



CHART OF COMPETENCIES

CONTENT CREATION *in* New Media

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“Four broad areas of expertise can be said to encompass the occupations within the (New Media) industry, including both the technical and non-technical professions. The four categories are: Business Strategy, Creative, Research & Knowledge Management, and Technical/Development.”

Human Resources Challenges for Interactive Media Skills Requirements in Canada: A Research Needs Assessment, prepared by MMSG Inc. for the Cultural Human Resources Council © December 2000. All rights reserved.

“New media content creators operate within a highly diversified industry.”
CRTC, May 1999. This chart relates to the “creative” occupations within the New Media industry.

This Chart of Competencies is to be used in conjunction with the *New Media Content Creators’* competency profile developed by New Media workers in partnership with the Cultural Human Resources Council with the generous support of Human Resources Development Canada. It presents the combined competencies that make up the work of professionals in a broad range of New Media Content Creation occupations. For example: 3D animator, application designer, creative content consultant, games designer, graphic artist, illustrator, music and sound composer, new media artist, program designer, programmer, writer, systems architect, etc.

The chart and profile can be used by individuals to evaluate their own skills and to determine areas where they should pursue additional training. On a corporate level, this material can be applied in defining job profiles, developing competency-based professional development programs, negotiating and customizing training programs, developing career planning programs, recruitment profiles and individual position descriptions. On a broader scale, the competency chart and profile can be used to increase understanding of the roles New Media Content Creators play, especially in organizations whose core business is not New Media.

Main Elements of the Chart:

- A series of General Areas of Competence (GACs), major responsibilities or skills of a particular occupation, in this case — New Media Content Creators.
- There are two types of GACs:
 - Sections A to J: **Professional Competencies**
 - Sections K and L: **General Competencies**

The Competency Profile outlines Sub-tasks as well as Performance Indicators, highlighting Important Actions and a range of Personal, Interpersonal and Business Skills.

The **Competency Chart and Profile** highlight the full range of skills identified by New Media Content Creators on the basis of their experience and expertise.



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A New Media Content Creator must be able to...

PROFESSIONAL COMPETENCIES

A. Research/Explore Ideas

- 1. Play/Experiment
- 2. Stockpile ideas/discoveries
- 3. Anticipate cultural trends
- 4. Immerse oneself in variety of cultural expressions
- 5. Research potential audience
- 6. Research subject matter
- 7. Assess potential of an idea
- 8. Analyze success/failures

B. Identify Project Objective(s)

- 1. Analyze needs
- 2. Define target audience
- 3. Determine success factors
- 4. Determine financial conditions
- 5. Assess time lines
- 6. Assess existing resources (HR and tools)
- 7. Assess benefits

C. Propose a Project

- 1. Develop a proposal
- 2. Perform a competitive analysis
- 3. Identify deal breakers
- 4. Utilize internal/external expertise to prepare/present proposal
- 5. Prepare a budget proposal
- 6. Identify potential funders/investors/sponsors
- 7. Tailor proposals (content and format)
- 8. Create partnerships
- 9. Present the project
- 10. Close the deal

D. Design a Project

- 1. Determine delivery medium
- 2. Create storyboards
- 3. Structure content
- 4. Create project time line(s)
- 5. Finalize budget
- 6. Determine production methodology
- 7. Determine human resources requirements for production
- 8. Experiment with concepts
- 9. Address legal issues (copyright, licensing, clearances, ...)
- 10. Develop prototypes
- 11. Determine functional specifications
- 12. Develop detailed written script
- 13. Create treatment (Design document)
- 14. Develop video/film production plan

E. Develop a Project (Produce)

- 1. Utilize development environment
- 2. Re-use catalogued assets/templates
- 3. Produce code
- 4. Create database
- 5. Create interface
- 6. Produce text-based content
- 7. Produce illustrations
- 8. Produce images
- 9. Produce video
- 10. Build digital 3-D architecture models/sets
- 11. Develop digital 3-D animation
- 12. Develop traditional animation
- 13. Design lighting
- 14. Produce audio
- 15. Produce music
- 16. Produce media installations
- 17. Integrate technical and artistic components
- 18. Implement quality assurance (testing)
- 19. Establish release environment
- 20. Create support document
- 21. Release product
- 22. Assess/Evaluate project

F. Manage a Project

- 1. Define client expectations
- 2. Negotiate a contract
- 3. Clarify roles and responsibilities of all parties
- 4. Ensure communications (internal/external)
- 5. Monitor project (actual vs budgetted)
- 6. Address changes
- 7. Maintain cash flow
- 8. Maintain enthusiasm and vision (long term)
- 9. Conduct a post-mortem

G. Interact with Client

- 1. Educate client
- 2. Resolve conflicts
- 3. Maintain relationship after project

H. Promote Project or Services

- 1. Establish professional/corporate identity (branding)
- 2. Assemble promotional package
- 3. Ensure press coverage
- 4. Build anticipation for product
- 5. Advertise a product
- 6. Generate/Maintain interest in product
- 7. Secure endorsements/testimonials
- 8. Identify cross-marketing opportunities
- 9. Create merchandising opportunities
- 10. Participate in trade shows
- 11. Sponsor events/organizations

I. Operate Tools and Equipment

- 1. Operate general office equipment and software
- 2. Operate static imaging hardware and software
- 3. Operate video hardware and software
- 4. Operate audio hardware and software
- 5. Operate music hardware and software
- 6. Operate programming editors and compilers
- 7. Operate/Maintain a computer
- 8. Operate digital 3-D hardware and software
- 9. Operate 2-D animation hardware and software

J. Share Knowledge and Information

- 1. Present New Media works in public settings
- 2. Participate in New Media events
- 3. Contribute to dialogue surrounding New Media
- 4. Share expertise with interested parties
- 5. Teach
- 6. Act as mentor

GENERAL COMPETENCIES

To accomplish the tasks associated with the above enumerated professional competencies, a New Media Content Creator must be able to ...

K. Demonstrate Interpersonal Skills

- 1. Demonstrate teamwork skills
- 2. Work with other disciplines
- 3. Manage egos
- 4. Demonstrate listening skills
- 5. Demonstrate flexibility
- 6. Demonstrate interviewing skills
- 7. Establish realistic expectations
- 8. Negotiate
- 9. Exercise leadership
- 10. Demonstrate oral communication skills
- 11. Persuade
- 12. Demonstrate written communication skills
- 13. Network with people
- 14. Give/Receive constructive criticism
- 15. Market oneself

L. Demonstrate Personal Skills

- 1. Demonstrate a passion for one's work
- 2. Demonstrate professional integrity
- 3. Demonstrate computer literacy
- 4. Demonstrate conceptual skills
- 5. Demonstrate artistic ability
- 6. Demonstrate creativity
- 7. Demonstrate analytical skills
- 8. Demonstrate problem-solving skills
- 9. Demonstrate adaptability
- 10. Innovate
- 11. Demonstrate planning skills
- 12. Demonstrate reliability
- 13. Take risks
- 14. Manage stress
- 15. Handle multiple simultaneous tasks
- 16. Self-motivate
- 17. Stay current
- 18. Learn from success and failures
- 19. Balance personal and professional life
- 20. Work methodically