COMPETENCY STANDARDS OF
GRAPHICS & MEDIA DESIGN
(DAE - Level- 5)

COMPETENCY STANDARDS

OF

GRAPHIC & MEDIA DESIGN TECHNOLOGY

(DAE - Level- 5)

CONTENTS

1. INTRODUCTION

Graphic and Media design is one of the most popular area of computer sciences with the highest demand in the overall job-market. The field is of an utmost importance and is assisting individual along with employer around the globe. Moreover, on individual level one can also be certified with Graphic and Media design certification which is an industry recognized credential that can get an individual to excel in design career, benefitting both individual and employer. Certification provides reliable validation of skills and knowledge and would lead to accelerated professional development, improved productivity, and enhanced credibility.

In connection with job market demand, there is a critical need to strengthen and promote productive working relationship between the training provider and industry to enhance quality of training delivery, enterprise competitiveness and access to attractive employment.

For the same reason, existing National Vocational Qualification Framework (NVQF) for graphic and media design trade have been identified for review and further development of the existing levels, skills set, and industry demanded occupational competencies. Furthermore, this occupation has been developed in response to the demands of market and national priorities with the contribution of industry at key stages in the development process.

Main elements in the development of this qualification consists of competency standards, course structure, levelling, credit hours, tools and equipment as per National Vocational Qualification Framework (NVQF) development manual using the competency-based training and assessment (CBT&A) approach.

2. PURPOSE OF THE QUALIFICATION

NVQF qualifications are comprehensive packages of competency standards for defined occupations. They are developed keeping in view the demands of job market and national priorities with the contribution of industry at key stages in the development process.

The purpose of these qualifications is to standardize the competency standards fort TVET providers that will serve as key elements in enhancing quality of training and assessment.

The specific objectives of developing these qualifications are as under:

- To set high profile standard professions for the industry to generate standard outputs.
- To validate an individual skill, knowledge and understanding regarding relevant occupations.
- In a Competency Based Training (CBT), these qualifications provide overall course guidelines in relation to teaching and learning and act as the key instrument in supporting standardized formal, non-formal and informal training.
- Improve the professional competence of TVET professionals/trainers to fulfill job market demand.
- Equip the instructional staff with modern CBT&A tools, methodologies and processes as envisaged under NVQF.
- Provide flexible pathways and progressions in training and assessment field.
- Enable the TVET professional/instructional staff to perform their duties in efficient manner.
- Establish a standardized and sustainable system of training for TVET professional/instructional staff in the country.

3. DATE OF VALIDATION

These national qualifications have been validated by the Qualification Development Committee (QVC) on 27-29 May 2019 in Lahore and will remain currency until May 2021.

4. DATE OF REVIEW

These national qualifications may be reviewed in May 2021

5. CODE OF QUALIFICATION

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 as assigned as follow:

Qualification Title	Code
National Vocational Qualification Level-3 in Computer Operator	0000000000
National Vocational Qualification Level -3 in IT Office Assistant	0000000000
National Vocational Qualification Level -4 in IT Lab Assistant	0000000000
National Vocational Qualification Level -5 in Assistant System Administrator	0000000000
National Vocational Qualification Level -5 in Assistant Network Administrator	0000000000
National Vocational Qualification Level -5 in Assistant Programmer	0000000000
National Vocational Qualification Level -5 in Assistant Web Developer	0000000000
National Vocational Qualification Level -5 in Assistant Graphic Designer	0000000000

6. QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualifications' development workshop 2019 in Peshawar

Sr. N	Name & Designation	Organization
1.	**Mr. Fayaz A. Soomro, Dy. Director**	Quality Assurance NAVTTC
2.	**Ms. Sadia Zafer Lecturer**	P-TEVTA DACUM Facilitator
3.	**Dr Haseeb**	Institute of Media Science, Islamabad
4.	**Ihsan Qadir Hashmi Director**	PTV HQs, Islamabad (Industry)
5.	**Dr. Ayesha**	Fatima Jinnah University
6.	**Muhammad Nasir Khan DACUM Facilitator**	EX-DD, SS&C Wing-NAVTTC, Islamabad, DACUM Expert
7.	**Mr. Amanullah Ch**	Representative from PBTE, Lahore
8.	**Dr. Ahsan Tariq**	Representative from P-TEVTA

9. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualification validation workshop from 20-22 May 2019, in Lahore:

S.No.	Name & Designation	Organization
1.	**Dr. Muhammad Bakhsh Deputy Director**	Pakistan Academy for Rural Development
2.	**Mr. Amjad Ali, Assistant Professor**	GCT, SWAT
3.	**Shaikh Humayun Bashir Sr. Instructor**	GCT, Allam Iqbal Town, Lahore
4.	**Syed Shadab Ali Shah, Assistant Professor**	GPI Karak
5.	**Ms. Afshan Aziz, Administrator**	GTVC Gulbahar KP TEVTA
6.	**Ms. Uzma, Chief Instructor (IT)**	GATC, Township, Lahore
7.	**Mr. Amanullah, Sr. Research Officer**	Punjab Technical Education Board
8.	**Fayaz A. Soomro Deputy Director (TE)**	Quality Assurance
9.	**Muhammad Nasir Khan**	EX-DD, SS&C Wing-NAVTTC, Islamabad, DACUM Expert

10. ENTRY REQUIREMENTS

Entry requirements of this qualification are Matric Science or level 4 or equivalent

11. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable

12. PACKAGING OF QUALIFICATION

The National Vocational Qualifications are packaged as per following:

LEVEL-2 (core competencies)	
0000000	Manage meetings
0000000	Operate digital media technology
0000000	Maintain professionalism in workplace
0000000	Create user documentation
0000000	Manage workforce planning
0000000	Undertake project work
0000000	Create technical documentation
0000000	Identify and communicate trends in career development
0000000	

0000000	Use social media tools for collaboration and engagement
0000000	Develop entrepreneurial skills
0000000	Apply project information management and communications techniques
0000000	Apply interpersonal skills
0000000	Develop project management plan
	Work safely in an office environment
LEVEL-3 (core competencies)	
0000000	Perform graphics Designing using latest software's
0000000	Develop Digital Media Design
0000000	Design Branding and Stationery
0000000	Develop Fashion Design Concepts
LEVEL- 4 (core competencies)	
0000000	Demonstrate Modern Printing Concepts
0000000	Apply Photo Editing and Retouching
0000000	Create Calligraphy and Drawing
LEVEL-5 (core competencies)	
0000000	Create Logo Design
0000000	Design Art & illustration
0000000	Develop Print Media Design
0000000	Design Game
0000000	Develop UI Design
0000000	Create 2d Animation Design
0000000	Demonstrate Latest Video Editing Software
0000000	Demonstrate Latest 3d Animation and Gaming Software
0000000	Create 2d and Whiteboard Animation
0000000	Apply Modern Techniques in Filmmaking
0000000	Apply Video editing and Visual Effects
0000000	Create 3d Models and Animations
0000000	Develop commercial photography
0000000	Create Digital Advertisement
0000000	Create 2d/3d Games

11.SUMMARY OF COMPETENCY STANDARDS

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
1st Semester						
1	Perform graphics designing using latest software	3	10	140	150	Technical
2	Create a logo design	5	10	90	100	Technical
3	Design branding & stationery	3	10	140	150	Technical
4	Operate digital media technology	2	10	70	80	Technical
5	Manage meetings	2	10	10	20	Generic
6	Maintain professionalism in workplace	2	10	10	20	Generic
Total			60	460	520	

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
2nd Semester						
1	Design art & illustration	5	30	120	150	Technical
2	Develop print media design	5	30	120	150	Technical
3	Develop digital media design	3	30	120	150	Technical
4	Create user documentation	2	25	25	50	Technical
5	Manage workforce planning	2	10	10	20	Generic
6	Undertake project work	2	10	10	20	Generic
Total			135	405	540	

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
3rd Semester						
1	Design game	5	20	130	150	Technical
2	Develop UI design	5	20	60	80	Technical
3	Create 2d animation design	5	20	130	150	Technical
4	Demonstrate modern printing concepts	4	20	60	80	Technical
5	Create technical documentation	2	25	25	50	Technical
6	Identify and communicate	2	10	10	20	Generic

	trends in career development					
Total			**115**	**415**	**530**	

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
4th Semester						
1	Apply photo editing & retouching	**4**	**20**	**130**	**150**	Technical
2	Demonstrate latest video editing software	**5**	**20**	**130**	**150**	Technical
3	Create 2d & whiteboard animation	**5**	**20**	**130**	**150**	Technical
4	Apply modern techniques in filmmaking	**5**	**20**	**130**	**150**	Technical
5	Use social media tools for collaboration and engagement	**2**	**10**	**10**	**20**	Technical
6	Develop entrepreneurial skills	**2**	**10**	**10**	**20**	Generic
Total			**100**	**540**	**640**	

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
5th Semester						
1	Demonstrate latest 3d animation & gaming software	**5**	**20**	**130**	**150**	Technical
2	Apply video editing & visual effects	**5**	**20**	**130**	**150**	Technical
3	Create 3d models & animations	**5**	**20**	**180**	**200**	Technical
4	Develop commercial photography	**5**	**20**	**130**	**150**	Technical
5	Apply project information management and communications techniques	**2**	**10**	**10**	**20**	Technical
6	Apply interpersonal skills	**2**	**10**	**10**	**20**	Generic
Total			**100**	**590**	**690**	

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact hours	Total Contact Hours	Category
6th Semester						
1	Develop fashion design concepts	3	20	100	120	Technical
2	Create calligraphy & drawing	4	20	100	120	Technical
3	Create digital advertisement	5	20	80	100	Technical
4	Create 2d/3d games	5	20	180	200	Technical
5	Develop project management plan	2	10	10	20	Technical
6	Work safely in an office environment	2	10	10	20	Generic
Total			**100**	**480**	**580**	

12.OCCUPATIONS OF GRAPHICS & MEDIA DESIGN

S. N	Name of Occupation/Nomenclature	Level	Digital Skills required	Soft Skills required	Entrepreneurship	Technical Skills required
1.	Graphics Designer	4	1	1,7	1	1,2,3,4,5,6,7,8,13
2.	Photographer	4	1,2	7	1,2,3	1,12,20
3.	Brand Identity Designer	4	1,2	7,3	1,2	1,2,4,5,8
4.	Photo Editing and Photoshop Artist	5	1,4	1,2,5,7	1,2	1,4,5,12,20
5.	Creative Art Designer	5	1,3,4	1,7,2,3,6	1,2	1,2,3,4,5,6,7,8,13,21
6.	Multimedia Designer	4	1,3	1,2,7	1,2	14,17,18,20,21
7.	Games UI Designer	4	1,3	1,3,6,7	1,2	1,3,7
8.	Games Developer	5	1,2	1,3,7	1,2	15,19,22
9.	Video and Film Editor	4	1,3	1,3,7	1,2	14,17,18,21
10.	2d/3d Animator	5	1,3	1,3,7	1,2	9,15,16,19
11.	Social Media Manager	3	1,2,4	1,3,6,7	1,2,3	1,5,12,21
12.	Digital Marketing Expert	4	1,2,4	1,3,7	1,2,3	1,12,21
13.	Calligraphy and Drawing Artist	4	1,3,4	1,3,7	1,2	1,13,12
14.	3d Modeling for Games	5	1,2,3	1,3,7	1,2	15,19,22

1. PERFORM GRAPHICS DESIGNING USING LATEST SOFTWARE

Overview:

This competency standard will provide skills and knowledge related to basic graphic designing software and its applications in different areas. You will be able to demonstrate your skills in computer graphic applications such as Adobe Photoshop, Adobe Illustrator, Adobe in Design, CorelDraw, Adobe Light room and Inpage as well as installation and troubleshooting of this software.

Competency Units	Performance Criteria
1. Apply Adobe Photoshop tools	**P1.** Create/open/save/import/export new file using Photoshop as per requirements **P2.** Apply different tools in tool bar using Photoshop as per requirements **P3.** Create/merge/group layers using Photoshop as per requirements **P4.** Perform retouching, color & adjustment layers using Photoshop as per requirements **P5.** Design/add shapes, fills, strokes and text using Photoshop as per requirements **P6.** Apply filters and effects on given image using Photoshop
2. Apply Adobe illustrator tools	**P1.** Create/open/save/import/export new file using Illustrator as per requirements **P2.** Apply different tools in tool bar using Illustrator as per requirements **P3.** Create/merge/group layers using Illustrator as per requirements **P4.** Design shapes, fills, strokes and lines using Illustrator as per requirements **P5.** Perform colors, gradients and patterns on shapes using Illustrator as per requirements **P6.** Apply/create effects on shapes using
3. Apply Adobe In Design tools	**P1.** Create/open/save/import/export new file using In Design as per requirements **P2.** Perform different tools in tool bar using InDesign as per requirements **P3.** Add assets and multi-page documents using InDesign as per requirements **P4.** Apply editing techniques, colors, editing styles and effects using InDesign as per requirements **P5.** Perform interactivity and printing/exporting using InDesign as per requirements
4. Perform Adobe Light room tools	**P1.** Importing, organizing and filtering photos using Adobe light room as per requirements **P2.** Perform different tools in tool bar using Adobe light room as per requirements **P3.** Perform editing of RAW, DNG, and JPG images using Adobe light room as per requirements **P4.** Apply internal and external plugging on photos using Adobe light room as per requirements **P5.** Apply Presets on photos using Adobe light room as per requirements **P6.** Apply saving and exporting of photos using Adobe light room as per requirements

5. Apply Corel draw tools	**P1.** Create/open/save/import/export new file in Corel Draw as per requirements **P2.** Perform different tools in tool bar **P3.** Design shapes, fills, strokes and lines **P4.** Perform colors, gradient and patterns on shapes **P5.** Apply/create effects on shapes **P6.** Import Urdu/Arabic writing in Corel Draw as per requirements
6. Apply In page tools	**P1.** Create/open/save/import/export new file in page as per requirements **P2.** Perform different tools in tool bar **P3.** Set/create keyboard setting **P4.** Perform index by table, forms, book layout and general layouts **P5.** Add, use and format new fonts

Knowledge and Understanding

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

- Installation of different software
- File management
- Troubleshooting hardware and software problems
- Printing

Critical Evidence(s) Required

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

- Create shapes in different graphic software by using required tools

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Printer
3.	Scanner
4.	Data traveler

2. CREATE A LOGO DESIGN

Overview:

This competency standard will provide skills and knowledge related to Logo Designing. You will be able to demonstrate structuring, coloring, font and create different types of logos.

Competency Units	Performance Criteria
1. Develop Structure for Logo	**P1.** Search on internet for inspirations **P2.** Design concept on paper as per given requirements **P3.** Create design as given on paper using graphic software
2. Apply Color Theory to design LOGO	**P1.** Search for color patters **P2.** Perform color creations by using color selection tools
3. Perform Fonts Selection	**P1.** Search on internet for inspirations **P2.** Design concept on paper as per given requirements **P3.** Create design as given on paper using graphic software **P4.** Perform font installation and selection **P5.** Work with fonts to create shapes **P6.** Design font-based logos **P7.** Format text with different fonts to create typography
4 Create different Type of logos	**P1.** Create Versatile logo using graphic software as per given requirement **P2.** Create Minimal/ flat logo using graphic software as per given requirement **P3.** Create Hand Drawn logo using graphic software as per given requirement **P4.** Create 3d/ Games logo using graphic software as per given requirement **P5.** Create Vintage/retro logo using graphic software as per given requirement **P6.** Create Signature logo using graphic software as per given requirement

Knowledge and Understanding

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

- Research for logo designing
- Search on internet for inspirations
- Design concept on paper as per given requirements
- Font installation, research and selection

Critical Evidence(s) Required

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

- Perform research and designing of different types of logos

Tools and Equipment required

The tools and equipment required for this competency standard are:

Sr. No	Items
1.	Computer system
2.	Graphics Software

3. DESIGN ART & ILLUSTRATION

Overview:

This competency standard will provide skills and knowledge related to design art & illustration. You will be able to draw Lines, Shapes, illustration, Pattern and digital art using different graphic software. You can demonstrate your skills to create and modify design art & illustration.

Competency Units	Performance Criteria
1. Draw lines using graphics software	**P1.** Draw straight lines to create the required shape by using graphics software **P2.** Draw, edit and smoothen shapes with pen and line tools **P3.** Draw shapes with brushes **P4.** Create and import new brushes
2. Draw Shapes using graphic software	**P1.** Create and edit shapes by using shape tools **P2.** Import shapes from different files **P3.** Perform image tracing to create shapes and art
3. Design A Pattern	**P1.** Create lines and shapes to create an illustration **P2.** Add color from color library in an illustration **P3.** Import shapes from different files
4. Design A Digital Art	**P1.** Design shapes and art **P2.** Use design and art to create patterns **P3.** Create text-based patterns

Knowledge and Understanding

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

- Different types of lines and shapes
- Use of graphics software
- Color combinations

Critical Evidence(s) Required

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

- Draw, edit different shapes with pen and line tools
- Create and import new brushes, create and edit shapes by using shape tools
- Import shapes from different files
- Perform image tracing to create shapes and art
- Create lines and shapes to create an illustration

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Graphics applications
3.	Drawing tablets

4. Develop Print Media Design

Overview:
This competency standard will provide skills and knowledge related to print media design. You will be able to design flyers, trifled, brochures, magazine, banners, labels and packaging.

Competency Units	Performance Criteria
1. Develop print media design	**P1.** Perform art board, Margins, grids, and layers using graphics software as per requirements **P2.** Apply color, gradients, fonts, styles and effects using graphic software as per requirements **P3.** Perform import, export and print setting of files using graphic software as per requirement
2. Design flyers, trifled, brochures and magazine	**P1.** Create shapes and select images using graphics software as per requirements **P2.** Design a flayer as per requirements using graphics software **P3.** Design trifled as per requirements using graphic software **P4.** Design brochures as per requirements using graphic software **P5.** Design magazine as per requirements using graphic software
3. Design banners, labels and packaging	**P1.** Create shapes and select images using graphics software as per requirements **P2.** Design a banner as per requirements using graphics software **P3.** Design a label as per requirements using graphics software **P4.** Design a packaging as per requirements using graphics software

Knowledge and Understanding

The trainee must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:
.
- Define print media design.
- Differentiate Basic design flyers, trifled, brochures and magazine
- Differentiate banners, labels and packaging

Critical Evidence(s) Required

The trainee needs to produce the following critical evidence(s) in order to be competent in this competency standard:
- Design flyer, trifold, brochures, or magazine

- Design banner, label, packaging

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Graphics applications

5. DEVELOP DIGITAL MEDIA DESIGN

Overview:
This competency standard will provide skills and knowledge about fundamentals of digital media designs, design e-book, e-magazine cover, social media banners and Info graphics.

Competency Units	Performance Criteria
1. Design Fundamentals	**P1.** Perform art board, margins, grids, and layers using graphics software as per requirements **P2.** Apply color, gradients, fonts, styles and effects using graphic software as per requirements **P3.** Perform import, export and print setting of files using graphic software as per requirement
2. Design book and magazine cover	**P1.** Create shapes and select images using graphics software as per requirements **P2.** Design book cover as per requirements using graphics software **P3.** Design magazine as per requirements using graphics software **P4.** Design poster as per requirements using graphics software
3. Design social media banners	**P1.** Create shapes and select images using graphics software as per requirements **P2.** Perform social media channel selection and sizing using graphics software as per requirements
4. Design info graphics	**P1.** Perform research and data collection using online, offline research as per requirements **P2.** Create shapes and select images using graphics software as per requirements **P3.** Create info graphics by combing data, designs and images using graphics software as per requirements

Knowledge and Understanding

The trainee must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:
.
- Explain the following terms and concepts
  - o Shapes and images selection
  - o Magazine
  - o Poster
  - o Social media channel

- o Info graphics

- Explain digital designs
  - o E-book cover
  - o E-magazine cover
  - o Social media banners
  - o Info graphics

Critical Evidence(s) Required

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

- Design E-book cover, E-magazine cover
- Design banner for social media channels
- Design info graphics using different graphs and shapes

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Graphics applications

6. DESIGN GAME

Overview:

This competency standard will provide skills and knowledge about fundamentals of game design, create elements, scenes, levels and environment. You can create and modify simple games to meet specific targets according to job requirements.

Competency Units	Performance Criteria
1. Design fundamentals	**P1.** Perform game platform selection to create graphics as per requirements **P2.** Perform selection of reference images and story design as per requirements **P3.** Perform selection of elements, scenes, levels and environment in graphics designing software as per requirements
2. Design artwork and characters	**P1.** Design elements as per game requirement using graphics designing software **P2.** Design characters as per game requirement using graphics designing software **P3.** Design environments and levels as per game requirement using graphics designing software **P4.** Design artwork as per game requirement using graphics designing software

Knowledge and Understanding

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

- Differentiate characters, environment and elements in game designing
- Explain games user interface (UI)

Critical Evidence(s) Required

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

- Design character for game
- Design environment for game
- Design user Interface and menus for game

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Video graphic adapter (VGA) card
3.	Designing Software

7. DEVELOP UI DESIGN

Overview:

This competency standard will provide skills and knowledge related to wireframe for UI, perform Colors, fonts, objects and images selection for UI. You will be able to create colors platters, objects, Design multiple pages and Export for visual presentation.

Competency Units	Performance Criteria
1. Create wireframe for UI	**P1.** Perform selection of wireframe making software as per UI requirement for web, software, mobile games/applications **P2.** Create wireframe as per UI requirement on paper and using graphics software
2. Perform colors , fonts, objects and images selection for UI	**P1.** Create colors platters using graphics software as per requirements **P2.** Select fonts and images for UI using graphics software as per requirements **P3.** Create objects for UI using graphics software as per requirements
3. Design UI	**P1.** Design UI as per requirements by using colors, fonts and objects **P2.** Design multiple pages for UI using graphics software as per requirements **P3.** Export and save UI pages for visual presentation as per requirements using graphics software

Knowledge and Understanding

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

- Understand different types of UI.
- Explain the different types of UI designing applications.

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:
- Design UI for games
- Design UI for mobile apps
- Design UI for web
- Design UI for software

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer System
2.	Graphic software

8. DESIGN BRANDING & STATIONERY

Overview:

This competency standard will provide skills and knowledge related to stationery document settings. You will be able to design business cards, letterhead setting art board, applying margins and importing/exporting for final print.

Competency Units	Performance Criteria
1. Create brand style guide.	**P1.** Perform art boards, pages and layout as per requirements **P2.** Apply color, gradients, fonts, styles and effects using graphics software as per requirements **P3.** Perform import, export and print setting of files using graphic software as per requirement
2. Perform stationary document settings	**P4.** Perform art board, margins, grids, and layers using graphics software as per requirements **P5.** Apply color, gradients, fonts, styles and effects using graphics software as per requirements **P6.** Perform import, export and print setting of files using graphic software as per requirement
3. Design business cards and Letterhead	**P1.** Create shapes and select images using graphics software as per requirements **P2.** Design business card as per requirements using graphics software **P3.** Design letterhead as per requirements using graphics software **P4.** Design multiple stationery elements as per requirements using graphics software

Knowledge and Understanding

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

- Explain brand style and style guide
- Explain different stationery items

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Design brand guide
- Design complete stationery set

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Graphic applications

9. CREATE 2D ANIMATION DESIGN

Overview:

This competency standard will provide skills and knowledge related to 2D animation design. You will be able to design art animation, elements and characters. You can demonstrate your skills to create and modify game environment, game elements, objects, sketches, icons and menus.

Competency Units	Performance Criteria
1. Design fundamentals	**P1.** Perform art board, margins, grids, and layers using graphics software as per requirements **P2.** Apply color, gradients, fonts, styles and effects using graphics software as per requirements **P3.** Perform import, export and print setting of files using graphic software as per requirement
2. Design art animation	**P1.** Design art from sketch using graphics software as per requirements **P2.** Design environment using graphics software as per requirements **P3.** Perform art and environment merge using graphics software as per requirements
3. Design elements and characters	**P1.** Design characters from sketch using graphics software as per requirements **P2.** Design game elements using graphics software as per requirements **P3.** Design objects for game using graphics software as per requirements **P4.** Design icons and menus using graphics software as per requirements

Knowledge and Understanding

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

- Define types of game animations
- Define types of 2D graphics and animation applications

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Design Character for 2D animation
- Design different elements as per requirements
- Design game environment
- Animate 2D elements and characters

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Graphic and 2D animation software

10. DEMONSTRATE MODERN PRINTING CONCEPTS

Overview:

This competency standard will provide skills and knowledge related modern printing. You can demonstrate your skills to print digital plan, flexography plan, offset printing and screen printing.

Competency Units	Performance Criteria
1. Perform Printing fundamentals	**P1.** Select printing fundamentals as per requirements **P2.** Finalize designs, art and photos as per requirements **P3.** Perform format conversion designs, art and photos as per requirements
2. Perform digital printing	**P1.** Perform printer setting as per user manual **P2.** Perform print setting as per requirements **P3.** Perform print quality check-up as per requirements
3. Perform Flexography	**P1.** Perform printer setting as per user manual **P2.** Perform print setting as per requirements **P3.** Perform print quality check-up as per requirements
4. Set printing offset	**P1.** Perform printer setting as per user manual **P2.** Perform print setting as per requirements **P3.** Perform print quality check-up as per requirements
5. perform "Screen printing" activity	**P1.** Perform printer setting as per user manual **P2.** Perform print setting as per requirements **P3.** Perform print quality check-up as per requirements

Knowledge and Understanding

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

- Define different types of printing machines
- Explain designing software

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Perform print settings for commercial and personal printers
- Perform large scale commercial printing setting

Tools and Equipment required

The tools and equipment required for this competency standard are:

Sr. No	Items
1.	Computer System
2.	Printing machines

3.	Designing applications
4.	Printing materials

11. DEVELOP FASHION DESIGN CONCEPTS

Overview:

This competency standard will provide skills and knowledge related to develop fashion designing concept. You will be able to perform forecasting and trend research, fashion design sketching, design patterns, design illustration and art.

Competency Unit	Performance criteria
1. Forecasting and trend research	**P1.** Sift out target customers and market using online research **P2.** Perform identified market and target customer plan using online research **P3.** Perform tools and equipment collection as per requirement
2. Perform fashion design sketching	**P1.** Perform drawing techniques for the key body elements on paper as per requirements **P2.** Draw male and female fashion model sketch on paper as per requirements **P3.** Draw children figures and poses on paper as per requirements **P4.** Perform fashion poses with garments on paper as per requirements **P5.** Draw paper figures using graphics software as per reference images
3. Design illustration and art	**P1.** Design illustration on paper as per requirement **P2.** Design artwork on paper as per requirement **P3.** Draw illustration and artwork using graphics software as per reference images **P4.** Convert illustration and artwork into patterns using graphics software as per requirements

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

- Understanding fashion categories
- Explain figures and poses

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Research latest fashion trends and customer requirements
- Design patterns and artwork
- Design poses and figures on paper
- Design illustrations and artwork on software

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Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer System
2.	Designing software
3.	Drawing tablets
4.	Sketching tools

12. APPLY PHOTO EDITING & RETOUCHING

Overview:

This competency standard will provide skills and knowledge related to photo editing and retouching. You will be able to perform photo editing, photo manipulation and saving/exporting photos. You can demonstrate your skills to perform different photo editing and manipulation technique on images.

Competency Units	Performance Criteria
1. Photo editing.	**P1.** Perform import, organize, and filter photos using photo editing software as per requirements **P2.** Fix white balance, crop and exposure using photo editing software as per requirements **P3.** Perform hue, saturation and luminance adjustments using photo editing software as per requirements **P4.** Perform sharpening, noise reduction, grain and lens correction using photo editing software as per requirements **P5.** Perform edits in raw photo using photo editing software as per requirements
2. Photo manipulation.	**P1.** Perform remove, edit and change background of a photo using photo editing software as per requirements **P2.** Blend multiple images and shapes in single photo using photo editing software as per requirements **P3.** Perform shadows, light source, light reflection and motion in manipulated photo using photo editing software as per requirements
3. Saving and exporting photos	**P1.** Add copyrights information and watermarks in photos using photo editing software as per requirements **P2.** Export photos in different formats using photo editing software as per requirements

Knowledge and Understanding

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

- Explain photo editing software
- Differentiate types of photography

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Perform photo editing
- Perform photo manipulation using multiple photos and shapes

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer System
2.	VGA card
3.	Photo editing software

13: CREATE CALLIGRAPHY & DRAWING

Overview:

This competency standard will provide skills and knowledge related to calligraphy and drawing. You will be able to draw language calligraphy, sketching and drawing to digital art. The trainee can demonstrate your skills to perform different sketching technique, tracing, re-sketching using digital pen, strokes, shapes and letters.

Competency Units	Performance Criteria
1. Work with tdifferent tools and supplies	**P1.** Select pens, ink and paper to work on light or dark guides as per requirements **P2.** Select graphics software and hardware for calligraphy as per requirements
2. Drawing and Sketching	**P1.** Draw different types of lines using pen and pencil as per requirements **P2.** Draw different type of elements and shapes using pen and pencil as per requirements **P3.** Perform sketch of characters, environment and art using pen and pencil as per requirements
3. Convert calligraphy and drawing to digital art	**P1.** Perform image trace from paper design to digital design using graphics software **P2.** Perform tablet image re-sketching using digital pen and graphics software **P3.** Perform retouch on traced image using graphics software as per requirements

Knowledge and Understanding

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

- Define calligraphy and drawing
- Explain calligraphy and drawing tools

Critical Evidence(s) Required

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

- Create calligraphy art on paper
- Draw sketches on paper
- Digitalize the sketches and calligraphy on graphics software

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Drawing and calligraphy tools
3.	Graphics software
4.	Drawing tablets

14:   DEMONSTRATE LATEST VIDEO EDITING SOFTWARE

Overview:

This competency standard will provide skills and knowledge related to video editing software. You will be able to edit video using different editing software like Adobe After effects, Adobe Premier Pro and Final Cut Pro. You can demonstrate your skills to perform different visual/audio technique using latest software.

Competency Units	Performance Criteria
1. Apply adobe efter effects tools	**P1.** Create new project using adobe aftereffects as per requirements **P2.** Perform different tools in tool bar using adobe aftereffects as per requirements **P3.** Create shapes, text, camera, layers and lights using adobe aftereffects as per requirements **P4.** Import data including videos, images, animations and audio into project window using adobe after effects as per requirements **P5.** Perform animations, effects and presets on layers using adobe after effects as per requirements **P6.** Install different plugins to generate effects using Adobe After effects as per requirements
2. Apply Adobe Premier Pro tools	**P1.** Create, open, save, import and export new project using adobe premierepro as per requirements **P2.** Perform different tools in tool bar using adobe premierepro as per requirements **P3.** Import data including videos, images, animations and audio into project window using adobe premierepro as per requirements **P4.** Perform video transitions, audio transitions, titles, color correction, grading using adobe after effects as per requirements **P5.** Apply visual and audio effects using adobe after effects as per requirements
3. Apply Final Cut Pro tools	**P1.** Create, open, save, import and export new project using final cut pro as per requirements **P2.** Perform Final Cut Pro tools, preferences, hot keys and timeline as per requirements **P3.** Add music, titles, transitions, effects on video using Final Cut Pro as per requirements **P4.** Perform color grading, luts and plug-in installation

	using Final Cut Pro as per requirements

Knowledge and Understanding

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

- Installation of software
- File management
- Troubleshooting hardware and software problems

Critical Evidence(s) Required

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

- Perform video editing on multiple videos
- Add visual effect on videos
- Perform audio editing of videos
- Use multiple plugging in video editing as per requirements

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA Card
3.	Video editing software
4.	Video recording equipment

15. DEMONSTRATE LATEST 3D ANIMATION & GAMING SOFTWARE

Overview:

This competency standard will provide skills and knowledge to demonstrate latest 3Danimation and gaming software. You will be able to design game and apply 3D animation on game using animation software like Maya 3D, Studio Max, Unity 3D and Build Box.

Competency Unit	Performance Criteria
1.Apply Maya 3D tools	**P1.** Create, open, save, import and export new project using MAYA 3D as per requirements **P2.** Perform MAYA 3D tools, preferences, hot keys and timeline as per requirements **P3.** Perform 3D modeling of characters, objects using MAYA 3D as per requirements **P4.** Perform UV, shading, texturing and lighting on 3D models using MAYA 3D as per requirements **P5.** Perform rigging and animation on models using MAYA 3D as per requirements
2. Apply Studio Max tools	**P1.** Create, open, save, import and export new project using 3D Studio Max as per requirements **P2.** Perform 3D Studio Max tools, preferences, hot keys and timeline as per requirements **P3.** Perform 3D modeling of characters, objects using 3D Studio Max as per requirements **P4.** Perform UV, shading, texturing and lighting on 3D models using 3D Studio Max as per requirements **P5.** Perform rigging and animation on models using 3D Studio Max as per requirements
3. Apply Unity 3D tools	**P1.** Create, open, save, import and export new project using Unity 3D as per requirements **P2.** Perform Unity3D tools, preferences, hot keys and project environment as per requirements **P3.** Perform 2D/3D game project setup with players, environment, and animations using Unity 3D as per requirements **P4.** Perform environment building using Unity 3D as per requirements **P5.** Perform basic codes of C# using Unity 3D as per requirements **P6.** Perform lights, cinematics and animations using Unity 3d as per requirements **P7.** Build game for different platforms using Unity 3d as per requirements
4. Apply Build Box tools	**P1.** Create, open, save, import and export new project using Build Box as per requirements **P2.** Perform Build box tools, preferences, hot keys as per requirements **P3.** Perform scene building, game play setting and advertisement setting using Build Box as per requirements **P4.** Create assets for object and characters using Build Box as per requirements **P5.** Create menus, buttons, paths, effects, lights and power up assets using Build Box as per requirements **P6.**Build game for different platforms using Build Box as

	per requirements

Knowledge and Understanding

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

- Installation of software
- File management
- Troubleshooting hardware and software problems

Critical Evidence(s) Required

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

- Create 3D models
- Create 3D environments
- Perform 3D animations
- Create a game in Build Box
- Create a game in Unity

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA cards
3.	3D modeling and game making software

16. CREATE 2D & WHITEBOARD ANIMATION

Overview:

This competency standard will provide skills and knowledge to Demonstrate 2d and Whiteboard Animation. You will be able to design elements for 2d Animation, Motion Graphics, Create Whiteboard and Animated Explainers.

Competency Units	Performance Criteria
1. Design elements for 2D animations	**P1.** Design 2D graphics and elements in graphics software as per requirements **P2.** Design environment as per animation requirement in graphics software **P3.** Perform fonts, colors and element selection as per animation project
2. Design motion graphics	**P1.** Create animations as per animation scene environment in animation making software **P2.** Combine different animation to make a scene as per scene requirements in animation making software **P3.** Perform video editing of animated videos as per requirements in video editing software
3. Create whiteboard and animated explainers	**P1.** Create whiteboard explainer animation as per requirements in animation making software **P2.** Create explainer animation as per requirements in animation making software **P3.** Perform fonts, colors and element selection as per animation project **P4.** Create explainer animation as per requirements in animation making software **P5.** Perform fonts, colors and element selection as per animation project

Knowledge and Understanding

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

- Explain types of animations
- Differentiate types of animation software

Critical Evidence(s) Required

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

- Create 2D animation
- Create 2D explainer animation
- Create 2D whiteboard animation

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA Card
3.	Animation Software

17.   APPLY MODERN TECHNIQUES IN FILMMAKING

Overview:

This competency standard will provide skills and knowledge to apply modern techniques in filmmaking. You will be able to perform pre-production, filming, postproduction and finalize film project. You can demonstrate your skills to calculate film budget, performing cameras, light and equipment setup and music and sound effects.

Competency Units	Performance Criteria
1. Perform pre-production	**P1.** Perform equipment, location and budget selection as per requirements **P2.** Perform characters, storyboard and script selection as per requirements **P3.** Perform shot list, makeup and scene costume as per requirements
2. Perform filming	**P1.** Perform cameras, lights, and equipment setup for filming as per requirements. **P2.** Perform filming on locations with makeup and costumes using camera as per requirements **P3.** Perform paper edit and pick up shots as per requirements
3. Perform Postproduction	**P1.** Perform edits on videos in video editing software as per requirements **P2.** Perform music and sound effects with audio recording as per requirements. **P3.** Perform film poster design, ticket design and artwork as per requirements
4. Finalize Film project	**P1.** Perform promotion and publicity of film as per requirements **P2.** Perform invitation, tickets, poster distribution as per requirements

Knowledge and Understanding

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

- Differentiate types of filmmaking
- Explain Equipment used in filmmaking
- Define software used in film editing

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Perform pre-production work
- Perform post-production work

Tools and Equipment required
The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	Filmmaking equipment

3.	Video editing software

18. APPLY VIDEO EDITING & VISUAL EFFECTS

Overview:

This competency standard will provide skills and knowledge to apply video editing and visual effects. You will be able to perform color correction and grading, video and audio editing, visual effects on videos. You can demonstrate your skills to perform color correction and grading, video and audio editing from story line and visual effect with plugging and Presets.

Competency Units	Performance Criteria
1. Perform tools demonstration for video editing	**P1.** Perform create, open, import, export files in project library as per requirements in video editing software **P2.** Perform tools selection as per tasks from tool bar in video editing software
2. Apply Color Correction and Grading	**P1.** Perform color correction and grading as per video in video editing software **P2.** Perform color correction and grading from presets in video editing software
3. Perform Video and Audio Editing	**P1.** Perform import, export of videos and audio files as per project in video editing software **P2.** Perform video and audio editing from story line as per project in in video editing software
4. Apply Visual Effects in Videos	**P1.** Perform visual effect on videos as per requirements in video editing software **P2.** Perform visual effect with plugging and presets as per requirements in video editing software

Knowledge and Understanding

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

- Explain video editing, video effects and audio effects
- Explain types of video and audio

Critical Evidence(s) Required

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

- Perform video editing
- Perform visual and audio effects
- Create a video story by editing video and adding visual, audio effects

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA card

3.	Video editing and visual effects software

19. CREATE 3D MODELS & ANIMATIONS

O**verview**:

This competency standard will provide skills and knowledge to create 3D models and animations. You will be able to create 3Dmodels and environments, 3Dcharacter design and modeling and animation for 3Dmodels. You can demonstrate your skills to perform 3D modeling, 3D environment, character design, 3D modeling of character and 3D animations.

Competency unit	Performance criteria
1. Create 3D models & environments	**P1.** Create 3D models and 3D elements as per reference in 3D modeling software **P2.** Create 3D environment by using 3D models and elements in 3D modeling software as per requirements
2. Perform 3d Character Design and Modeling	**P1.** Perform character design on graphics designing software **P2.** Perform 3D modeling of character with reference design in graphics designing software
3. Create Animation for 3d Models	**P1.** Create animations for 3D models in 3D modeling software **P2.** Export short 3D animations from 3D models in 3D modeling software **P3.** Perform video editing of animations in video editing software

Knowledge and Understanding

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

- Differentiate 3D models and environment
- Explain 3D modeling and animation software

Critical Evidence(s) Required

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

- Create 3D shapes and characters
- Create 3Denvironment by adding lights and rendering
- Perform 3D animation on characters and environment

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA card
3.	3D modeling software
4.	3D animation software

20. DEVELOP COMMERCIAL PHOTOGRAPHY

Overview:

This competency standard will provide skills and knowledge to develop commercial photography. The trainee will be able to apply photography color grading, retouching and editing, Events photography, product photography, food photography, drone photography and architecture photography.

Competency Units	Performance Criteria
1. Apply photography color grading, retouching and editing	**P1.** Perform color grading on different types of photos in photo editing software **P2.** Perform photo retouching on different types of photos in photo editing software **P3.** Perform bulk editing by using actions on same types of photos in photo editing software
2. Perform events photography	**P1.** Perform selection of equipment and photos as per event **P2.** Perform edits and retouching as per event in photo editing software
4. Perform product photography	**P1.** Perform selection of equipment and photos as per product and environment **P2.** Perform edits and retouching as per product and environment in photo editing software
5. Perform food photography	**P1.** Perform selection of equipment and photos as per food item and environment **P2.** Perform edits and retouching as per food item and environment in photo editing software
6. Perform drone photography	**P1.** Perform selection of equipment and photos as per location and environment **P2.** Perform edits and retouching as per location and environment in photo editing software
7. Perform architecture photography	**P1.** Perform selection of equipment and photos as per architecture and environment **P2.** Perform edits and retouching as per architecture and environment in photo editing software

Knowledge and Understanding

The trainee must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:
- Differentiate types of photography
- Explain photography equipment
- Explain photo editing software

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Perform photography by using camera settings for different types of photography
- Perform photo editing and retouching

Tools and equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA card
3.	Photography equipment

21.   CREATE DIGITAL ADVERTISEMENT

Overview:

This competency standard will provide skills and knowledge to create digital advertisement. You will be able to create 3Dshort videos Ads, Animated commercials, Intros & Outros, promo videos and spokesperson videos. You can demonstrate your skills to shoot videos with cameras, video ads for social media, collect 2D/3D graphics models for animation, Export/import animation files in animation, intros and outros animation video, animated slideshows, app & website previews promos in animation and green screen video with camera.

Competency unit	Performance criteria
1. Create short video ads	**P1.**Shoot videos with cameras as per requirements **P2.** Select stock videos to purchase as per requirements **P3.** Export, import video files in video editing software as per requirements **P4.** Create video ads for social media channels as per requirements **P5.**Perform video edits and audio, visual effects in video editing software's as per requirements
2. Create animated commercials	**P1.** Design and collect 2D/3D graphics, models for animation project as per requirements **P2.** Create 2D/3D animations in animation software as per requirements **P3.** Perform video editing and audio, visual effects for animation in video editing software as per requirements **P4.** Create 2D/3D animated ads for social media channels as per requirements **P5.**Export/import animation files in animation software as per requirements
3. Create intros &outros	**P1.** Perform fonts, colors, elements and audio, visual effect selection as per requirements in video editing software **P2.** Create intros and outros animation video in video editing software as per requirements **P3.**Create logo animation in animation software as per requirements
4. Create promo videos	**P1.** Perform animation, videos and audio, visual effect selection as per requirements in video editing software **P2.** Create video animated slideshows in animation software as per requirements **P3.** Create app & website previews promos in animation software as per requirements **P4.**Create industry and business promos in animation or video editing software as per requirements
5. Create spokesperson videos	**P1.** Shoot green screen video with camera as per requirements **P2.** Create green animation with animation software as per requirements **P3.**Perform audio, visual effect in video editing software as per requirements

Knowledge and Understanding

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

- Understanding video and animation advertisements
- Explain video editing software
- Explain animation making software

Critical Evidence(s) Required

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

- Design a social media digital ad with different sizes for different social media channels
- Create video ad with different sizes for different social media channels

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA card
3.	Video editing software
4.	Animation software

22.   CREATE 2D/3D GAMES

Overview:

This competency standard will provide skills and knowledge to Create 2D/3Dgames. You will be able to create and collect elements for 2D games, develop 2Dgame, collect elements for 3D games, develop 3D game and build final package for different platforms

Competency Unit	Performance Criteria
1. Game development fundamentals	**P1.** Select single or multiple software for 2D or 3D game development for different platforms as per requirements **P2.** Perform file, project, scenes, levels and game play setup in game development software as per requirements
2. Create and collect elements for 2d games	**P1.** Create 2D game elements in graphics software as per requirements **P2.** Collect readymade 2D game elements as per requirements **P3.** Create game animation with graphics element for 2D games as per requirements
3. Develop 2Dgame	**P1.** Create 2Dgame environments by using graphics elements and animations in 2D game development software as per game story **P2.** Perform player setup for objects, characters and first-person view in 2D game development software **P3.** Create UI and Menus from graphics elements in 2D game development software **P4.** Perform enemy, attack and reactions of game play in 2D game development software **P5.** Perform power up and levels setup in 2D game development software **P6.** Preform sounds, audio and VFX in 2D game development software **P7.** Build 2D game to make it install/play ready in 2D game development software
4. Create and collect elements for 3D games	**P1.** Create 3D game elements in 3D modeling software as per requirements **P2.** Collect readymade 3D game elements as per requirements **P3.** Create game animation with graphics element for 3D games as per requirements
5. Develop 3D game	**P1.** Create 3D game environments by using graphics elements and animations in 3D game development software as per game story **P2.** Perform player setup for objects, characters and first-person view in 3D game development software **P3.** Create UI and Menus from graphics elements in 3D game development software **P4.** Perform enemy, attack and reactions of game play in 3D game development software **P5.** Perform power up and levels setup in 3D game development software **P6.** Preform sounds, audio and VFX in 3D game development software **P7.** Build 3D game to make it install/play ready in 2D game development software

6. Build final package for different platforms	**P1.** Build and export the game package for iOS upload ready in game development software **P2.** Build and export the game package for android upload ready in game development software **P3.** Build and export the game package as per requirements in game development software

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

- Differentiate 2D/3D games software
- Explain 2D/3D games
- Explain basic programming skills

Critical Evidence(s) Required
The trainees need to produce following critical evidence(s) in order to be competent in this competency standard:

- Create 2D/3D characters, elements and environment for 3D games
- Create a simple 2D/3D game
- Edit and re-skin a 2D/3D game

Tools and Equipment required

The tools and equipment required for this competency standard are given below:

Sr. No	Items
1.	Computer system
2.	VGA Card
3.	2d/3d games software

1. OPERATE DIGITAL MEDIA TECHNOLOGY

Overview:

This unit describes the performance outcomes, skills and knowledge required to identify, select and use a digital media package and supporting technologies.

Unit of Competency	Performance Criteria
1. Use appropriate OHS office work practices	**P1.** Use safe work practices to ensure ergonomic, work organization, energy and resource conservation requirements are addressed **P2.** Use wrist rests and document holders where appropriate **P3.** Use monitor anti-glare and radiation reduction screens where appropriate
2. Identify and select appropriate digital media package	**P1.** Identify the basic requirements of a design brief, including user environment **P2.** Research and review suitable available digital media packages **P3.** Select an appropriate digital media package to meet design brief requirements
3. Use digital media package	**P1.** Procure or create suitable data to meet requirements of the brief **P2.** Manipulate data using digital media package tools **P3.** Ensure naming and storing of documents in appropriate file format in directories or folders
4. Review digital media design	**P1.** Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief **P2.** Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format **P3.** Review final product against design brief

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:

- Basic principles of visual design
- Functions and features of digital media packages and technologies
- Graphic design and stylistic language conventions
- OHS principles and responsibilities for ergonomics, such as work periods and breaks
- Principles of digital imaging and file formats, video and sound file formats, file management and transfer systems
- Vendor product directions in digital media hardware and software
- Visualization and interpreting creative information, scripts (text) and images

Critical Evidence(s) Required

      A person who demonstrates competency in this unit must be able to provide evidence of the ability to identify, select and use a digital media package and supporting technologies. 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.

Demonstrated evidence of the ability to:

- Identify basic requirements of a design brief
- Use digital media package to meet organizational requirements
- Use OHS principles and responsibilities for ergonomics, such as work periods and breaks
- Use help manuals and online help when appropriate
- Use digital media technologies to support design brief requirements.

2. CREATE USER DOCUMENTATION

Overview:

This unit describes the performance outcomes, skills and knowledge required to create user documentation that is clear to the target audience and easy to navigate.

Unit of Competency	Performance Criteria
1. Determine documentation standards and requirements	**P1**. Determine documentation requirements **P2**. Investigate documentation and industry standards for requirements and determine appropriate application to user documentation **P3**. Design documentation templates using appropriate software and obtain approval from appropriate person
2. Produce user documentation	**P1**. Conduct a review of the subject system, program, network or application in order to understand its functionality **P2**. Gather existing technical, design or user specifications and supporting documentation **P3**. Create user documentation based on template to record the operation of the subject system, program, network or application
3. Review and obtain sign-off	**P1.** Submit user documentation to target audience for review **P2.** Gather and analyze feedback **P3**. Make changes to user documentation **P4.** Submit user documentation to appropriate person for approval

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:

- Content features, including clarity and readability
- Document design, web design and usability
- Functions and features of templates and style guides
- Instructional design principles

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create user documentation that is clear to the target audience and easy to navigate. 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.

Demonstrated evidence is required of the ability to create user documentation that:

- Meets business requirements
- Caters for a diverse readership
- Is clear to the target audience
- Is easy to navigate.

3. CREATE TECHNICAL DOCUMENTATION

Overview:

This unit describes the performance outcomes, skills and knowledge required to create technical documentation that is clear to the target audience and easy to navigate.

Unit of Competency	Performance Criteria
1. Identify and analyze documentation requirements and client needs	**P1.** Consult with client to identify documentation requirements **P2.** Interpret and evaluate documentation requirements and confirm details with client **P3.** Investigate industry and documentation standards for requirements **P4.** Define and document the scope of work to be produced **P5.** Consult with client to validate and confirm the scope of work
2. Design documentation	**P1.** Identify information requirements with reference to layout and document structure **P2.** Create document templates and style guides consistent with information requirements **P3.** Conduct a review of the system in order to understand its functionality **P4.** Extract content that meets information requirements according to copyright restrictions **P5.** Develop the structure of the technical documentation giving focus to the flow of information, style, tone and content format **P6.** Validate the technical documentation structure with the client
3. Develop documentation	**P1.** Write technical documentation based on the template and scope of work using the information gathered **P2.** Translate technical terminology into plain English where appropriate **P3.** Apply content format and style according to documentation standards and templates
4. Evaluate and edit documentation	**P1.** Submit technical documentation to appropriate person for review **P2.** Gather and analyze feedback **P3.** Incorporate alterations into the technical documentation **P4.** Edit the technical documentation for technical and grammatical accuracy
5. Prepare documentation for publication	**P1.** Check that the completed technical documentation meets client requirements and scope of work **P2.** Submit the technical documentation to appropriate person for approval **P3.** Prepare the technical documentation for publication and distribution using appropriate channels

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:

- Content features, such as clarity and readability
- Document design, web design and usability
- Functions and features of templates and style guides
- Instructional design principles
- Organizational policies, procedures and standards that cover document design.

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create technical documentation that is clear to the target audience and easy to navigate. 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.

Demonstrated evidence is required of the ability to:

- Establish customer needs
- Design and develop technical documentation, such as system, procedures, training material and user guides, incorporating appropriate standards
- Update document with client feedback
- Prepare documentation for publication.

4. USE SOCIAL MEDIA TOOLS FOR COLLABORATION AND ENGAGEMENT

Overview:

This unit describes the performance outcomes, skills and knowledge required to establish a social networking presence using social media tools and applications. The unit specifically identifies the requirement to review, compare and use different types of social networking tools and applications.

Unit of Competency	Performance Criteria
1. Describe different types of social media tools and applications	**P1.** Explain characteristics of the term social media **P2.** Identify different types of social-media tools and applications **P3.** Illustrate some of the issues associated with the use of social media tools and applications
2. Compare different types of social media tools and applications	**P1.** Select one social media type for review **P2.** Review most popular tools and applications within that social media type **P3.** Itemize benefits across a range of the most popular tools and applications **P4.** Select most appropriate social media tool or application
3. Set up and use popular social media tools and applications	**P1.** Identify social media tools and applications for possible implementation **P2.** Initiate preferred social media tools and applications for use **P3.** Establish social media interface using text and file content **P4.** Initiate social networking interaction **P5.** Test and evaluate tools and applications for ease of use **P6.** Present findings

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:

- Basic technical terminology in relation to social networking and social media applications and tools
- Basic knowledge of uploading images, text files, pdf files, audio files, video files and link associated files
- Features and functions of social media applications
- Import and export software functions
- Linking documents
- OHS principles and responsibilities for ergonomics, including work periods and breaks
- Tagging to facilitate collaborative folksonomy
- Social media applications and procedures for connecting to social networking sites
- Use of input and output devices
- Use of RSS feeds to connect a social network.

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create technical documentation that is clear to the target audience and easy to navigate. 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.
Demonstrated evidence is required of the ability to:
- Establish customer needs
- Design and develop technical documentation, such as system, procedures, training material and user guides, incorporating appropriate standards
- Update document with client feedback
- Prepare documentation for publication.

ENTREPRENEURIAL SKILLS

1. DEVELOP ENTREPRENEURIAL SKILLS

Overview:

This Competency Standard identifies the competencies required to develop entrepreneurial skills by Mosaic Artist, 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 enough to provide you the basis for your work.

Unit of Competency	Performance Criteria
1. Develop a business plan	**P1.** Conduct a market survey to collect following information • Customer /demand • Tools, equipment, machinery and furniture with rates • Raw material • Supplier • Credit / funding sources • Marketing strategy • Market trends • Overall expenses • Profit margin **P2.** Select the best option in terms of cost, service, quality, sales, profit margin, overall expenses **P3.** Compile the information collected through the market survey, in the business plan format
2. Collect information regarding funding sources	**P1.** Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate **P2.** Choose the best available option according to investment requirement **P3.** Prepare documents according to the loan agreement requirement **P4.** Include the information of funding sources in the business plan
3. 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
4. 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:

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

- List 7 Ps
- List 7Cs

2. Apply project information management and communications techniques

Overview:

This unit describes the skills and knowledge required to provide a critical link between people, ideas and information at all stages in the project life cycle. It involves assisting the project team to plan communications, communicating information related to the project, and reviewing communications. It applies to individuals who are project practitioners working in a project support role.

Unit of Competency	Performance Criteria
1. Contribute to communications planning	**P1** Identify, source and contribute relevant information requirements to initial project documentation **P2**. Contribute to developing and implementing the project communications plan and communications networks
2. Conduct information-management activities	**P1**. Act on and process project information according to agreed procedures as directed, to aid decision-making processes throughout project life cycle **P2**. Maintain information to ensure data is secure and auditable
3. Communicate project information	**P1**. Communicate with clients and other stakeholders during project using agreed networks, processes and procedures to ensure flow of necessary information **P2**. Ensure reports are prepared and released according to authorization, or produced for release by others **P3**. Seek information and advice from appropriate project authorities as required
4. Contribute to assessing effectiveness of communication	**P1**. Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities **P2**. Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

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:

- Summarize models and methods of communications management in context of project life cycle and other project management functions
- Explain importance of managing risk by treating information securely
- Outline methods of reviewing outcomes
- Identify organizational policies and procedures relevant to this role in a specific context.

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 apply project information management and communications techniques. 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.

3. DEVELOP PROJECT   MANAGEMENT PLAN

Overview:

This unit describes the skills and knowledge to develop a plan for a telecommunications project, including assessing project requirements and planning for all stages to completion and final documentation. It applies to individuals who are likely to have responsibility for the provision of installations, maintenance, upgrades and new services.

Unit of Competency	Performance Criteria
1. Prepare project management plan	**P1.** Evaluate and assess project brief and related documents **P2.** Produce document on project tasks and associated timelines, including installation processes and test requirements **P3.** Assess and produce document on resource requirements to assist allocation of appropriate resources **P4.** Produce training plan assessing training needs and associated timelines for efficient project implementation P5 Determine and document budgetary requirements **P6.** Discuss roles of all identified parties associated with project to ensure their involvement **P7.** Produce project verification document, including monitoring and control processes, and review processes such as quality audits **P8.** Consult with all relevant parties prior to finalizing draft plan and make changes as appropriate
2. Develop and evaluate management plan	**P1.** Produce preliminary plan for consultation, including identified factors that may impact on realization of project and observance of relevant legislation, codes, regulation and standards **P2.** Consult with client and clarify any amendments P3 Develop final plan with recommendations
3. Communicate project information	**P1.** Produce and document final plan to include implementation details and training needs **P2.** Present plan to client and obtains sign off
4. Contribute to assessing effectiveness of communication	**P1.** Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities **P2.** Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

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:

- Explain the key attributes of common telecommunications applications and related equipment
- Identify and evaluate the connections to carrier infrastructure or equipment
- Identify current legislation relating to the design of installation of telecommunications equipment and connection to carrier services
- Evaluate the advantages of leasing and purchase options to assist in delivering cost effective solutions
- Identify and evaluate network and transmission equipment
- Outline network topologies, and interface and interconnect solutions

- Outline work health and safety (WHS) issues that need to be built into a plan, with consideration of:
  - electrical safety
  - materials handling
  - physical hazards
  - confined spaces
  - heights
  - lifting
- Describe and evaluate the power requirements and electrical safety aspects of the installation plan
- Describe typical performance parameters and typical faults that may be encountered in client equipment and related connection and transmission media
- Identify various test equipment types suitable for tests to be made
- Identify warranty information for equipment supplies and contractor work guarantees.

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 a project management plan. 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.

- determine the project attributes and specifications
- prepare a coherent draft project management plan
- consult on and revise a project management plan
- document final project management plan and obtain sign off

1. MANAGE MEETINGS

Overview:

This unit describes the skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organizing the minutes and reporting meeting outcomes. It applies to individuals employed in a range of work environments who are required to organize and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.

Unit of Competency	Performance Criteria
1. Prepare for meetings	**P1.** Develop agenda in line with stated meeting purpose **P2.** Ensure style and structure of meeting are appropriate to its purpose **P3.** Identify meeting participants and notify them in accordance with organizational procedures **P4.** Confirm meeting arrangements in accordance with requirements of meeting **P5.** Dispatch meeting papers to participants within designated timelines
2. Conduct meetings	**P1.** Chair meetings in accordance with organizational requirements, agreed conventions for type of meeting and legal and ethical requirements **P2.** Conduct meetings to ensure they are focused, time efficient and achieve the required outcomes **P3.** Ensure meeting facilitation enables participation, discussion, problem-solving and resolution of issues **P4.** Brief minute-taker on method for recording meeting notes in accordance with organizational requirements and conventions for type of meeting
3. Follow up meetings	**P1.** Check transcribed meeting notes to ensure they reflect a true and accurate record of the meeting and are formatted in accordance with organizational procedures and meeting conventions **P2.** Distribute and store minutes and other follow-up documentation within designated timelines, and according to organizational requirements **P3.** Report outcomes of meetings as required, within designated timelines

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:

- o Outline meeting terminology, structures, arrangements
- o Outline responsibilities of the chairperson and explain group dynamics in relation to managing meetings
- o Describe options for meetings including face-to-face, teleconferencing, web-conferencing and using webcams

o Identify the relevant organizational procedures and policies regarding meetings, chairing and minutes including identifying organizational formats for minutes and agendas.

Critical Evidence(s) Required

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

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to manage meetings. 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.

Demonstrated evidence is required of the ability to:
- apply conventions and procedures for formal and informal meetings including:
    o developing and distributing agendas and papers
    o identifying and inviting meeting participants
    o organizing and confirming meeting arrangements
    o running the meeting and following up
- organize, take part in and chair a meeting
- record and store meeting documentation
- Follow organizational policies and procedures.

2. MANAGE WORKFORCE PLANNING

Overview:

This unit describes the skills and knowledge required to manage planning in relation to an organization's workforce including researching requirements, developing objectives and strategies, implementing initiatives and monitoring and evaluating trends. It applies to individuals who are human resource managers or staff members with a role in a policy or planning unit that focuses on workforce planning.

Unit of Competency	Performance Criteria
1. Research workforce requirements	**P1.** Review current data on staff turnover and demographics **P2.** Assess factors that may affect workforce supply **P3.** Establish the organization's requirements for a skilled and diverse workforce
2. Develop workforce objectives and strategies	**P1.** Review organizational strategy and establish aligned objectives for modification or retention of the workforce **P2.** Consider strategies to address unacceptable staff turnover, if required **P3.** Define objectives to retain required skilled labor **P4.** Define objectives for workforce diversity and cross-cultural management **P5.** Define strategies to source skilled labor **P6.** Communicate objectives and rationale to relevant stakeholders **P7.** Obtain agreement and endorsement for objectives and establish targets **P8.** Develop contingency plans to cope with extreme situations
3. Implement initiatives to support workforce planning objectives	**P1.** Implement action to support agreed objectives for recruitment, training, redeployment and redundancy **P2.** Develop and implement strategies to assist workforce to deal with organizational change **P3.** Develop and implement strategies to assist in meeting the organization's workforce diversity goals **P4.** Implement succession planning system to ensure desirable workers are developed and retained **P5.** Implement programs to ensure workplace is an employer of choice
4. Monitor and evaluate workforce trends	**P1.** Review workforce plan against patterns in exiting employee and workforce changes **P2.** Monitor labor supply trends for areas of over- or under-supply in the external environment **P3.** Monitor effects of labor trends on demand for labor **P4.** Survey organizational climate to gauge worker satisfaction **P5.** Refine objectives and strategies in response to internal and external changes and make recommendations in response to global trends and incidents **P6.** Regularly review government policy on labor demand and supply **P7.** Evaluate effectiveness of change processes against agreed objectives

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:

- Explain current information about external labor supply relevant to the specific industry or skill requirements of the organization
- Outline industrial relations relevant to the specific industry
- Describe labor force analysis and forecasting techniques

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 workforce planning. 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.

Demonstrated evidence is required of the ability to:

- review and interpret information from a range of internal and external sources to identify:
  - current staff turnover and demographics
  - labor supply trends factors that may affect workforce supply
  - organization's workforce requirements objectives and strategies
- manage workforce planning including developing, implementing, monitoring and reviewing strategies to meet workforce needs
- review relevant trends and supply and demand factors that will impact on an organization's workforce
- Develop a workforce plan that includes relevant research and specific strategies to ensure access to a skilled and diverse workforce.

3. UNDERTAKE PROJECT WORK

Overview:

This unit describes the skills and knowledge required to undertake a straightforward project or a section of a larger project. It covers developing a project plan, administering and monitoring the project, finalizing the project and reviewing the project to identify lessons learned for application to future projects. This unit applies to individuals who play a significant role in ensuring a project meets timelines, quality standards, budgetary limits and other requirements set for the project.

Unit of Competency	Performance Criteria
1. Define project	**P1.** Access project scope and other relevant documentation **P2.** Define project stakeholders **P3.** Seek clarification from delegating authority of issues related to project and project parameters **P4.** Identify limits of own responsibility and reporting requirements **P5.** Clarify relationship of project to other projects and to the organization's objectives **P6.** Determine and access available resources to undertake project
2. Develop project plan	**P1.** Develop project plan in line with the project parameters **P2.** Identify and access appropriate project management tools **P3.** Formulate risk management plan for project, including Work Health and Safety (WHS) **P4.** Develop and approve project budget **P5.** Consult team members and take their views into account in planning the project **P6.** Finalize project plan and gain necessary approvals to commence project according to documented plan
3. Administer and monitor project	**P1.** Take action to ensure project team members are clear about their responsibilities and the project requirements **P2.** Provide support for project team members, especially regarding specific needs, to ensure that the quality of the expected outcomes of the project and documented timelines are met **P3.** Establish and maintain required recordkeeping systems throughout the project **P4.** Implement and monitor plans for managing project finances, resources and quality **P5.** Complete and forward project reports as required to stakeholders **P6.** Undertake risk management as required to ensure project outcomes are met **P7.** Achieve project deliverables
4. Finalize project	**P1.** Complete financial recordkeeping associated with project and check for accuracy **P2.** Ensure transition of staff involved in project to new roles or reassignment to previous roles **P3.** Complete project documentation and obtain necessary signoffs for concluding project

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:

- Give examples of project management tools and how they contribute to a project

- Outline types of documents and other sources of information commonly used in defining the parameters of a project
    - Explain processes for identifying and managing risk in a project
    - Outline the organization's mission, goals, objectives and operations and how the project relates to them
    - Explain the organization's procedures and processes that are relevant to managing a project including:
    - lines of authority and approvals
    - quality assurance
    - human resources
    - budgets and finance
    - recordkeeping
    - reporting
- Outline the legislative and regulatory context of the organization in relation to project work, including work health and safety (WHS) requirements.

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 undertake project work. 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.

Demonstrated evidence is required of the ability to:
- define the parameters of the project including:
    - project scope
    - project stakeholders, including own responsibilities
    - relationship of project to organizational objectives and other projects
    - reporting requirements
    - resource requirements
- use project management tools to develop and implement a project plan including:
    - deliverables
    - work breakdown
    - budget and allocation of resources
    - timelines
    - risk management
    - recordkeeping and reporting
- consult and communicate with relevant stakeholders to generate input and engagement in planning, implementing and reviewing the project
- provide support to team members to enable them to achieve deliverables and to transition them as appropriate at completion of the project
- finalize the project including documentation, signoffs and reporting
- review and document the project outcomes.

Overview:

This unit describes the skills and knowledge required to conduct research to identify and communicate career trends. It establishes the need to interact professionally with others in assessing career needs, to effectively assist clients identify competencies they require for a career and employability in a given context. It also examines how to maintain quality of career development services and professional practice. It applies to individuals seeking to identify and communicate trends in career development.

Unit of Competency	Performance Criteria
1. Research and confirm career trends	**P1.** Apply knowledge of changing organizational structures, lifespan of careers and methods of conducting work search, recruitment and selection processes **P2.** Analyze changing worker and employer issues, rights and responsibilities in context of changing work practices **P3.** Examine importance of quality careers development services P4 Maintain all research, documentation, sources and references (electronic or physical) to a high degree of currency and relevance **P5.** Analyze implications of relevant policy, legislation, professional codes of practice and national standards relating to worker and employer issues **P6.** Research changes and trends in theory of career development counseling and practice **P7.** Confirm clusters, levels and combinations of transferable employability skills and preferences that may open employment options spanning more than one occupation or career pathway
2. Assess and confirm ongoing career development needs of target group	**P1.** Analyze history and records in assessing needs of target group **P2.** Assess success of previous career development services and techniques used for individual or target group **P3.** Deploy other means to investigate appropriate care and counseling approaches as required **P4.** Maintain privacy and security of all data, research and personal records according to relevant policy, legislation, professional codes of practice and national standards **P5.** Establish existing work-life balance requirements, issues and needs
3. Maintain quality of career development services and professional practice	**P1.** Analyze and review relevance of career theories, models, frameworks and research for target group **P2.** Incorporate into career development services and professional practice, major changes and trends influencing workplace and career-related options and choices **P3.** Comply with all relevant policy, legislation, professional codes of practice and national standards that influence delivery of career development services

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:

- Explain client care and counseling techniques and processes in the context of career development services
- Describe diversity and its potential effects on career choices
- Outline human psychological development and needs in relation to careers development

- Outline relevant policy, legislation, codes of practice and standards relevant to career development
- Explain recruitment and selection processes in the context of career development services
- Describe a range of data gathering and research techniques
- Explain techniques used to analyze trends.

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 identify and communicate trends in career development. 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.

Demonstrated evidence is required of the ability to:

- research and analyze current economic, labor market, employment, career and vocational, educational and training trends
- identify choices and career development needs for individuals and target groups within a given context
- report and document management of research and career development materials
- Comply with all relevant local, state/territory and national legislation, policies and practices.

5. APPLY INTERPERSONAL SKILLS

Overview:

This unit describes the skills and knowledge required to use advanced and specialized communication skills in the client-counselor relationship. This unit applies to individuals whose job role involves working with clients on personal and psychological issues within established policies, procedures and guidelines.

Unit of Competency	Performance Criteria
1. Communicate effectively	**P1.** Identify communication barriers and use strategies to overcome these barriers in the client-counselor relationship **P2.** Facilitate the client-counselor relationship through selection and use of micro skills **P3.** Integrate the principles of effective communication into work practices **P4.** Observe and respond to non-verbal communication cues **P5.** Consider and respond to the impacts of different communication techniques on the client-counselor relationship in the context of individual clients **P6.** Integrate case note taking with minimum distraction
2. Use specialized counseling interviewing skills	**P1.** Select and use communication skills according to the sequence of a counseling interview **P2.** Identify points at which specialized counseling interviewing skills are appropriate for inclusion **P3.** Use specialized counseling communication techniques based on their impacts and potential to enhance client development and growth **P4.** Identify and respond appropriately to strong client emotional reactions
3. Evaluate own communication	**P1.** Reflect on and evaluate own communication with clients **P2.** Recognize the effect of own values and beliefs on communication with clients **P3.** Identify and respond to the need for development of own skills and knowledge

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:

- Legal and ethical considerations for communication in counseling practice, and how these are applied in individual practice:
  - codes of conduct/practice
  - discrimination
  - duty of care
  - human rights
  - practitioner/client boundaries
  - privacy, confidentiality and disclosure
  - rights and responsibilities of workers, employers and clients
  - work role boundaries responsibilities and limitations of the counselor role
  - work health and safety
  - Principles of person-centered practice
  - Potential impacts of using different communication skills and techniques in counseling contexts

- **Communication techniques and micro-skills including:**
  - attending behaviors active listening, reflection of content feeling, summarizing
  - questioning skills open, closed, simple and compound questions
  - client observation skills
  - noting and reflecting skills
  - providing client feedback
- **Specialized counseling communication techniques, and how they are used,** including:
  - challenging
  - reframing
  - focusing
- **Components of the communication process including:**
  - encoder
  - decoder
- **Primary factors that impact on the communication process including:**
  - context
  - participants
  - rules
  - messages
  - channels
  - noise
  - feedback
- **Communication barriers and resolution strategies, including**:
  - environmental
  - physical
  - individual perceptions
  - cultural issues
  - language
  - age issues
  - disability
- **Observational techniques including**:
  - facial expressions
  - non-verbal behavior
  - posture
  - silence
- **Ways, including**:
  - visual in which different people absorb information
  - auditory
  - kinesthetic
- **Impacts of trauma and stress on the communication process, including on**:
  - concentration and attention
  - memory
  - use of verbal and written language
  - use of body language
  - challenging within the counseling session
- **Self-evaluation practices, including:**
  - how to recognize own biases
  - Impact of own values on the counseling relationship.

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 apply specialist interpersonal and counseling interview skills. 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.

Demonstrated evidence is required of the ability to:

- interviewed at least 3 different clients using specialized interpersonal communication and counseling interviewing skills, including:
- micro-skills and communication techniques, including:
  - o attending behaviors active listening,
  - o reflection of content, summarizing
  - o questioning skills open, closed, simple and compound questions
  - o client observation skills
  - o noting and reflecting skills
  - o providing client feedback
- specialized counseling interviewing skills, including:
  - o challenging
  - o reframing
  - o focusing
- integrated clear case note taking into the interview process
- Completed a structured process of self-reflection and evaluation of own communication used during the 3 interviews.

Overview:

This unit describes the performance outcomes, skills and knowledge required to participate in workplace occupational health and safety (OHS) processes to protect workers own health and safety, and that of others.

Unit of Competency	Performance Criteria
1. Work safely	**P1.** Follow established safety procedures when conducting work **P2.** Carry out pre-start systems and equipment checks in accordance with workplace procedures
2. Implement workplace safety requirements	**P1,** Identify designated persons for reporting queries and concerns about safety in the workplace **P2.** Identify existing and potential hazards in the workplace, report them to designated persons and record them in accordance with workplace procedures **P3.** Identify and implement workplace procedures and work instructions for controlling risks **P4.** Report emergency incidents and injuries to designated persons
3. Participate in OHS consultative processes	**P1.** Contribute to workplace meetings, inspections or other consultative activities **P2.** Raise OHS issues with designated persons in accordance with organizational procedures **P3.** Take actions to eliminate workplace hazards or to reduce risks
4. Follow safety procedures	**P1.** Identify and report emergency incidents **P2.** Follow organizational procedures for responding to emergency incidents

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:

- Explain responsibilities of employers and employees under relevant health and safety regulation
- Describe emergency procedures including procedures for fires, accidents and evacuation
- Outline 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:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to participate in workplace OHS processes. 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.
Assessment must ensure the safety processes; hazards and risk are relevant to the area of work. Evidence of the following is essential:
- Accurately following all relevant safety procedures
- Identifying and reporting hazards to designated personnel
- Knowledge of relevant health and safety regulations
- Knowledge of relevant materials, equipment and work processes.

7. MAINTAIN PROFESSIONALISM IN WORKPLACE

Overview:

This unit of competency describes the outcomes required maintain a professional image in the workplace, including behaving ethically, demonstrating motivation, respecting timeframes and maintaining personal appearance.

Unit of Competency	Performance Criteria
1. Respect work timeframes	**P1.** Demonstrate punctuality in meeting, set working hours and times. **P2.** Utilize working hours only for working and follow company regulations. **P3.** Complete work tasks within deadlines according to order of priority **P4.** Supervisors are informed of any potential delays in work times or projects.
2. Maintain personal appearance and hygiene	**P1.** Clean hair, body and nails regularly. **P2.** Wear suitable cloths for the workplace, and respect local and cultural contexts **P3.** Meet specific company dress code requirements
3. Maintain adequate distance with colleagues and clients	**P1.** Respect personal space of colleagues and clients with reference to local customs and cultural contexts. **P2.** Keep sufficient distance from others **P3.** Avoid cross transmission of infections (especially through respiration).
4. Work in an ethical manner	**P1.** Follow company values/ethics codes of ethics and/or conduct, policies and guidelines. **P2.** Use company resources in accordance with company ethical standards. **P3. Conduct** personal behavior and relationships in accord with ethical standards and company policies. **P4.** Undertake work practices in compliance with company ethical standards, organizational policy and guidelines. **P5.** Instruct co-workers on ethical, lawful and reasonable directives. **P6.** Share company values/practices with co-workers using appropriate behavior and language. **P7.** Report work incidents/situations and/or resolved in accordance with company protocol/guidelines.

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:

- Explain application of good manners and right conduct
- Explain basic practices for oral and personal hygiene
- Describe common products used for oral and personal hygiene
- Outline the company code of conduct/values
- Outline the Company regulations, performance and ethical standards
- Explain work responsibilities/job functions
- Describe communication skills
- State workplace hygiene standards

Critical Evidence(s) Required

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

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to maintain professionalism in the workplace. 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.

Evidence of the following is essential:

- clarify and affirm work values/ethics/concepts consistently in the workplace;
- comply with required working times;
- conduct work practices satisfactorily and consistently, in compliance with work ethical standards, organizational policy and guidelines;
- Develop suitable hygiene
- Keep adequate distance while interacting with colleagues and clients.