

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Understand and confirm the brief
Code	107949L3
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who are involved in digital media production. There can be many different briefs ranging from contractual to competition. The kind this UoC is concerned with is project brief serving as a guide for Digital Media (DM) production project which is referred to throughout the project timeline.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for understand and confirm the brief</p> <ul style="list-style-type: none"> <li>• Possess literacy skills that can read and interpret relevant sources of information such as: project plans, requirement specifications, scripts, storyboards, etc.</li> <li>• Possess good overall concept of animation and DM production</li> <li>• Good teamwork</li> </ul> <p>2. Understand and confirm the brief</p> <ul style="list-style-type: none"> <li>• Understand the contents of the brief related to the project work, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Introduction/overview with objectives and goals</li> <li>○ Budget and schedule</li> <li>○ Target audience</li> <li>○ Scope (deliverables), Example: <ul style="list-style-type: none"> <li>▪ 2-3 minute animation</li> <li>▪ Music</li> <li>▪ Voiceover</li> <li>▪ 3D perspective images</li> </ul> </li> <li>○ Available materials/required materials to help with the production work, Example: <ul style="list-style-type: none"> <li>▪ Full set of working drawing - received</li> <li>▪ Google earth location file - received</li> <li>▪ Material specification – required</li> <li>▪ etc.</li> </ul> </li> <li>○ Overall looks/styles/scenes, Example: <ul style="list-style-type: none"> <li>▪ Opening scene – showing company logo and project name</li> <li>▪ Scene 1 – show gentle panning movement of apartment building</li> </ul> </li> <li>○ Special requests or “what not wants”</li> </ul> </li> <li>• Clarify items of the brief with other team members or clients through formal meetings, questionnaires, interviews, etc.</li> <li>• Confirm if the deliverables, the schedule/timeline and budget can satisfy the brief. Request any adjustments, if necessary</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Committed to fully comprehend the brief and deliver the brief’s requirements in the agreed schedule and budget</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of brief and how it is being used</li> </ul>

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

	<ul style="list-style-type: none"><li>• Comprehend and confirm the contents of the brief, including to work with team members or clients to clarify different areas of the brief and make adjustments where necessary</li><li>• Ensure the DM production stages fulfilled the brief requirements</li></ul>
Remark	