

National Occupational Standards: Interactive Media

IM9 Provide Creative And Strategic Direction For Interactive Media Projects

Example job titles: Producer, Project Director, Project Manager

Overview	Knowledge and Understanding	Awareness	Performance Statements
<p>This unit is about your ability to understand and specify the product's high-level creative and commercial requirements and/or purpose.</p> <p>You may need to:</p> <ul style="list-style-type: none"> ▪ Liaise with the client or other project sponsors; ▪ Originate conceptual ideas, usually in consultation with others; ▪ Combine creative, logical and analytical thinking; ▪ Produce written or drawn documentation; ▪ Oversee project teams and specialists; ▪ Ensure the project's business objectives and creative vision are understood and maintained. <p>You will need to combine expertise in business, management, content, design and technical disciplines. This function has a close relationship with 'pure' project management, but focuses on the project's creative requirements rather than the mechanics of running it; however, the two functions are often combined in practice.</p>	<p><i>This is what you must know</i></p> <ol style="list-style-type: none"> a. How to develop briefs, concepts, storylines, characters, settings, scripts and specifications for interactive products; b. How to communicate effectively with specialists; c. How to evaluate creative and technical work to ensure it is fit-for-purpose and meets your specifications; d. How to reconcile client, user and commercial requirements; e. The different technologies, tools, formats, and creative or technical approaches that are available, and their advantages, disadvantages and implications; f. How to identify which technologies, tools, and creative or technical approaches would be most appropriate to use; g. How to submit work for approval, manage change requests, and obtain sign-off. 	<p><i>This is what you must be aware of</i></p> <ol style="list-style-type: none"> i. The resources and timescales required to implement your specifications; ii. The different specialist skills that may be required for a given project; iii. The needs and expectations of your organisation's design and production staff; iv. The nature of the client's business and the context in which the product is required; v. The inter-relations between content, design and technology; vi. Current trends in digital design, concepts and use of technology; vii. The importance of sound project management, including the need to obtain approval for one key stage before proceeding to the next; viii. The importance of strong creative direction and clear lines of accountability in the team; ix. Project management processes and methodologies such as PRINCE2. 	<p><i>This is what you must be able to do</i></p> <ol style="list-style-type: none"> 1. Identify and specify relevant design and technical parameters; 2. Devise solutions to meet requirements within relevant design parameters; 3. Select the most appropriate platforms, distribution formats, technologies and approaches; 4. Use text and diagrams or drawings to create clear and accurate specification documents from which the product can be designed; 5. Liaise with creative, technical and project management staff to ensure your specifications are understood and can be effectively implemented; 6. Liaise with external and/or internal project sponsors to clarify their requirements and expectations; 7. Liaise with the relevant authority to obtain approval for your specifications; 8. Evaluate and give constructive feedback about creative and technical work produced by others; 9. Recommend design changes arising from user testing.