



**Maldives National Skills Development Authority**



# **National Competency Standard for Multi-Media Producer**

**Standard Code: SOC-16L4-V2-24**

**Qualification Name: National Certificate IV in Multi-Media Producer**

## FOREWORD

The pivotal role of the Maldives National Skills Development Authority (MNSDA) in meticulously implementing and expanding Technical and Vocational Education & Training (TVET) exemplifies the steadfast commitment of the Maldives to build a skilled and resilient workforce. This commitment is evident from the strategic formulation of National Standards and the establishment of a comprehensive framework for training and certification.

Under the Higher Education and Training Act 7/2021, the MNSDA assumes an instrumental role, reflecting the government's unwavering dedication to streamlining TVET policies and procedures. This includes the establishment of a robust system for accrediting and registering both Institution Based Training (IBT) and Employer Based Training (EBT) providers. The MNSDA's active involvement in conducting the National Apprenticeship Program (NAP), National Trade Testing and Certification (NTTC), and the issuance of National Certificates reflects a comprehensive approach to ensure elevated quality standards and competency within the workforce.

The National Competency Standards (NCS) revised through the Maldives Enhancing Employability and Resilience of Youth (MEERY) project accentuates the commitment to updating and sustaining contemporary skill sets aligned precisely with industry demands. Deliberate efforts to revise existing NCS, coupled with the development of curriculum, teaching materials, resource books, and logbooks, attest to our dedication to ensuring the ongoing relevance and currency of the TVET system in the Maldives.

The active engagement of Technical Panels and Employment Sector Councils in the NCS development and approval process, coupled with alignment to the Maldives National Qualification Framework (MNQF) and accreditation by the Maldives Qualifications Authority (MQA), certifies that the TVET system not only remains highly responsive but also ensures the quality standards demanded by industries. This approach enables the system to effectively meet the diverse needs of industries and adapt to the evolving economic landscape.


The collaborative development of the National Certificate IV in Multi media producer by the MNSDA, MEERY, and the Maldives Institute of Technology exemplifies the practical implementation of TVET initiatives. This training package represents a critical stride towards addressing the requisite skills while fostering opportunities to integrate sustainable economic development within the TVET framework.



Dr. Zahra Mohamed

Chief Executive Officer

Maldives National Skills Development Authority

EMPLOYMENT SECTOR COUNCILS			
#	Name	Designation	Organisation
01	Saudath Afeef	Director	Ministry of Youth Empowerment, Information and Arts
02	Miruzza Mohamed	Deputy Director General	Ministry of Climate Change, Environment and Energy
03	Alfeen Adnan Ismail	Allied Health Council Member	Maldives Allied Health Council
04	Abdul Wahid Mohamed	Director	FENAKA Corporation Limited
05	Ali Shareef	Director	Villa College / Centre for Foundation Studies
06	Salma Hassan	Industry Expert	-
07	Hamid Abdul Ghafoor	Industry Expert	-
08	Fathimath Haula	Programme Officer	Maldives National Skills Development Authority
09			
National Occupational Standard has been endorsed by:			
 <p>Hamid Abdul Ghafoor Chairperson Social Sector Council</p>			
<p>Maldives National Skills Development Authority Umar Zahir Office Building, 5th Floor, Orchidmaa Hingun, Hulhumale', Republic of Maldives.</p>			
Date of Endorsement: 14.07.2024		Date of Revision: 14.07.2024	

TECHNICAL SUPPORT			
#	Name	Designation	Organisation
01			
02			

TECHNICAL PANEL MEMBERS			
#	Name	Designation	Organisation
01	Ali Humaid	Manager- HR projects	Maldives Airports Company
02	Moosa Zakariyya	Manager - Transmission	Public Service Media
03	Hammadh Ali	Managing Director	Cine Storm PVT LTD
04	Hassan Fahumy	Digital Marketing Consultant	-
05	Fathimath Hussain	Academic Head	Public Service Media

VERSION	DEVELOPER	DATE	STANDARD CODE
V2	Maldives Institute of Technology	11.06.2024	SOC-16L4-V2-24

## Standard Review Process

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To begin with, Multi-Media Production occupation competencies were profiled through study of the occupations across the Maldivian workplaces aligned to the principles of "Functional Analysis", a methodology used for reviewing Competency Standards. Referred occupational profiling process compared existing competency units incorporated within the National Competency Standard of Level IV in Multi-Media Producer program.

Draft Review of the occupational standard is then compiled and submitted to the Technical Panel (TP) organised by the Maldives National Skills Development Authority (MNSDA). The Draft Standard is then edited based on comments from TP members under the direct observation of MNSDA. With series of reviewing and editings, TP approved standard is then tabled at Employment Sector Council (ESC) meeting for endorsement.

All the Standards of MNSDA are endorsed from the ESC before being published on its website.

## Description of “Multi-Media Producer”

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The National Certificate IV in Multi-Media Producer is designed to provide individuals with comprehensive skills and knowledge necessary to excel in the field of media creation and production. Through hands-on training and theoretical learning, participants will explore various aspects of media production.

This certification serves as a gateway for individuals aspiring to pursue careers in media production, offering a solid foundation in fundamental skills essential for success in the industry.

## Recommended changes to the existing National Certificate IV in Multi-Media Producer

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The changes proposed by the Technical Panel (TP) for National Certificate IV in Multi-Media Producer Standard aim to synchronise the curriculum with contemporary industry benchmarks. These revisions are intended to ensure that the program aligns seamlessly with current standards and practices prevalent within the industry.

## Job opportunities upon completion of “National Certificate IV in Multi-Media Producer”

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Upon successful completion of the National certificate IV in Multi-Media Producer students can work in the following jobs.

1. *Video Producer*
2. *Content Creator*
3. *Multimedia Journalist*

## KEY FOR CODING

### Coding Competency Standards and Related Materials

DESCRIPTION	REPRESENTED BY
Industry Sector as per ESC (Three letters)	Construction Sector (CON) Fisheries and Agriculture (FNA) Information, Communication and Technology (ICT) Transport Sector (TRN) Tourism Sector(TOU) Social Sector (SOC) Foundation (FOU)
Standard Number - Occupation with in an industry sector	Two digits 01-99
Common Competency	CM
Core Competency	CC
Unit Number - Occupation with in an Standard	Three digits 01-99
MNQF level of qualification	L1, L2, L3, L4 etc.
Version Number	V1, V2 etc.
Separator	-
Year of Last Review of standard, qualification	Two digits responding to the year of last review, example 23 for the year 2023
Qualification Code	Refers to Sandard code in cover page

1. Endorsement Application for Qualification 01		
2. NATIONAL CERTIFICATE IV IN MULTI-MEDIA PRODUCER		
3. Qualification code: SOC-16L4-V2-24		Total Number of Credits: 120
<b>4. Purpose of the qualification</b> The purpose of the National Certificate-4 in Media Production is to provide learners with the knowledge, skills, and competencies required to work effectively in the media production industry. This qualification aims to equip learners with the practical skills and theoretical understanding necessary to produce high-quality media content across various platforms and formats, including film, television, digital media, advertising, and corporate communications.		
5. Regulations for the qualification		National Certificate IV in the occupation of Media Production will be awarded to those who are competent in units 1+2+3+4+5+6+7+8+9+10+11+12+13+14+15+16+17+18+19
6. Schedule of Units		
Unit No.	Unit Title	Code
<b>Common Competencies</b>		
01	Write technical reports	SOC-02-CM04-V2-24
02	Participate in sustainable work practices	SOC-01-CM07-V2-24
03	Enhance customer service experience	SOC-01-CM09-V2-24
04	Lead and manage people	SOC-01-CM10-V2-24
05	Apply work ethics and manage diversity in the workplace	SOC-01-CM08-V2-24
06	Understand basic entrepreneurship and small business development	SOC-04-CM03-V3-24
<b>Core Competencies</b>		
07	Understand the fundamentals of media production	SOC-16-CC11-V2-24
08	Develop knowledge on basics of video production	SOC-16-CC12-V2-24
09	Apply fundamentals of audio production	SOC-16-CC13-V2-24
10	Apply principles of lighting and composition	SOC-16-CC14-V2-24
11	Record and edit sounds	SOC-16-CC15-V2-24
12	Demonstrate professionalism in media production	SOC-16-CC16-V2-24
13	Manage media production operations	SOC-16-CC17-V2-24
14	Apply the principles of animation	SOC-16-CC18-V2-24
15	Create 2D and 3D animations	SOC-16-CC19-V2-24
16	Create sound design, camera and lighting techniques for moving image production	SOC-16-CC20-V2-24

17	Create multimedia content	SOC-16-CC21-V2-24
18	Implement post-production techniques	SOC-16-CC22-V2-24
19	Execute media projects	SOC-16-CC23-V2-24
<b>7. Accreditation requirements</b>		The training provider should have made arrangements to ensure students are provided with adequate theory and practicals for them to develop all the required knowledge and skills stipulated in the National Competency Standard.
<b>8. Recommended sequencing of units</b>		As appearing under the section 06



## Unit Details

Unit No.	Unit Title	Code	Level	No. of credits	Credit hours	Contact hours
01	Write technical reports	SOC-02-CM04-V2-24	IV	04	40	20
02	Participate in sustainable work practices	SOC-01-CM07-V2-24	IV	04	40	20
03	Enhance customer service experience	SOC-01-CM09-V2-24	IV	10	100	50
04	Lead and manage people	SOC-01-CM10-V2-24	IV	10	100	50
05	Apply work ethics and manage diversity in the workplace	SOC-01-CM08-V2-24	IV	15	150	75
06	Understand basic entrepreneurship and small business development	SOC-04-CM03-V3-24	III	04	40	20
07	Understand the fundamentals of media production	SOC-16-CC11-V2-24	III	03	30	15
08	Develop knowledge on basics of video production	SOC-16-CC12-V2-24	III	03	30	15
09	Apply fundamentals of audio production	SOC-16-CC13-V2-24	III	04	40	20
10	Apply principles of lighting and composition	SOC-16-CC14-V2-24	III	05	50	25
11	Record and edit sounds	SOC-16-CC15-V2-24	III	05	50	25
12	Demonstrate professionalism in media production	SOC-16-CC16-V2-24	IV	04	40	20
13	Manage media production operations	SOC-16-CC17-V2-24	IV	06	60	30
14	Apply the principles of animation	SOC-16-CC18-V2-24	IV	05	50	25
15	Create 2D and 3D animations	SOC-16-CC19-V2-24	IV	05	50	25
16	Create sound design, camera and lighting techniques for moving image production	SOC-16-CC20-V2-24	IV	09	90	45
17	Create multimedia content	SOC-16-CC21-V2-24	IV	08	80	40
18	Implement post-production techniques	SOC-16-CC22-V2-24	IV	06	60	30
19	Execute media projects	SOC-16-CC23-V2-24	IV	10	100	50
Total				120	1200	600

**Packaging of National Qualifications:**

National Certificate IV in Multi-Media Producer will be awarded to those who are competent in units  
1+2+3+4+5+6+7+8+9+10+11+12+13+14+15+16+17+18+19

Qualification Code: SOC-16L4-V2-24

## COMPETENCY BASED ASSESSMENT

The final assessment of the National Competency-Based Programmes conducted by the Maldives National Skills Development Authority (MNSDA) is a competency-based assessment.

The Competency-Based Assessment ensures that the students' performance meets the requirements specified in the National Competency Standards (NCS). This assessment approach is designed to verify that graduates are job-ready and meet established occupational competency requirements within their respective fields.

### Eligibility for Final Assessment

To be eligible for the final Competency-Based Assessment, students must fulfil the following conditions:

- achieve a **minimum of 80%** attendance
- deemed competent in each of the units of the programme in the pre-assessment

### Competency-Based Assessment Process

Upon submission of the Pre-assessment report by the training provider, MNSDA will check for all the necessary supporting documents and conduct Competency-Based Assessment through a National Assessor registered with MNSDA. It is important to note that any trainer involved in the training process is **not permitted** to conduct the assessment to maintain impartiality and integrity of the process.

The final Competency-Based Assessment conducted by MNSDA includes both:

- **Theory:** Evaluating students' knowledge and understanding of key theoretical aspects of the competency.
- **Practical:** Assessing hands-on skills and application of knowledge in real-world or simulated environments.

Once the assessment is completed, the National Assessor will send the Competency-Based Assessment Report to MNSDA.

### Competency Status Requirement

For certification to be granted, the student must be officially declared "**Competent**" in each of the units of the programme by the National Assessor.

### Conclusion

Competency-Based Assessment is a critical component in ensuring the quality and credibility of technical and vocational skills-based training. By adhering to the outlined procedure, MNSDA upholds the standards required to certify students who are fully prepared to meet industry demands.