



**Maldives National Skills Development Authority**



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

**Standard Code: SOC-16L3-V2-24**

**Qualification Name: National Certificate III 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 III 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:**



Hamid Abdul Ghafoor  
Chairperson  
Social Sector Council

Maldives National Skills Development Authority  
Umar Zahir Office Building, 5th Floor,  
Orchidmaa Hingun, Hulhumale', Republic of Maldives.

Date of Endorsement:14.07.2024

Date of Revision:14.07.2024

**TECHNICAL SUPPORT**

| #  | Name | Designation | Organisation |
|----|------|-------------|--------------|
| 01 |      |             |              |
| 02 |      |             |              |

| <b>TECHNICAL PANEL MEMBERS</b> |                   |                              |                           |
|--------------------------------|-------------------|------------------------------|---------------------------|
| <b>#</b>                       | <b>Name</b>       | <b>Designation</b>           | <b>Organisation</b>       |
| 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      |

| <b>VERSION</b> | <b>DEVELOPER</b>                 | <b>DATE</b> | <b>STANDARD CODE</b> |
|----------------|----------------------------------|-------------|----------------------|
| V2             | Maldives Institute of Technology | 11/06/2024  | SOC-16L3-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 III 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 III in Multi-Media Producer is a comprehensive program designed to provide individuals with the essential skills and knowledge needed to thrive in the dynamic field of media production. This certification encompasses various facets of media production.

Designed as an entry-level qualification, this certificate offers a robust foundation in fundamental media production skills, empowering individuals to pursue careers in broadcasting, film, advertising, journalism, and digital media.

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

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The changes proposed by the Technical Panel (TP) for the National Certificate III 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 III in Multi-Media Producer”

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

1. *Production Assistant*
2. *Video editor*
3. *Content Creator*
4. *Multimedia Journalist*
5. *Audio-visual Technician*

## KEY FOR CODING

### Coding Competency Standards and Related Materials

| DESCRIPTION   | REPRESENTED BY  |
|---|---|
| Industry Sector as per ESC (Three letters)              | Construction Sector (CON)<br>Fisheries and Bar Bending (FNA)<br>Information, Communication and Technology (ICT)<br>Transport Sector (TRN)<br>Tourism Sector(TOU)<br>Social Sector (SOC)<br>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 Standard code in cover page   |

| <b>1. Endorsement Application for Qualification 01</b>   |   |  |
|--|---|--|
| <b>2. NATIONAL CERTIFICATE III IN MULTI-MEDIA PRODUCER</b>   |   |  |
| <b>3. Qualification code: SOC-16L3-V2-24</b>   |   | <b>Total Number of Credits: 71</b>   |
| <b>4. Purpose of the qualification</b><br>This qualification equips learners with the knowledge, skills, and competencies required for careers in the media production industry. It provides a comprehensive understanding of media production principles, techniques, and AI technologies, preparing learners for entry-level positions in film, television, radio, digital media, and advertising. |   |  |
| <b>5. Regulations for the qualification</b>  |   | National Certificate III in the occupation of 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          |
| <b>6. Schedule of Units</b>  |   |  |
| Unit No.   | Unit Title  | Code   |
| <b>Common Competencies</b>   |   |  |
| 01   | Apply occupational health and safety requirements | SOC-02-CM01-V2-24  |
| 02   | Apply work ethics and optimise professionalism    | SOC-01-CM02-V2-24  |
| 03   | Practice effective workplace communication        | SOC-01-CM03-V2-24  |
| 04   | Provide effective customer care                   | SOC-01-CM05-V2-24  |
| 05   | Perform computer operations                       | SOC-01-CM06-V2-24  |
| 06   | Respond to emergency situations                   | SOC-01-CM04-V2-24  |
| <b>Core Competencies</b>   |   |  |
| 07   | Understand the fundamentals of media production   | SOC-16-CC01-V2-24  |
| 08   | Develop knowledge on basics of video production   | SOC-16-CC02-V2-24  |
| 09   | Perform video editing                             | SOC-16-CC03-V2-24  |
| 10   | Apply fundamentals of audio production            | SOC-16-CC04-V2-24  |
| 11   | Apply principles of lighting and composition      | SOC-16-CC05-V2-24  |
| 12   | Develop knowledge on digital photography          | SOC-16-CC06-V2-24  |
| 13   | Record and edit sounds                            | SOC-16-CC07-V2-24  |
| 14   | Create content for social media platforms         | SOC-16-CC08-V2-24  |
| 15   | Develop knowledge on multimedia journalism        | SOC-16-CC09-V2-24  |
| 16   | Craft scripts and storyboards                     | SOC-16-CC10-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 |

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|   | 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       | Apply occupational health and safety requirements | SOC-02-CM01-V2-24 | III   | 04             | 40           | 20            |
| 02       | Apply work ethics and optimise professionalism    | SOC-01-CM02-V2-24 | III   | 03             | 30           | 15            |
| 03       | Practice effective workplace communication        | SOC-01-CM03-V2-24 | III   | 03             | 30           | 15            |
| 04       | Provide effective customer care                   | SOC-01-CM05-V2-24 | III   | 05             | 50           | 25            |
| 05       | Perform computer operations                       | SOC-01-CM06-V2-24 | III   | 03             | 30           | 15            |
| 06       | Respond to emergency situations                   | SOC-01-CM04-V2-24 | III   | 05             | 50           | 25            |
| 07       | Understand the fundamentals of media production   | SOC-16-CC01-V2-24 | III   | 03             | 30           | 15            |
| 08       | Develop knowledge on basics of video production   | SOC-16-CC02-V2-24 | III   | 03             | 30           | 15            |
| 09       | Perform video editing                             | SOC-16-CC03-V2-24 | III   | 04             | 40           | 20            |
| 10       | Apply fundamentals of audio production            | SOC-16-CC04-V2-24 | III   | 04             | 40           | 20            |
| 11       | Apply principles of lighting and composition      | SOC-16-CC05-V2-24 | III   | 05             | 50           | 25            |
| 12       | Develop knowledge on digital photography          | SOC-16-CC06-V2-24 | III   | 05             | 50           | 25            |
| 13       | Record and edit sounds                            | SOC-16-CC07-V2-24 | III   | 05             | 50           | 25            |
| 14       | Create content for social media platforms         | SOC-16-CC08-V2-24 | III   | 06             | 60           | 30            |
| 15       | Develop knowledge on multimedia journalism        | SOC-16-CC09-V2-24 | III   | 06             | 60           | 30            |
| 16       | Craft scripts and storyboards                     | SOC-16-CC10-V2-24 | III   | 07             | 70           | 35            |
| Total    |   |                   |       | 71             | 710          | 355           |

### Packaging of National Qualifications:

National certificate III 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  
 Qualification Code: SOC-16L3-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.