
Overview

Digital broadcast and network mediums are increasingly becoming the norm and ever more complex in their ability to be able to air and move visual audio information around many simultaneous formats at ever faster distribution delivery. This has had major repercussions for several sectors of the music and sound industries as the industry as a whole absorbs and adopts pioneering technologies for cutting edge promotion and delivery of information via a series of expanding digital channels and outlets.

Several new media job opportunities have appeared in all sectors of the music and sound industries which essentially bring together simple post-visual editing skills with good compositional music and sound engineering skills to create small cost effective promotional campaigns. Promotional material and content can now see a highly effective 5-10 second web-based advertising image create huge interest or marketing sales as can a 5-10 minute digital video or podcasting with visual information aids.

This standard is about qualitative digital delivery of original visual images, and sound. It is also essential for you to be able to deliver the reproduction of differing formats for all mediums/client coverage. For instance, it has become common for radio network advertisers and brands to make use of televised audio for radio jingles and for the brands to expand on marketing radio jingles using the same audio content for brands with new visuals for television and online.

This Standard is about the creative development of digital visuals and images working alongside audio effects and sound using current digital formats. You will have an informed and detailed knowledge of simple broadcast and network mediums using a combination of high quality digital audio/movie/image files. It is essential for you to be able to deliver the reproduction of differing formats for all mediums/client coverage.

This standard utilises the multi tasking skills expected of today's recording engineers, editing engineers, mastering engineers, mix engineers and programmers.

CCSMT40

Manage digital broadcast and network online media

Performance criteria

You must be able to:

- P1 research common digital video-and-audio DAW editors
- P2 use and manage common digital video-and-audio DAW editors
- P3 manage digital broadcast media content
- P4 transfer digital media content from source to DAW editors
- P5 compile visual and soundtrack content
- P6 save and archive media files
- P7 transfer finished content into media files
- P8 review finished content
- P9 broadcast and upload finished content
- P10 migrate files and produce a podcast of content
- P11 save and archive formatted media files
- P12 record and import digital video and audio media files
- P13 produce and broadcast digital media files
- P14 reset and tidy environment after use

Knowledge and understanding

You need to know and understand:

- K1 DAW universal file formats
- K2 the transfer of DAW universal file formats
- K3 edit and compile procedures
- K4 the importance of timelines and frames
- K5 common digital video media files and formats
- K6 common video and audio codecs
- K7 audio professional broadcast file extensions
- K8 how differing audio formats can be transferred
- K9 how to produce, edit and mix media files
- K10 how to broadcast and upload media files

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Date approved	April 2012
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Validity	Current
Status	Original
Originating organisation	Creative & Cultural Skills
Original URN	CCSMT40
Relevant occupations	Maintenance engineers; technical support; Live sound Engineers; artists; Recording Engineers; recording Producers; mix engineers; assistant engineers; programmers; Mastering Engineers; editing engineers; OB/post engineers; writers; co writers; tape ops; Studio managers; Jingle composers
Suite	Music Technology
Key words	Aif; .aiff; .au; .mp3; .wma; .qt; .ra; .ram; .wav; .ogg; Short visual library content; images; stills; frames; background effects and graphic colours; credits; soundtrack; Audio files; video files; joint broadcast/network media files; download; streaming; syndication feeds; uploading; digital content; bluetooth; digital audio player (DAP); podcasting; audio/visual content; Video codecs; FFD Show MPEG-4; DivX 6.5.1; Koepi's XviD Codec; DivX Free; DScaler MPEG Filters; OggDS / OGM Codec; Nic's XviD Codec; Ligos Indeo Codec; MJPGPIC Video Audio codecs; PCM; u-law; MPEG Audio Layer-III & audio layer IV, Proprietary (Microsoft); Proprietary (Apple Computer); Proprietary (Real Networks); OggVorbis; Fraunhofer Institute (IIS); MP3 standards organisation; Industry Standard organisation; music; sound; music technology;