

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

Functional Area - Operations Management

Title	Manage interactive media projects
Code	107978L6
Description	This unit of competency applies to personnel who manage resources devoted to and personnel working on interactive media projects. Interactive media development utilises well-established methods to organise and run activities to keep the projects on schedule and budget, while achieving the expected level of quality and profitability. This UoC is concerned with the capabilities, judgments and activities for interactive media projects management.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for interactive media projects management</p> <ul style="list-style-type: none"> • Realise the philosophy and guidelines of the organisation towards interactive media projects development • Understand related budget and resources allocations • Understand the competitive environment and customer requirements in the market • Possess proficient knowledge about the key phases and tasks for interactive media projects development and management • Possess good analytical, communication, initiative and enterprise skills to exercise a high level of creative ingenuity and innovation • Possess project planning and organisational skills for tasks such as: <ul style="list-style-type: none"> ○ Delegate tasks and responsibility appropriately ○ Establish clear roles and goals to achieve required project outcomes ○ Organise resources to achieve required outcomes ○ Meet project deadlines and milestones, etc. • Possess the technical skills to resolve hardware, software and technical issues • Possess a wide range of knowledge on interactive media tools • Possess the personal traits of a competent project manager, such as: <ul style="list-style-type: none"> ○ Negotiation skills ○ Time management ○ Critical thinking, etc. <p>2. Manage interactive media projects:</p> <ul style="list-style-type: none"> • Conduct detailed analysis about requirements of the interactive media project in concern and work out the project milestones, and specific targets that have to be met by certain dates • Conduct technical and scholastic research to ensure all resources and content are well allocated and ready for any risk management • Estimate the scale of the project and organise a project team with possible members as follow: <ul style="list-style-type: none"> ○ Concept artists ○ Designers ○ Programmers ○ Animators and others • Direct and manage the interactive media project combining technological competence with human-centered design and artistic / creative endeavor • Carry out overall management throughout the life cycle of the interactive media project, for tasks such as: <ul style="list-style-type: none"> ○ Scope of work

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	<ul style="list-style-type: none"> ○ Cost expenditures ○ Schedules ○ Quality of output and potential risks ○ Periodic status reporting to management and customers, etc. ● Exercise analytical skills to: <ul style="list-style-type: none"> ○ Analyse documentation and images to inform implementation of the project specifications ○ Interpret briefs, work instructions, and technical and conceptual information ○ Analyse environmental impact and make sustainability considerations, etc. ● Exercise communication skills to: <ul style="list-style-type: none"> ○ Communicate complex designs in a structured format drawn from industry standards, styles and techniques ○ Communicate technical requirements related to software development, graphics requirements and code development to team members ○ Provide practical advice, support and feedback to team members and management, etc. ● Exercise crucial judgments to resolve potential problems ● Handle critical turning points in the project to ensure smooth execution and good result returns ● Act as the central point of contact and liaison for all aspects of the interactive media project with parties such as: <ul style="list-style-type: none"> ○ Senior management ○ Publishers ○ The public relation and marketing departments ○ Members of the development team ○ Outsourced personnel, if any ● Manage all testing with interactive hardware devices ● Manage device APIs with developing software ● Ensure proper completion of the project and coordinate related follow-up activities ● Prepare a final report about the project in concern for management's review and further instructions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always devote fully to all activities related to interactive media project management ● Always perform the interactive media project management tasks in an objective and fair manner, and balance the interests of both the organisation and employees
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Able to complete the interactive media project development tasks within time and budget constraints; and ● Able to successfully manage all issues related to software development and testing; and ● Able to ensure the quality of the interactive media project and meeting all prescribed requirements
Remark	