of light
- Measure intensity of light
- Develop light pattern
- Identify subject light
- Set lights on location

List of Tools and Equipment

- Light meters
- Camera mounted flash TTL
- Umbrella



- Soft Box 60cm & 120cm with flash
- Octa 90cm & 180cm with flash
- Diffuser
- Reflectors
- Backdrops
- Photography accessories (filters, color card,)
- DSLR Camera
- Zoom Lenses
- Telephoto Lenses
- Wide angle Lenses



021100990 Select & Prepare Work for Exhibition

Overview: This competency standard covers the skills and knowledge required to select work to submit for exhibition & organize selected work for exhibition.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Select work to submit for exhibition | P1. Identify type of exhibition P2. Select Theme for exhibition P3. Select photograph as per theme P4. Prepare work for exhibition |
| CU2. Organize selected work for exhibition | P1. Prepare exhibition plan P2. Select venue for exhibition P3. Design invitation card as per exhibition theme P4. Perform Promotion of exhibition P5. Display work as per exhibition/theme |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain types of exhibitions
- K2:** Determine sources of exhibition
- K3:** Explain concept of theme
- K4:** Explain techniques of theme selection
- K5:** Define exhibition plan
- K6:** Explain techniques of preparing exhibition plan
- K7:** Explain promotion
- K8:** Explain techniques of promoting techniques
- K9:** Define types of frame
- K10:** Explain display techniques



Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare work for exhibition
- Display work as per exhibition/theme

List of Tools and Equipment

- Computer
- Multimedia
- Photo Frames
- Desktop Photo Printer

**021100991 Develop Library**

Overview: This competency standard covers the skills and knowledge required to collect storyboard/script, collect stock footage, grab video, and grab audio.

| Competency Units | Performance Criteria |
|---------------------------------------|---|
| CU1. Collect Storyboard/Script | P1. Review Script & Storyboard P2. Identify requirement for video editing as per script/storyboard P3. Make notes for editing |
| CU2. Collect Stock Footage | P1. Receive video shoot log sheet P2. Label received tapes/drives P3. Ensure desired quality of the footage P4. Prepare stock footage record P5. Organize footage in respective folders |
| CU3. Grab Video | P1. Check equipment availability and performance P2. Verify patching / connectivity P3. Create project with relevant settings P4. Log and Capture video P5. Preview after capture |
| CU4. Grab Audio | P1. Check equipment availability and performance P2. Verify patching / connectivity P3. Log and capture (audio only) P4. Preview after capture P5. Import into project If audio is in digital format |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain story board and concept development
- K2:** Explain how to store, manage and archive data



- K3:** Explain Log Sheets
- K4:** Explain editing software and its functions
- K5:** Explain formats and resolution of project
- K6:** Explain software tools and effects
- K7:** Explain audio settings
- K8:** Explain video types, playback video, and other formats
- K9:** Explain patch and connect in video & audio grabbing

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Identify requirement for editing as per script/storyboard
- Log and Capture video
- Log and capture (audio only)

List of Tools and Equipment

- Computer
- Multimedia
- Adobe Creative Suit
- Final Cut Pro



102200846 Apply Work Health and Safety Practices (WHS)

Overview: This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate OHS practices in process.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Implement safe work practices at work place | <p>P1. Implement relevant rules and procedures of WHS at work place.</p> <p>P2. Comply with duty of care requirements</p> <p>P3. Use personal protective equipment according to safe work practices</p> <p>P4. Contribute to WHS consultative activities</p> <p>P5. Raise WHS issues with relevant personnel</p> |
| CU2. Participate in hazard assessment activities a work place | <p>P1. Identify hazards or WHS issues in the workplace to relevant personnel</p> <p>P2. Assess and control risks according to own level of responsibility, in line with workplace procedures</p> <p>P3. Report hazards or WHS issues in the workplace to relevant personnel</p> <p>P4. Document risk control actions as required</p> |
| CU3. Follow emergency procedures at workplace | <p>P1. Report emergencies or incidents promptly to relevant personnel</p> <p>P2. Deal with emergencies in line with own level of responsibility</p> <p>P3. Implement evacuation procedures as required</p> |
| CU4. Participate in OHS consultative processes | <p>P1. Contribute to workplace meetings, inspections or other consultative activities</p> <p>P2. Raise OHS (Occupational Health and Safety) issues with designated persons in accordance with organizational procedures</p> <p>P3. Take actions to eliminate workplace hazards or to reduce risks</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Outline the WHS rights and responsibilities that apply to own role
- K2:** Explain the term duty of care
- K3:** Describe typical health and safety roles in the workplace
- K4:** List and describe common safety signs and symbols
- K5:** Explain procedures for reporting hazards, risks, incidents and accidents
- K6:** Identify and describe common hazards and major causes of accidents relevant to the workplace
- K7:** Explain what the term risk control means
- K8:** List and describe potential emergency situations and how to respond to them

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

Demonstrate evidences of the Health and safety Processes to avoid any incident.



041700840 Identify and Implement Workplace Policy and Procedures

Overview: This unit describes the skills and knowledge required to develop and implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Identify workplace policy & procedures | <p>P1. Identify the workplace policy & procedures</p> <p>P2. Apply appropriate strategies that can be used to measure whether your workplace health and safety obligations are being met.</p> <p>P3. Assure the policies are realistic, resources and personnel to implement</p> <p>P4. Implement the policy & procedures that reflects the organizations commitments</p> <p>P5. Ensure the appropriate methods of implementation, outcomes and performance indicators</p> |
| CU2. Implement workplace policy & procedures | <p>P1. Apply and assign responsibility for recording systems to track continuous improvements in policy & procedures</p> <p>P2. Implement strategies for continuous improvement in effective and efficient information</p> |
| CU3. Communicate workplace policy & procedures | <p>P1. Communicate procedures to help implement workplace policy</p> <p>P2. Inform those involved in implementing the policy about expected outcomes, activities to be undertaken and assigned responsibilities</p> |
| CU4. Review the implementation of workplace policy & procedures | <p>P1. Identify the trends that may require remedial actions</p> <p>P2. Record the trends that may require remedial actions.</p> <p>P3. Ensure policy and procedures as required are made for continuous improvement of performance</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Legislation, regulations and codes of practice applicable to the organization
- K2:** internal and external sources of information and organizational policy & procedures
- K3:** Typical barriers to implementing policies and procedures in an organization.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

Identify evidences of the ability to implement work place policy and procedures. briefly identify work place procedures to avoid incident.



001100852 Communicate at Workplace

Overview: This unit describes the performance outcomes, skills and knowledge required to develop communication skills in the workplace. It covers gathering, conveying and receiving information, along with completing assigned written information under direct supervision.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Communicate within the organization | <p>P1. Communicate within a department</p> <p>P2. Communicate with other departments.</p> <p>P3. Use various media to communicate effectively</p> <p>P4. Communicate orally and written</p> |
| CU2. Communicate outside the organization | <p>P1. Deal with vendors</p> <p>P2. Deal with clients/customers</p> <p>P3. Interact with other organisations</p> <p>P4. Use various media to communicate effectively</p> <p>P5. Work with people of different cultures / backgrounds</p> |
| CU3. Communicate effectively in workgroup | <p>P1. Assess the issues to provide relevant suggestion to group members</p> <p>P2. Resolve the issues/ problems /conflicts within the group</p> <p>P3. Arrange group working sessions to increase the level of participation in the group processes</p> <p>P4. Communicate messages to group members clearly to ensure interpretation is valid</p> <p>P5. Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices</p> <p>P6. Act upon constructive feedback</p> |
| CU4. Communicate in writing | <p>P1. Identify relevant procedures for written information</p> <p>P2. Use strategies to ensure correct communication in writing .i.e.</p> <ul style="list-style-type: none"> • correct composition • clarity • comprehensiveness • accuracy |



| | |
|--|---|
| | <ul style="list-style-type: none">• appropriateness <p>P3. Draft assigned written information for approval, ensuring it is written within designated timeframes</p> <p>P4. Ensure written information meets required standards of style, format and detail</p> <p>P5. Seek assistance / feedback to aid communication skills development</p> |
|--|---|

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** Importance of intra and inter organizational communication
- K2:** Basics of business communication
- K3:** Defining Modes of communication
- K4:** Effective communication in workgroup
- K5:** Communicating through writing
- K6:** The importance of teamwork

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

In your current position, what types of written communication do you use most often? (List them all).



061100858 Perform Computer Application Skills

Overview: This unit describes the skills and knowledge required to use spreadsheet applications, prepare in page documents, develops familiarity with Word, Excel, Access, PowerPoint, email, and computer graphics basics.

It applies to individuals who perform a range of routine tasks in the workplace using a fundamental knowledge of spreadsheets, Microsoft office and computer graphics in under direct supervision or with limited responsibility.

| Competency Units | Performance Criteria |
|--|--|
| <p>CU1. Prepare In-page documents as per required information</p> | <p>P1. Set keyboard preferences according to information requirements</p> <p>P2. Layout Page according to information requirements</p> <p>P3. Toggle between Languages</p> <p>P4. Identify the usage of tool bar</p> <p>P5. Insert Columns as per requirement</p> <p>P6. Print the document</p> |
| <p>CU2. Prepare Spreadsheets as per required information</p> | <p>P1. Create workbook according to information requirements</p> <p>P2. Insert sheet according to information requirements</p> <p>P3. Enter basic formulae / functions using cell referencing when required</p> <p>P4. Correct formulas when error messages occur</p> <p>P5. Use a range of common tools during spreadsheet development</p> <p>P6. Edit columns and rows within the spreadsheet Filter data</p> <p>P7. Save the spreadsheet to a folder on a storage device</p> <p>P8. Format spreadsheet using formatting features as required</p> <p>P9. Incorporate object and chart in spreadsheet</p> <p>P10. Print spreadsheet</p> |
| <p>CU3. Use MS Office as per required information</p> | <p>P1. Use Microsoft Word for documentation</p> <p>P2. Use Microsoft Excel for documentation</p> <p>P3. Use Microsoft PowerPoint for presentation</p> <p>P4. Perform OneNote</p> |



| | |
|--|---|
| | <p>P5. Perform Outlook for emails</p> <p>P6. Perform Publisher applications</p> |
| <p>CU4. Perform computer graphics in basic applications</p> | <p>P1. Perform graphic fundamentals in basic applications</p> <p>P2. Draw Points and lines to make images</p> <p>P3. Draw Dots in space to make images</p> <p>P4. Draw lightening blot Shapes to make images</p> <p>P5. Enlarge circles and rectangles to block in forms</p> |
| <p>CU5. Create Email account for communications</p> | <p>P1. Make email account for communications</p> <p>P2. . Compose text of an email message according to organizational guidelines as required</p> <p>P3. Create an automatic signature for the user</p> <p>P4. Attach files to email message where required</p> <p>P5. Send email message</p> <p>P6. Reply to / forward a received message using available features</p> <p>P7. Save an attachment to the relevant folder</p> <p>P8. Save email message using available settings</p> <p>P9. Adjust email accounts to restrict and quarantine possible email security problems</p> <ul style="list-style-type: none">• Print email message as per requirements |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** List basic technical terminology related to reading help files and prompts
- K2:** Explain the effect of formatting and appearance on the readability and usability of spreadsheets
- K3:** Outline log-in procedures relating to accessing a personal computer (PC)



- K4:** Describe the purpose, use and function of spreadsheet applications.
- K5:** Understand **MS Word** to create documents, flyers, publications
- K6:** Understand **MS PowerPoint** to create presentations
- K7:** Understand **MS Excel** to store, organize, and manipulate data
- K8:** Understand **OneNote** to organize data you collect including handwritten notes, drawings, screen captures, audio clips, and more
- K9:** Understand of Publisher to create extensive publications, posters, flyers, menus
- K10:** Understand **Outlook** to manage email and calendars, to do lists, and contacts

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Create spreadsheets
- Customize basic settings
- Format spreadsheets
- Apply basic formulas
- Insert objects and charts in spreadsheets
- Save and print spreadsheets.

**041300867 Manage Personal Finances**

Overview: This unit of competency describes the outcomes required to manage develop, implement and monitor a personal budget in order to plan regular savings and manage debt effectively.

| Competency Units | Performance Criteria |
|---|---|
| CU1. Develop a personal budget | <p>P1. Calculate current living expenses using available information to prepare a personal budget.</p> <p>P2. Keep a record of all income and expenses for a short period of time to help estimate ongoing expenses.</p> <p>P3. Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</p> <p>P4. Find reasons for a deficit budget and ways to reduce expenditure identified.</p> <p>P5. Identify ways to increase income</p> |
| CU2. Develop long term personal budget | <p>P1. Analyze income and expenditure and set long term personal financial goals.</p> <p>P2. Develop a long-term budget based on the outcomes of short-term budgeting.</p> <p>P3. Identify obstacles that might affect the business</p> <p>P4. Formulate a regular savings plan based on budget</p> |
| CU3. Identify ways to maximize future finances | <p>P1. Determine sources to maximize personal income,</p> <p>P2. Get further education or training to maintain or improve future income.</p> <p>P3. Identify the need for debt to finance living and other expenses,</p> <p>P4. Determine the appropriate levels of debt and repayment.</p> <p>P5. Consolidate existing debt, where possible, to minimize interest costs and fees.</p> <p>P6. Seek professional money management services.</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Explain the abilities to plan and organize to keep records and monitor a personal budget
- K2:** Describe abilities to set and review goals
- K3:** Explain basic financial management and record keeping to enable development and management of a personal budget
- K4:** Describe benefits of financial goal setting and personal budgeting to enable effective management of personal finances
- K5:** Outline numeracy skills to compare income and expenditure

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

Demonstrates competency to provide evidence of the ability to manage personal finances. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



021100992 Manage Customer Services & Sales

Overview: This competency standard covers the skills and knowledge required to identify prospects for sales, pitch services to client, negotiate deal, close the sales opportunity, maintain customer database, and provide customer services.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Identify prospects for sales | <p>P1. Gather data for prospecting</p> <p>P2. Identify need of Services/Product of potential customer</p> <p>P3. Prepare prospect profile</p> |
| CU2. Pitch services to client | <p>P1. Identify customer needs</p> <p>P2. Identify the potential opportunities</p> <p>P3. Set the sales call objectives</p> <p>P4. Plan a variety of questions</p> <p>P5. Prepare sales pitch</p> |
| CU3. Negotiate deal | <p>P1. Gather information regarding the other party – objectives, needs, preferences, resources</p> <p>P2. List, rank & set value to issues.</p> <p>P3. Prepare a negotiation plan for listed, ranked valued issues</p> <p>P4. Set agenda with client for negotiations</p> <p>P5. Conduct negotiation calmly & professionally.</p> <p>P6. Document agreed outcomes of negotiations</p> |
| CU4. Close the sales opportunity | <p>P1. Identify and match various decision making styles</p> <p>P2. Make Proposal / Quotation</p> <p>P3. Establish agreement with customer as per policy and procedures</p> <p>P4. Accord consent of business from customer</p> |
| CU5. Maintain Customer Database | <p>P1. Prepare Customer Directory</p> <p>P2. Record Customer Information in customer directory</p> <p>P3. Record Services provided to customer in directory</p> |
| CU6. Provide customer services | <p>P1. Record customer’s demands / complaints attentively.</p> <p>P2. Use simple, clear and assertive language during interaction</p> <p>P3. Gather information about customer’s demands & need</p> |



| | |
|--|---|
| | <p>P4. Coordinate with others to resolve customer issues</p> <p>P5. Collect customer feedback</p> |
|--|---|

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Define Prospecting
- K2:** Explain techniques of prospecting.
- K3:** Define customer/prospects profiling
- K4:** Define sales pitch
- K5:** Explain importance and benefits of sales pitch
- K6:** Explain elements of sales pitch
- K7:** Explain negotiations
- K8:** Explain ways of negotiations
- K9:** Explain elements of negotiations
- K10:** Explain techniques to close the sales
- K11:** Define preparation of proposal
- K12:** Define customer database
- K13:** Define the benefits of customer database
- K14:** Explain ways of creating & maintain customer database
- K15:** Explain which information should include in customer database
- K16:** Define customer services
- K17:** Explain benefits of customer services
- K18:** Explain ways to increase via customer services

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare sales pitch
- Make Proposal / Quotation
- Close sales opportunity
- Provide customer services



List of Tools and Equipment

- Computer
- Multimedia
- Microsoft Office/Application Software
- Internet
- Printer

**021100993 Set Photographic Composition**

Overview: This competency standard covers the skills and knowledge required to develop location design, identify & arrange props for project, arrange subject, & compose image.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Develop Location Design | P1. Identify location design requirements for location as per photoshoot P2. Prepare location design as per project P3. Set background as per location design |
| CU2. Identify & Arrange Props for Project | P1. Identify and select props as per location design P2. Arrange props as per location design |
| CU3. Arrange Subject | P1. Identify & select subject as per photoshoot requirement P2. Synchronize subject with Light as per photoshoot requirement |
| CU4. Compose Image | P1. Identify frame as per photoshoot requirement P2. Identify composition angles as per photoshoot requirement P3. Apply composition rules as per photoshoot requirement P4. Use light angles according to composition |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain location design
- K2:** Explain background & its importance for composition
- K3:** Explain props and techniques to use props for composition
- K4:** Explain techniques to synchronize light with subject
- K5:** Explain frames and its importance
- K6:** Explain composition rules



K7: Explain composition angles

K8: Explain techniques to compose image

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare design set as per project
- Identify frame as per requirement
- Apply composition rules as per requirement

List of Tools and Equipment

- DSLR Camera
- Monopod
- Tripod
- Light Meter
- Reflectors
- Backdrops
- Photography accessories (Filter, Color Cards)
- Lights & Accessories
- Zoom Lenses
- Telephoto Lenses
- Wide angle Lenses



021100994 Capture image

Overview: This competency standard covers the skills and knowledge required to identify & select camera, identify & select camera lenses, adjust lighting & exposure, operate camera & use techniques to capture photography.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Identify & select camera | <p>P1. Identify cameras as per photoshoot requirement</p> <p>P2. Select camera model as per photoshoot requirement</p> |
| CU2. Identify & select camera lenses | <p>P1. Identify camera lenses as per photoshoot requirement</p> <p>P2. Select camera lenses as per photoshoot requirement</p> |
| CU3. Adjust lighting & exposure | <p>P1. Identify exposure as per location</p> <p>P2. Set metering system as per photoshoot requirement</p> <p>P3. Adjust light as per exposure as photoshoot requirement</p> <p>P4. Adjust ISO as per location</p> <p>P5. Adjust White-balance/Kalvin as per location</p> <p>P6. Adjust Shutter Speed as per photoshoot requirement</p> <p>P7. Adjust Aperture as per photoshoot requirement</p> <p>P8. Adjust depth of field as per photoshoot requirement</p> |
| CU4. Operate Camera | <p>P1. Prepare camera as per photoshoot requirement</p> <p>P2. Set modes of camera as per photoshoot requirement</p> <p>P3. Use functions of camera as per photoshoot requirement</p> <p>P4. Capture photo</p> <p>P5. Review captured image</p> |
| CU5. Use techniques to capture photograph | <p>P1. Use long & low exposure techniques</p> <p>P2. Use camera panning techniques</p> <p>P3. Use shallow depth of field techniques</p> <p>P4. Use portrait bokeh techniques</p> <p>P5. Use exposure manipulation technique</p> |



Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain Camera & its types
- K2:** Explain purpose of camera & its types
- K3:** Explain Photography & its history
- K4:** Explain Lenses & its types
- K5:** Explain purpose lenses & its types
- K6:** Explain exposure
- K7:** Explain techniques of setting exposure
- K8:** Explain metering system
- K9:** Explain ISO
- K10:** Explain purpose of ISO
- K11:** Explain White balance/kelvin
- K12:** Explain purpose of white balance/kelvin
- K13:** Explain shutter speed and its purpose
- K14:** Explain aperture and its purpose
- K15:** Explain depth of field
- K16:** Explain techniques to use depth of field
- K17:** Explain Tripod And monopod and its purpose
- K18:** Explain functions of camera & their purpose
- K19:** Explain modes of camera & their purpose
- K20:** Explain long & slow exposure technique in photography
- K21:** Explain camera panning technique in photography
- K22:** Explain shallow depth of field technique in photography
- K23:** Explain portrait bokeh technique in photography
- K24:** Explain exposure manipulation technique in photography

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Adjust lighting & exposure



- Operate Camera
- Use techniques to capture photograph

List of Tools and Equipment

- DSLR Camera
- Camera Battery
- Camera Backpack
- Tripod & Monopod
- Zoom Lenses
- Telephoto Lenses
- Wide angle Lenses
- Light Meter
- Lights & Light Equipment
- Reflectors
- Photography Accessories (Filter & Color Card)

**021100995 Edit Photos**

Overview: This competency standard covers the skills and knowledge required to identify editing needs, manage elements & formats, select tools & filter, & perform photo editing.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Identify editing needs | P1. Sort images for editing P2. Review images |
| CU2. Mange elements & formats | P1. Identify format of image P2. Set workspace on editing software as per requirement P3. Set format of image on editing software as per requirement P4. Set image size on editing software as per requirement P5. Set image resolution on editing software as per requirement |
| CU3. Select tools and filters | P1. Identify & Select tools as per editing requirement on editing software P2. Identify & Select filters as per editing requirement on editing software |
| CU4. Preform Photo editing | P1. Create Layout on editing software P2. Manage layers on editing software P3. Manage color of image on editing software as per requirement P4. Use editing software tools as per requirement P5. Apply design principles P6. Apply filter of editing software as per requirement P7. Refine image as per editing requirement P8. Recompose image as per editing requirement P9. Design albums on editing software |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

K1: Explain Editing



- K2:** Explain editing software and their uses
- K3:** Explain image editing on editing software
- K4:** Explain tools & Filters of editing software
- K5:** Explain techniques to edit image on editing software
- K6:** Explain techniques of using tools for editing image
- K7:** Explain techniques of using filter for editing image
- K8:** Explain design principles
- K9:** Explain techniques of recomposing image on editing software
- K10:** Explain techniques of refining image on editing software

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Set workplace on editing software
- Perform Editing on images

List of Tools and Equipment

- Computer
- Multimedia
- Scanner
- Desktop Photo printer
- Adobe Creative Suit



021100996 Perform Compositing

Overview: This competency standard covers the skills and knowledge required to review project brief, set compositing properties, Import Media, Set Compositing Duration, Create Animation, and Make Revision.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Review Project Brief | P1. Identify instructions & specification for compositing P2. Identify objective of compositing P3. Collect information for compositing P4. Arrange data (images, Elements) as per project brief |
| CU2. Set Compositing Properties | P1. Select video format as per project requirement P2. Select frame rate as per project requirement P3. Select resolution as per project requirement P4. Set composition duration as per project requirement P5. Set Background Color as per project requirement P6. Set composition duration as per project requirement |
| CU3. Import Media | P1. Create data folders in compositing software P2. Import images in compositing software as per project requirement P3. Import elements in compositing software as per project requirement |
| CU4. Set Compositing Duration | P1. Set start frame as per project requirement P2. Set end frame as per project requirement |
| CU5. Create Animation | P1. Place elements/images into composition as per project requirement P2. Use solid layer for compositing as per project requirement P3. Use 2D/3D layers for compositing as per project requirement P4. Use cameras for compositing as per project requirement P5. Use key frames for compositing as per project requirement P6. Apply effects on layers as per project requirement P7. Perform compositing as per project requirement P8. Set output format as per project requirement |



| | |
|----------------------------|--|
| | P9. Perform rendering as per set out format |
| CU6. Make Revisions | P1. Check final output P2. Make corrections if needed |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Define Compositing
- K2:** Define Animation
- K3:** Explain difference between animation & compositing
- K4:** Explain difference between 2D & 3D animation
- K5:** Explain Compositing software
- K6:** Explain basics about titling, break bumpers, and end credits
- K7:** Explain file formats
- K8:** Explain video formats & its types
- K9:** Explain image formats & its types
- K10:** Explain compositing techniques
- K11:** Define layer in compositing software
- K12:** Explain layers' types in compositing software
- K13:** Explain key frames
- K14:** Explain techniques of using camera for compositing

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Set compositing project properties & duration
- Perform compositing
- Perform rendering for output

List of Tools and Equipment

- Computer with Graphic Card
- Multimedia
- Adobe Creative Suit

**021100997 Design Graphics**

Overview: This competency standard covers the skills and knowledge required to review design brief, select tools for designing graphics, prepare a design layout, and use technologies for designing graphic.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Review Design Brief | P1. Identify instructions & specification for graphic design P2. Identify objective of designing graphics P3. Collect information for designing graphics P4. Prepare notes for designing graphics |
| CU2. Select Tools for Designing Graphics | P1. Identify tools as per requirement on graphic designing software P2. Select tools as per requirement on graphic designing software |
| CU3. Prepare a Design Layout | P1. Set Size, & Resolution as per design requirement P2. Draw Thumbnail Sketches as per graphic requirement P3. Create object as per graphic requirement P4. Write text as per graphic requirement P5. Create layout as per graphic requirement P6. Save final layout as per requirement |
| CU4. Use Techniques for Designing Graphic | P1. Use masking techniques P2. Use blending modes techniques P3. Use Layer Styles techniques P4. Use typography techniques P5. Use filter techniques |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

K1: Explain graphics

K2: Explain graphic designing



- K3:** Explain design brief
- K4:** Explain tools in graphic designing software
- K5:** Explain software tool techniques for designing graphics
- K6:** Explain layout in designing software
- K7:** Explain importance of layout in designing software
- K8:** Explain thumb nail sketches & its importance
- K9:** Explain techniques to create object in software
- K10:** Explain masking techniques
- K11:** Explain blending modes techniques
- K12:** Explain Layer Styles techniques
- K13:** Explain typography techniques
- K14:** Explain filter techniques
- K15:** Explain features of adobe photoshoot
- K16:** Explain features of adobe illustrator

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare design graphics

List of Tools and Equipment

- Computer with graphic card
- Multimedia
- Adobe Creative Suit
- Printer

**021100998 Mix Sound**

Overview: This competency standard covers the skills and knowledge required to prepare sound equipment, record sound, mix sound.

| Competency Units | Performance Criteria |
|-------------------------------------|--|
| CU1. Prepare sound equipment | P1. Arrange equipment as per project requirement P2. Set equipment as per project requirement P3. Check channel levels |
| CU2. Record sound | P1. Perform Audio Interfacing as per project requirement P2. Record vocals as per project requirement P3. Record Instrument as per project requirement P4. Record tracks as per project requirement |
| CU3. Mix sound | P1. Set project format as per project requirement P2. Load audio layers on sequence P3. Perform audio treatment P4. Perform audio editing P5. Apply audio filter as per project requirement P6. Perform audio mixing P7. Select output format as project requirement P8. Render final project |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain sound equipment & its functions
- K2:** Explain audio interfacing & its purpose
- K3:** Explain audio interfacing techniques
- K4:** Explain vocals & its recording techniques
- K5:** Explain instruments recording & its techniques
- K6:** Explain track recording & its techniques
- K7:** Explain sound recording software like sound forge, adobe creative suit
- K8:** Explain audio treatment & its purpose



- K9:** Explain audio treatment techniques and tools
- K10:** Explain audio editing & its techniques
- K11:** Explain audio filters & its purposes
- K12:** Explain techniques of using filters in audio
- K13:** Explain audio mixing & its techniques

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare sound equipment for recording
- Record track
- Perform audio mixing

List of Tools and Equipment

- Computer with M Audio/Sound Forge Sound Card
- Multimedia
- Adobe Creative Suit
- Sound Forge
- Mic with accessories
- 5.1 Channel Audio Speaker
- Headphones



021100999 Carryout Non-Liner Editing

Overview: This competency standard covers the skills and knowledge required to carry out physical testing, carryout chemical testing, and carryout environment test, maintain test record.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Set project properties | <p>P1. Select preset/mode of project</p> <p>P2. Set video format rate as per project requirement</p> <p>P3. Set aspect ratio as per project requirement</p> <p>P4. Set field as per project requirement</p> <p>P5. Set video format as per project requirement</p> <p>P6. Set audio bit rate as per project requirement</p> <p>P7. Set audio channels as per project requirement</p> |
| CU2. Import Data | <p>P1. Import videos as per project requirement</p> <p>P2. Import graphics as per project requirement</p> <p>P3. Import Animation as per project requirement</p> |
| CU3. Set Sequence | <p>P1. Set video sequence on timeline as per project requirement</p> <p>P2. Set audio sequence on timeline as per project requirement</p> <p>P3. Set graphic sequence on timeline as per project requirement</p> |
| CU4. Balance Audio | <p>P1. Set audio channel levels as per project requirement</p> <p>P2. Adjust audio gain as per project requirement</p> <p>P3. Sync audio as per project requirement</p> <p>P4. Link/unlink audio as per project requirement</p> <p>P5. Perform audio treatment as per requirement</p> <p>P6. Apply audio filter/effects as per requirement</p> |
| CU5. Perform Color Balancing/ Grading | <p>P1. Perform color treatment as per project requirement</p> <p>P2. Apply video effects as per project requirement</p> <p>P3. Apply video filter as per project requirement</p> |
| CU6. Prepare Roughcut | <p>P1. Cut video into segment as per project requirement</p> <p>P2. Set and Adjust length of clip/scene as per project</p> |



| | |
|-------------------------------|---|
| | requirement P3. Adjust sequence of clips & tracks as per project requirement |
| CU7. Make Revisions | P1. Review Timeline as per project requirement P2. Make corrections as per project requirement |
| CU8. Prepare Final Cut | P1. Add video & audio transitions on timeline as per project requirement P2. Perform sharp cut on timeline as per project requirement P3. Perform timeline rendering |
| CU9. Generate Output | P1. Select output format as per project requirement P2. Export timeline as per select output format |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain project properties & their functions
- K2:** Explain project properties & its importance
- K3:** Explain preset/mode in project properties
- K4:** Explain video format rate & its types
- K5:** Explain video format rate purpose
- K6:** Explain aspect ratios & its purpose
- K7:** Explain audio bit rate & its purpose
- K8:** Explain audio channels & its function
- K9:** Explain sequencing in editing & its importance
- K10:** Explain techniques of sequencing graphic, audio, & video in editing software
- K11:** Explain audio balancing
- K12:** Explain audio balancing purpose
- K13:** Explain tools & techniques for audio balancing
- K14:** Explain color balancing & its purpose
- K15:** Explain color balancing/grading techniques & its tools
- K16:** Explain rough cut & its importance
- K17:** Explain techniques of creating rough cut videos
- K18:** Explain final cut & its importance



K19: Explain tools & techniques of generating output of edit video

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare a final cut of video as per given instruction

List of Tools and Equipment

- Computer with, Graphic Card & Sound Card
- Apple Mac Pro
- Multimedia
- Headphone
- 5.1 Channel Speaker
- Preview Monitor
- Adobe Creative Suit
- Final Cut Pro

**0211001000 Set up Light, Equipment & Accessories for Videography**

Overview: This competency standard covers the skills and knowledge required to evaluate light for videography, arrange light equipment & accessories, adjust pattern of light, & light the subject.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Evaluate light for Videography | P1. Identify video shoot timing as per video shoot location P2. Identify source of light at the video shoot location P3. Measure intensity of light at the video shoot location P4. Identify types of light as per video shoot requirement P5. Identify lighting angles as per video shoot requirement |
| CU2. Arrange light equipment, accessories | P1. Prepare list of lighting requirements as per video shoot P2. Prepare list of available light equipment & accessories as per video shoot P3. Prepare list of rental equipment & accessories as per video shoot P4. Identify & Select modifiers as per video shoot. P5. Identify & arrange source of electricity for equipment and accessories |
| CU3. Adjust pattern of light | P1. Prepare light plan for video shoot P2. Adjust reflected light P3. Develop light pattern for video shoot |
| CU4. Light the subject | P1. Identify subject light for video shoot P2. Apply shade & reflection for video shoot P3. Create astatically light for video shoot P4. Create angles of light for video shoot P5. Set lights on location as per light plan |



Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain purpose of identifying of light at location
- K2:** Explain types of light for video shoot
- K3:** Explain techniques of measuring light for video shoot
- K4:** Define light timing for video shoot
- K5:** Explain light angles and its techniques to discover for video shoot
- K6:** Explain light plan for video shoot
- K7:** Explain techniques of light plan for video shoot
- K8:** Explain light pattern & its importance for video shoot
- K9:** Explain reflected light and its usage for video shoot
- K10:** Describe lights equipment & accessories and their usage for video shoot
- K11:** Explain subject light in video shoot
- K12:** Describe shades, & reflection of lights & its usage in video shoot
- K13:** Explain techniques of lighting the subject for video shoot
- K14:** Explain techniques to use types of lights for video shoot
- K15:** Describe techniques of setting up light at location for video shoot

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Identify types of light for video shoot
- Measure intensity of light for video shoot
- Develop light pattern for video shoot
- Identify subject light for video shoot
- Set lights on location for video shoot

List of Tools and Equipment

- Professional Video Camera 35mm
- Prime Lenses 14mm
- Prime Lenses 28mm



- Prime Lenses 35mm
- Prime Lenses 50mm
- Prime Lenses 85mm
- Prime Lenses 100mm
- Prime Lenses 135mm
- V-Matte Box (Barn & Doors)
- Camera Batteries
- Preview Monitor
- Video Camera Tripod
- Video Camera Monopod
- Memory Card Class 10
- Mountain light (Dinky Light)
- HDMI Cable 5m, 30m, 90m
- SDI Cable
- RC cable
- Chroma and background
- Tungsten 350watt with accessories
- Fluorescent Light 100Watt with accessories
- Fluorescent Light 250Watt with accessories
- LED Light with stand & accessories
- Tungsten 350watt with accessories
- Light Grid
- Video Light Modifiers
- Light Meter



102200848 Contribute to Work Related Health and Safety (WHS) Initiatives

Overview: This unit describes the skills and knowledge required to manage the identification, review, development, implementation and evaluation of effective participation and consultation processes as an integral part of managing work health and safety (WHS).

| Competency Units | Performance Criteria |
|--|--|
| <p>CU1. Contribute to initiate work-related health and safety measures</p> | <p>P1. compile database on work-related health and safety</p> <p>P2. Identify measures that address legal obligations.</p> <p>P3. Consult with individuals/ parties to formulate measures and initiatives</p> <p>P4. Consult with individuals/parties to identify factors impacting on work-related health and safety</p> <p>P5. Participate in consultative meetings.</p> |
| <p>CU2. Contribute to establish work-related health and safety measures</p> | <p>P1. Assist in planning of work-related health and safety measures</p> <p>P2. Contribute to the development of work-related health and safety measures</p> <p>P3. Identify to implement work-related health and safety measures i.e.</p> <ul style="list-style-type: none"> • resourcing requirements, • timelines • responsibilities <p>P4. Assist to implement work-related health and safety measures and initiatives i.e.</p> <ul style="list-style-type: none"> • scheduling • liaison • administering resources • communication |
| <p>CU3. Contribute to ensure legal requirements of WHS measures</p> | <p>P1. Identify WHS legal requirements</p> <p>P2. Apply knowledge of all aspects of WHS measures to</p> <ul style="list-style-type: none"> • Consultation • workplace policies • participation processes <p>P3. Ensure, WHS measures are in accordance with legal</p> |



| | |
|--|--|
| | requirements |
| CU4. Contribute to review WHS measures | <p>P1. Develop effective practices to review work-related health and safety measures</p> <p>P2. Assist individuals and parties related to WHS measures in following activities</p> <ul style="list-style-type: none">• preparing reports• communicating review• evaluating outcomes |
| CU5. Evaluate the organization's WHS system | <p>P1. Assess ongoing compliance with OHS (Occupational Health and safety)</p> <p>P2. Take feedback from concerned persons regarding WHS measures.</p> <p>P3. Assess the overall effectiveness of WHS management practices</p> <p>P4. Assist the development process of WHS measures in following ways</p> <ul style="list-style-type: none">• Suggest amendments• Document amendments• Implement amendments <p>P5. Take feedback from concerned persons regarding WHS measures.</p> <p>P6. Communicate improvements in WHS Measures</p> |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Explain the application of relevant mandatory health monitoring, including biological monitoring, to help secure work health and safety



- K2:** Explain the difference between work-related health and safety measures and initiatives designed to meet specific legislative requirements and obligations, and those designed to support non-statutory health promotion programs, and give examples of each
- K3:** List factors that impact on work-related health and safety and their potential effects
- K4:** Identify internal and external sources of WHS information and data, and how to access them
- K5:** Outline organizational WHS and other relevant policies, procedures, processes and systems, including human resources
- K6:** Summarize relevant WHS legislation, other legislation (such as privacy and workers compensation) and common law rights and duties specific to work-related health and safety measures and initiatives
- K7:** Describe work-related health and safety measures and initiatives that either address specific legislative requirements and obligations, or support non-statutory health prevention programs, including:
- The factors impacting on worker health and safety that they address
 - Effectiveness
 - Costs and benefits
 - Criteria for decisions regarding their implementation in a specific workplace
 - How they should be implemented.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to contribute work-related health and safety measures and initiatives. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

**041700841 Comply with Workplace Policy and Procedures**

Overview: This unit describes the skills and knowledge required to implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

| Competency Units | Performance Criteria |
|--|--|
| CU1. Manage work timeframes | P1. Complete work tasks within deadlines in according to order of priority P2. Supervisors are informed of any delays in work times or projects |
| CU2. Manage to convene meeting | P1. Develop agenda in line with meeting purpose P2. Select participants and notify them accordingly P3. Carryout meeting arrangements according to the time P4. Record the minutes of the meeting |
| CU3. Decision making at workplace | P1. Identify the problem, challenge or opportunity P2. Generate an array of possible solutions or responses P3. Evaluate the costs and benefits associated with each option P4. Assess the impact of the decision and modify the course of action as needed |
| CU4. Set and meet own work priorities at instant | P1. Take initiative to prioritize and facilitate competing demands to achieve organizational goals and objectives P2. Use technology efficiently and effectively to manage work priorities and commitments P3. Maintain appropriate work-life balance |
| CU5. Develop and maintain professional competence | P1. Assess personal knowledge and skills against competency P2. Participate in networks to enhance personal knowledge, skills and work relationships P3. Seek feedback from employees, clients and colleagues to develop and improve competence |



| | |
|---|--|
| CU6. Follow and implement work safety requirements | P1. Identify and report emergency incidents P2. Practice organizational policy and procedures for responding to emergency incidents P3. Identify and implement workplace procedures and work instructions for controlling risks |
|---|--|

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Healthy work life balance
- K2:** Meeting terminologies, structures and arrangements
- K3:** Relevant organizational procedures and policies regarding meetings, chairing and minutes.
- K4:** Barriers to implement policies and procedures in an organization and possible strategies to address them.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to understand workplace policy and procedures. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments



001100853 Perform Advanced Communication

Overview: This unit describes the performance outcomes, skills and knowledge required to develop communication skills used professionally. It covers plan and organise work and conduct trainings at workplace, along with demonstrating professional skills independently.

| Competency Units | Performance Criteria |
|--|--|
| <p>CU1. Demonstrate professional skills</p> | <p>P1. Use different modes of communication to communicate</p> <ul style="list-style-type: none"> • Speaking • Reading • Writing • Listening • Presentation • visual representation etc <p>P2. Develop CV Skills according requirements</p> <p>P3. Upgrade professional skills by attending trainings, webinars, conferences etc.</p> <p>P4. Perform Continuous professional development as required at workplace</p> <p>P5. Develop interview skills</p> |
| <p>CU2. Plan and Organize work</p> | <p>P1. Identify task requirements.</p> <p>P2. Plan steps to complete tasks.</p> <p>P3. Review planning and organizing process.</p> <p>P4. Organize work.</p> |
| <p>CU3. Provide trainings at workplace</p> | <p>P1. Assess the need for training</p> <p>P2. Prepare trainees for the learning experience</p> <p>P3. Present training session</p> <p>P4. Support trainees in managing their own learning</p> <p>P5. Facilitate group learning</p> <p>P6. Provide opportunity for practice</p> <p>P7. Provide feedback on progress on trainees</p> <p>P8. Review delivery experience</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** Explaining the training skills
- K2:** Identification of the professional skills
- K3:** Describing the advanced language skills
- K4:** Understanding of the assessment and trainees feedback methods
- K5:** Direct and indirect communication methods
- K6:** Explaining the need of the training type at the work place

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Job sheet
- Office emails and coordination reports
- Feedback proforma



061100858 Develop Advance Computer Application Skills

Overview: This unit provides an overview of Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards, i.e. Data Entry, Power Point Presentation and managing data base and graphics for Design

It applies to individuals employed in a range of work environments who need to be able to present a set range of data in a simple and direct forms

| Competency Units | Performance Criteria |
|---|--|
| <p>CU1. Manage Information System to complete a task</p> | <p>P1. Perform Data Entry in MS office</p> <p>P2. Manage File/folder in MS office</p> <p>P3. Perform Scanning of document</p> <p>P4. Maintain Office Record in drives</p> <p>P5. Perform Printing of document</p> <p>P6. Search required Files/Folders</p> <p>P7. Convert Files in required format.</p> <p>P8. Manage sizes of Files/Folders</p> <ul style="list-style-type: none"> • Compress • Zip /unzip |
| <p>CU2. Prepare Presentation using computers</p> | <p>P1. Prepare presentation as per requirements, i.e.</p> <ul style="list-style-type: none"> • Open blank presentation and add text / graphics • Create a simple design for a presentation • Apply existing styles within a presentation • Use presentation template and slides to create a presentation • Use various tools to improve the look of the presentation • Save presentation to the appropriate storage device and folder with required name <p>P2. Customize basic settings to meet user requirements</p> <p>P3. Format presentation as require</p> <ul style="list-style-type: none"> • Develop organizational charts • Add objects and manipulate to meet presentation |



| | |
|--|--|
| | <p>purposes</p> <ul style="list-style-type: none"> • Modify slide layout, including text and colours, to meet presentation requirements • Save presentation in another format • Save to storage device and close presentation <p>P4. Add slide show effect into presentation as required to enhance the presentation</p> <ul style="list-style-type: none"> • Incorporate pre-set Animation • Apply Multimedia effects • Record Narration • Apply hyperlink • Apply video • Rehearse Timings • Test presentation for overall effect <p>P5. Print the presentation</p> <ul style="list-style-type: none"> • Select appropriate print format for presentation • Select preferred slide orientation • Add notes and slide numbers • Preview slides and run spell check before presentation • Print selected slides and submit presentation to appropriate person for feedback <p>P6. Practice verbal presentation</p> <p>P7. Practice presentation through AV Aids</p> |
| <p>CU3. Use Microsoft Access to manage database</p> | <p>P1. Collect the data using a standard data base package.</p> <p>P2. Start access to manage database.</p> <ul style="list-style-type: none"> • identify problem statement of Data • Develop a table with fields /attributes according to database usage/ user requirements • Create a primary key and establish an index for each table • Modify table layout and field attributes as required • Create a relationship between the two tables • Add data in a table according to information requirements |



| | |
|--|---|
| | <ul style="list-style-type: none"> • Add records as required • delete records as required • Save database to storage area • close down database to storage area • Apply criteria in the following Query • SQL view of Query • Wildcards of query • Query Criteria <p>P3. Customize basic settings:</p> <ul style="list-style-type: none"> • Adjust page layout to meet user requirements • Open and view different toolbars • Format font as appropriate for the purpose of the database entries • Create reports • Design reports to present data in a logical sequence • Modify reports to include or exclude additional requirements • Distribute reports to appropriate person in a suitable format <p>P4. Create forms</p> <ul style="list-style-type: none"> • Use a wizard to create a simple form • Open existing database and modify records through a simple form • Rearrange objects within the form to accommodate information requirements |
| <p>CU4. Develop graphics for Design</p> | <p>P1. Develop graphic design concepts based on a thorough understanding of the communication need</p> <p>P2. Use design techniques confidently to produce designs</p> <p>P3. Integrate design tools skillfully to produce designs</p> <p>P4. Evaluate the success of completed designs to meet objectives</p> <p>P5. evaluate feedback from client / peers</p> |



Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1:** List basic technical terminology to read help files and prompts
- K2:** Outline the different types of formal and informal presentations
- K3:** Explain Power point presentation
- K4:** Segregation of Data
- K5:** Define the relation among data
- K6:** Define criteria in the query
- K7:** Creates and modify reports and forms.
- K8:** Outline basic database design principles
- K9:** Current graphic design software
- K10:** Discuss features of current and emerging technologies used in graphic design practice and the options they present for effective graphic design solution

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Design and develop a simple database using a standard database package
- Create, format and prepare presentations for distribution and display
- Customize basic settings
- Add slide show effects.
- Generate employment report from given data by using Microsoft Access.



041300869 Manage Human Resource Services

Overview: This unit describes the skills and knowledge required to plan, manage and evaluate delivery of human resource services, integrating business ethics. It applies to individuals with responsibility for coordinating a range of human resource services across an organization. They may have staff reporting to them.

| Competency Units | Performance Criteria |
|---|--|
| <p>CU1. Determine strategies for delivery of human resource services</p> | <p>P1. Analyze business strategy and operational plans to determine human resource requirements</p> <p>P2. Review external business environment that likely impact on organization’s human resource requirements</p> <p>P3. Consult line and senior managers to identify human resource needs in their areas</p> <p>P4. Review organization’s requirements for diversity in the workforce</p> <p>P5. Deliver human resource services that comply with business goals</p> <p>P6. Develop strategic action plan for delivery of human resource services</p> <p>P7. Develop roles and responsibilities of human resource team</p> <p>P8. Develop quality assurance policy</p> |
| <p>CU2. Manage the delivery of human resource services</p> | <p>P1. Communicate human resource strategies and services to internal and external stakeholders</p> <p>P2. Develop and negotiate service agreements between</p> <ul style="list-style-type: none"> • The human resource team, • Service providers • Client groups <p>P3. Document service specifications, performance standards and timeframes</p> <p>P4. Document /communicate service</p> <ul style="list-style-type: none"> • Specifications, |



| | |
|---|---|
| | <ul style="list-style-type: none">• Performance standards• Timeframes <p>P5. Monitor Quality assurance processes</p> <p>P6. Ensure that services are delivered by appropriate providers, according to service agreements and operational plans</p> <p>P7. Identify underperformance of human resource team or service providers</p> |
| CU3. Evaluate human resource service delivery | <p>P1. Establish Management information system for human resource services</p> <p>P2. Conduct survey to determine level of satisfaction</p> <p>P3. Analyze feedback of survey</p> <p>P4. Recommend changes to service delivery</p> <p>P5. Support agreed change processes across the organization</p> |
| CU4. Manage integration of business ethics in human resource practices | <p>P1. Ensure ethics in personal behavior</p> <p>P2. Ensure code of conduct is observed across the organization,</p> <p>P3. Observe confidentiality requirements in dealing with all human resource information</p> <p>P4. Deal promptly with unethical behavior</p> <p>P5. Ensure all persons responsible for human resource functions understand requirements regarding their ethical behavior</p> |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Identify the key provisions of legal and compliance requirements that apply to managing human resources
- K2:** Summarize the organization's code of conduct
- K3:** Explain human resource strategies and planning processes and their relationship to business and operational plans



K4: Describe performance and contract management

K5: Explain how feedback is used to modify the delivery of human resources.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to manage human resource services. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- Plan and manage human resource delivery within legislative, organizational and business ethics frameworks
- Communicate effectively with a range of senior personnel
- Identify and arrange training support where appropriate
- Calculate human resource return on investment within the organization.

**041300860 Develop Entrepreneurial Skills**

Overview: This Competency Standard identifies the competencies required to develop entrepreneurial skills, in accordance with the organization's approved guidelines and procedures. You will be expected to develop a business plan, collect information regarding funding sources, develop a marketing plan and develop basic business communication skills. Your underpinning knowledge regarding entrepreneurial skills will be sufficient to provide you the basis for your work.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Develop a business plan | <p>P1. Conduct a market survey to collect following information</p> <ul style="list-style-type: none">• Customer /demand• Tools, equipment, machinery and furniture with rates• Raw material• Supplier• Credit / funding sources• Marketing strategy• Market trends• Overall expenses• Profit margin <p>P2. Select the best option in terms of cost, service, quality, sales, profit margin, overall expenses</p> <p>P3. Compile the information collected through the market survey, in the business plan format</p> |
| CU2. Collect information regarding funding sources | <p>P1. Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate</p> <p>P2. Choose the best available option according to investment requirement</p> <p>P3. Prepare documents according to the loan agreement requirement</p> <p>P4. Include the information of funding sources in the business plan</p> |



| | |
|---|--|
| CU3. Develop a marketing plan | P1. Make a marketing plan for the business including product, price, placement, promotion, people, packaging and positioning P2. Include the information of marketing plan in the business plan |
| CU4. Develop basic business communication skills | P1. Communicate with internal customers e.g.: labor, partners and external customers e.g.: suppliers, customers etc., using effective communication skills P2. Use different modes of communication to communicate internally and externally e.g.: presentation, speaking, writing, listening, visual representation, reading etc. P3. Use specific business terms used in the market |

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1:** Explain the 7ps of marketing including product, price, placement, promotion, people, packaging and positioning
- K2:** Describe 7Cs of business communication
- K3:** Define different modes of communication and their application in the industry
- K4:** Enlist specific business terms used in the industry
- K5:** Enlist the available funding sources
- K6:** Explain how to get loan to start a new business
- K7:** Explain market survey and its tools e.g: questionnaire, interview, observation etc
- K8:** Describe the market trends for specific product offering
- K9:** State the main elements of business plan
- K10:** Explain how to fill the business plan format



Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to develop Entrepreneurial Skills.

Performance requirements

- Conduct market survey and formulate business plans in terms of feasibility, investment potential, risk, and completeness.
- Demonstrate the use of both verbal and non-verbal business communication.
- Effectively present business ideas and profile

**0211001001 Manage Photography Project**

Overview: This competency standard covers the skills and knowledge required to perform research, develop project concept, prepare project timeline, Carryout Recce, & manage contracts.

| Competency Units | Performance Criteria |
|--------------------------------------|---|
| CU1. Perform Research | P1. Identify areas to research for project P2. Gather information for the project P3. Evaluate gathered information P4. Prepare notes for the project |
| CU2. Develop Project Concept | P1. Identify scope of project P2. Identify the project requirements P3. Develop project theme P4. Prepare project feasibility plan |
| CU3. Prepare Project Timeline | P1. Determine duration, and tasks of project P2. Prepare project work breakdown chart P3. Prepare key activity schedule |
| CU4. Carryout Recce | P1. Identify location as per project requirement P2. Identify cultural boundaries for photoshoots P3. Identify barriers for photoshoots P4. Prepare permit documents for photoshoots |
| CU5. Manage Contracts | P1. Prepare rental contracts P2. Prepare non-disclosure agreement P3. Prepare model release contracts P4. Prepare property release contracts |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

K1: Explain types of research



- K2: Explain use of research
- K3: Explain ways of research
- K4: Define project scope
- K5: Explain benefits of defining project scope
- K6: Define project feasibility plan & its content
- K7: Explain techniques project feasibility planning
- K8: Explain ways to calculate duration
- K9: Explain task sequencing techniques
- K10: Explain methods, techniques and tools to determine the project schedule and resource requirements
- K11: Define time management plan
- K12: Explain content of time management plan
- K13: Explain project work breakdown chart
- K14: Explain key activity schedule
- K15: Explain Gantt chart
- K16: Explain recce and its benefits
- K17: Explain ways to perform recce
- K18: Define laws & rules for rental contracts & its importance
- K19: Define laws & rules for non-disclosure contract & its importance
- K20: Define laws and rules for model release contract & its importance
- K21: Define laws and rules for property release contract & its importance

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Develop project theme
- Prepare project feasibility plan
- Prepare key activity schedule
- Prepare contracts



List of Tools and Equipment

- Computer
- Multimedia
- Microsoft Office - Application Software
- Printer



0211001002 Manage Videography Project

Overview: This competency standard covers the skills and knowledge required to perform research, develop project concept, prepare project timeline, manage contracts & manage archives.

| Competency Units | Performance Criteria |
|--------------------------------------|--|
| CU1. Perform Research | <p>P1. Identify areas to research for Videography project</p> <p>P2. Gather information for the Videography project</p> <p>P3. Evaluate gathered information for concept</p> <p>P4. Prepare notes for the Videography project</p> |
| CU2. Develop Project Concept | <p>P1. Identify scope of videography project</p> <p>P2. Identify the videography project requirements</p> <p>P3. Develop videography theme</p> <p>P4. Prepare project feasibility plan</p> |
| CU3. Prepare Project Timeline | <p>P1. Determine duration, sequencing, dependency, and work effect of tasks of project</p> <p>P2. Prepare project work breakdown chart</p> <p>P3. Prepare key activity schedule</p> <p>P4. Prepare Gantt chart for project</p> |
| CU4. Carryout Recce | <p>P1. Identify location as per videography project requirement</p> <p>P2. Identify cultural boundaries for video shoot</p> <p>P3. Identify barriers for video shoot</p> <p>P4. Arrange permit documents for video shoot</p> <p>P5. Arrange security as per requirement</p> |
| CU5. Manage Contracts | <p>P1. Prepare equipment rental contracts</p> <p>P2. Prepare non-disclosure contracts</p> <p>P3. Prepare artist contracts for video shoot</p> |
| CU6. Manage Archives | <p>P1. Identify & select storage devices for archiving</p> <p>P2. Label storage devices for achieving</p> <p>P3. Prepare Index of storage devices/Data</p> |



Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain types of research
- K2:** Explain use of research
- K3:** Explain ways of research
- K4:** Define project scope
- K5:** Explain benefits of defining project scope
- K6:** Define project feasibility plan & its content
- K7:** Explain techniques project feasibility planning
- K8:** Explain ways to calculate duration
- K9:** Explain task sequencing techniques
- K10:** Explain methods, techniques and tools to determine the project schedule and resource requirements
- K11:** Define time management plan
- K12:** Explain content of time management plan
- K13:** Explain project work breakdown chart
- K14:** Explain key activity schedule
- K15:** Explain Gantt chart
- K16:** Explain recce and its benefits
- K17:** Explain ways to perform recce
- K18:** Define laws & rules for rental contracts & its importance
- K19:** Define laws & rules for non-disclosure contract & its importance
- K20:** Define laws and rules for model release contract & its importance
- K21:** Define laws and rules for property release contract & its importance

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Develop project theme
- Prepare project feasibility plan
- Prepare project work breakdown chart



- Prepare Gantt Chart
- Prepare contracts
- Prepare Index

List of Tools and Equipment

- Computer
- Multimedia
- Printer



0211001003 Develop Storyboard

Overview: This competency standard covers the skills and knowledge required to create concept, sketch storyline, and develop script.

| Competency Units | Performance Criteria |
|------------------------------|---|
| CU1. Create Concept | P1. Identify clients requirement P2. Select topic according to client requirement P3. Draft Ideas as per client requirement |
| CU2. Sketch Storyline | P1. Draw thumbnail sketches for storyline P2. Develop characters for storyline P3. Prepare location list for storyline P4. Allocate scene/footage time to characters P5. Prepare Storyline as per client requirement |
| CU3. Develop Script | P1. Identify Script duration as per storyline P2. Collect data for script P3. Select words as per concept & Storyline P4. Write Script as per storyline and script duration |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Define Script and its purpose
- K2:** Define Storyline and its purpose
- K3:** Explain importance of script
- K4:** Explain importance of script
- K5:** Explain technique to develop concept
- K6:** Explain Thumbnail sketches
- K7:** Explain importance of characters in storyline
- K8:** Explain script writing
- K9:** Describe techniques of script writing
- K10:** Explain words selection for script writing & its importance



Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Draft Ideas as client requirement
- Prepare storyline
- Write script as per storyline

List of Tools and Equipment

- Computer
- Multimedia

**0211001004 Set Videography Composition**

Overview: This competency standard covers the skills and knowledge required to develop design set, identify & arrange props for video shoot, arrange subject & compose video.

| Competency Units | Performance Criteria |
|--|---|
| CU1. Develop Design set | P1. Identify set design requirement as per video shoot P2. Prepare set designing as per video shoot P3. Set background as per set design |
| CU2. Identify & Arrange Props for Video shoot | P1. Identify and select props as per set design P2. Arrange props as per set design |
| CU3. Arrange Subject | P1. Identify & Select subject as per video shoot P2. Adjust subject with light as per video shoot |
| CU4. Compose Video | P1. Set camera location and angles as per video shoot requirement P2. Set aspect ratio for video shoot P3. Compose wide, medium and close-up frame for video shoot P4. Set leading lines for video shoot P5. Select background & backdrop for video shoot P6. Adjust depth of field as per video shoot P7. Apply composition rules for video shoot |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain importance design set for video shoot
- K2:** Explain relationship of design set and video composition
- K3:** Explain video composition
- K4:** Explain video composition rules
- K5:** Explain background setting for video shoot



- K6:** Explain backdrop/background selection for video shoot
- K7:** Explain props & its usage for video shoot
- K8:** Explain subject selection for video shoot
- K9:** Explain subject & storyboard relation
- K10:** Explain camera locations for video shoot
- K11:** Explain aspect ratio selection for video shoot
- K12:** Explain frames & its purpose
- K13:** Explain leading lines & its purpose
- K14:** Explain depth of field & its usage

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Prepare set designing as per video shoot
- Compose Video

List of Tools and Equipment

- Professional Video Camera 35mm
- Prime Lenses 14mm
- Prime Lenses 28mm
- Prime Lenses 35mm
- Prime Lenses 50mm
- Prime Lenses 85mm
- Prime Lenses 100mm
- Prime Lenses 135mm
- V-Matte Box (Barn & Doors)
- Camera Batteries
- Preview Monitor
- Video Camera Tripod
- Video Camera Monopod
- Memory Card Class 10
- Mountain light (Dinky Light)
- HDMI Cable 5m, 30m, 90m



- SDI Cable
- RC cable
- Chroma and background
- Tungsten 350watt with accessories
- Fluorescent Light 100Watt with accessories
- Fluorescent Light 250Watt with accessories
- LED Light with stand & accessories
- Tungsten 350watt with accessories
- Light Grid
- Video Light Modifiers
- Light Meter



0211001005 Shoot Video

Overview: This competency standard covers the skills and knowledge required to identify & select camera, identify & select camera lenses, adjust lighting & exposure & operate camera, use techniques to record video, & prepare post recording documents.

| Competency Units | Performance Criteria |
|---|--|
| CU1. Identify and Select Camera | <p>P1. Identify camera requirement as per project</p> <p>P2. Identify image sensor & formats</p> <p>P3. Identify features of camera</p> <p>P4. Prepare budget plan for shoot</p> <p>P5. Select camera as per project budget</p> |
| CU2. Identify and Select Camera Lenses | <p>P1. Identify Aperture of lenses</p> <p>P2. Identify focal length of lenses</p> <p>P3. Identify image stabilization and distortion of lenses</p> <p>P4. Prepare budget plan for lenses</p> <p>P5. Select lenses as per you project</p> |
| CU3. Adjust Lighting and Exposure | <p>P1. Identify lighting & exposure requirement as per video shoot location</p> <p>P2. Set white balance/Kalvin as video shoot location</p> <p>P3. Adjust Gain DB or ISO as video shoot location</p> <p>P4. Set Shutter speed as per video shoot requirement</p> <p>P5. Adjust Iris or Aperture as per video shoot requirement</p> <p>P6. Use filters as per video shoot location</p> |
| CU4. Operate Camera | <p>P1. Fit camera on tripod or other stabilization tool</p> <p>P2. Apply camera setting as per video shoot requirement</p> <p>P3. Set resolution and frame rate as per video shoot requirement</p> <p>P4. Set audio panel & mic with camera as per video shoot</p> <p>P5. Set focus as per video shoot requirement</p> <p>P6. Take test shoot</p> <p>P7. Preview the test shot</p> <p>P8. Capture final video as per video shoot requirement</p> |
| CU5. Use techniques to | <p>P1. Perform aerial shoot technique</p> |



| | |
|---|---|
| record video | P2. Perform steady shoot technique P3. Use chroma technique |
| CU6. Prepare post recoding documents | P1. Prepare shoot log sheet P2. Create shot list P3. Prepare catalogs and archive data |

Knowledge and Understanding

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore, he/she must be able to:

- K1:** Explain Camera & its types
- K2:** Explain purpose of camera & its types
- K3:** Explain videography & its history
- K4:** Explain Lenses & its types
- K5:** Explain purpose lenses & its types
- K6:** Define aperture of lenses & its purpose
- K7:** Define focal length of lenses & its usage
- K8:** Explain image stabilization & distortion of lenses
- K9:** Explain exposure
- K10:** Explain techniques of setting exposure
- K11:** Explain metering system
- K12:** Explain ISO/Gain DB
- K13:** Explain purpose of ISO/Gain DB
- K14:** Explain White balance/kelvin
- K15:** Explain purpose of white balance/kelvin
- K16:** Explain shutter speed and its purpose
- K17:** Explain IRIS/aperture and its purpose
- K18:** Explain depth of field
- K19:** Explain techniques to use depth of field
- K20:** Explain Tripod And monopod and its purpose
- K21:** Explain functions of camera & their purpose
- K22:** Explain modes of camera & their purpose
- K23:** Explain resolution & frame rate in video shoot
- K24:** Explain audio panel setting



- K25:** Explain chorma techniques & its usage
- K26:** Explain aerial shoots techniques
- K27:** Explain steady shoot techniques
- K28:** Explain log sheet & its purpose
- K29:** Explain shoot list & its purpose
- K30:** Explain cataloging
- K31:** Explain purpose & technique of cataloging

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Identify camera as per video shoot requirement
- Identify lenses as per video shoot requirement
- Capture shoot as per storyboard requirement

List of Tools and Equipment

- Professional Video Camera 35mm
- Prime Lenses 14mm
- Prime Lenses 28mm
- Prime Lenses 35mm
- Prime Lenses 50mm
- Prime Lenses 85mm
- Prime Lenses 100mm
- Prime Lenses 135mm
- V-Matte Box (Barn & Doors)
- Camera Batteries
- Preview Monitor
- Video Camera Tripod
- Video Camera Monopod
- Memory Card Class 10
- Mountain light (Dinky Light)



- HDMI Cable 5m, 30m, 90m
- SDI Cable
- RC cable
- Chroma and background
- Tungsten 350watt with accessories
- Fluorescent Light 100Watt with accessories
- Fluorescent Light 250Watt with accessories
- LED Light with stand & accessories
- Tungsten 350watt with accessories
- Light Grid
- Video Light Modifiers
- Light Meter
- Double arm Steadicam
- Double distance slider
- Professional Drone Camera
- Stabilizing equipment

**COMPLETE LIST OF TOOLS AND EQUIPMENT****List of Tools & Equipment's**

| Sr. no. | Tools & Equipment | Quantity |
|---------|---|----------|
| 1. | Trainer Computer | 1 |
| 2. | Multimedia | 1 |
| 3. | Multi-Function Printer | 1 |
| 4. | Desktop Photo Printer | 1 |
| 5. | Trainee Computer Computer or I Mac Spec: Intel Core i7 16GB RAM 1TB Hard Drive 8GB, 256bits Graphic Card M Audio/Sound Forge – Sound Card Other Essential Accessories | 5 |
| 6. | Microsoft Office/Application Software | 5 |
| 7. | Light meters | 1 |
| 8. | Camera mounted flash TTL | 1 |
| 9. | Umbrella | 1 |
| 10. | Soft Box 60cm & 120cm with flash | 1 each |
| 11. | Octa 90cm & 180cm with flash | 1 each |
| 12. | Diffuser | 1 |
| 13. | Reflectors | 2 |
| 14. | Backdrops | 1 |
| 15. | Photography accessories (filters, color card,) | 1 set |
| 16. | DSLR Camera | 1 |
| 17. | Zoom Lenses | 1 |
| 18. | Telephoto Lenses | 1 |
| 19. | Wide angle Lenses | 1 |



| | | |
|-----|--|--------|
| 20. | Monopod | 1 |
| 21. | Tripod | 1 |
| 22. | Lights & Accessories | 1 Set |
| 23. | Camera Battery | 2 |
| 24. | Camera Backpack | 1 |
| 25. | Adobe Creative Suit | 5 |
| 26. | Photo Frames | 10 |
| 27. | Professional Video Camera 35mm | 1 |
| 28. | Prime Lenses 14mm | 1 |
| 29. | Prime Lenses 28mm | 1 |
| 30. | Prime Lenses 35mm | 1 |
| 31. | Prime Lenses 50mm | 1 |
| 32. | Prime Lenses 85mm | 1 |
| 33. | Prime Lenses 100mm | 1 |
| 34. | Prime Lenses 135mm | 1 |
| 35. | V-Matte Box (Barn & Doors) | 1 |
| 36. | Camera Batteries | 2 |
| 37. | Preview Monitor | 1 |
| 38. | Video Camera Tripod | 1 |
| 39. | Video Camera Monopod | 1 |
| 40. | Memory Card Class 10 | 5 |
| 41. | Mountain light (Dinky Light) | 1 |
| 42. | HDMI Cable 5m, 30m, 90m | 1 each |
| 43. | SDI Cable | 2 |
| 44. | RC cable | 2 |
| 45. | Chroma and background | 1 each |
| 46. | Tungsten 350watt with accessories | 2 |
| 47. | Fluorescent Light 100Watt with accessories | 2 |
| 48. | Fluorescent Light 250Watt with accessories | 2 |
| 49. | LED Light with stand & accessories | 2 |
| 50. | Light Grid | 1 |
| 51. | Video Light Modifiers | 2 |



| | | |
|-----|---------------------------|---|
| 52. | Light Meter | 1 |
| 53. | Double arm Steadicam | 1 |
| 54. | Double distance slider | 1 |
| 55. | Professional Drone Camera | 1 |
| 56. | Stabilizing equipment | 1 |
| 57. | Final Cut Pro | 5 |
| 58. | Headphone | 1 |
| 59. | 5.1 Channel Speaker | 1 |
| 60. | Preview Monitor | 1 |
| 61. | Screw Driver | 1 |
| 62. | Blower | 1 |



List of Personal Protective Equipment

| Sr. # | Description | Specifications | Quantity |
|-------|-------------------------------|----------------|----------|
| 1. | First AID Box | Standard | 2 |
| 2. | Fire Extinguisher Cylinder | Co2- 5 Kg | 5 |
| 3. | Fire Blanket | Standard | 2 |
| 4. | Fire Bucket | Standard | 2 |
| 5. | Safety Gloves | Standard | 5 |
| 6. | Safety Goggles | White | 5 |
| 7. | Safety Shoes | Standard | 5 |
| 8. | Safety Belt | Standard | 5 |



List of Stationary

| Sr. # | Description |
|--------------|------------------------|
| 1. | Handbooks / Registers |
| 2. | Pencils/ pens |
| 3. | Rubbers |
| 4. | Sharpeners |
| 5. | Paper Cutter |
| 6. | Seizers |
| 7. | Colors |
| 8. | White charts |
| 9. | Brown sheets |
| 10. | White board markers |
| 11. | Permanent markers |
| 12. | File cover and files |
| 13. | Tag cards |
| 14. | Small Knife and blades |

