CIW Multimedia Specialist Objectives and Locations

The *CIW Multimedia Specialist* courseware and this appendix are designed to help students prepare for the CIW Multimedia Specialist exam. Students can use this appendix as a study guide to locate content within the CIW Multimedia Specialist course that corresponds to the specific skills objectives of the CIW Multimedia Specialist program. You can register for the CIW Multimedia Specialist exam at any Prometric (*www.prometric.com*) or VUE (*www.vue.com*) testing center. If your learning institution is a CIW Certification Testing Center (CTC) participant, then your instructor may be able to deliver CIW certification exams directly in your classroom. For more information about the CIW Multimedia Specialist certification or any other CIW certification, visit *www.CIWcertified.com*.

Multimedia Specialist Objective	Multimedia Specialist Courseware Lesson(s) and Section(s)
Domain 1: Introduction to Multimedia on the Web	
1.1: Identify current multimedia technology and development tools.	**Lesson 1: Introduction to Multimedia on the Web** - What Is Multimedia? - Current Multimedia Capabilities
1.2: Determine ways to use multimedia to improve an organization's Web presence.	**Lesson 1: Introduction to Multimedia on the Web** - Multimedia and Your Web Presence
1.3: Identify multimedia issues relating to user accessibility and mobile devices.	**Lesson 1: Introduction to Multimedia on the Web** - Multimedia and Today's Mobile Devices - Multimedia and User Interaction
1.4: Use technology to enhance the effectiveness of communications in order to accomplish job objectives and enhance workplace performance.	**Lesson 1: Introduction to Multimedia on the Web** - Selecting the Right Multimedia Elements
1.5: Present findings of projects in a formal presentation using appropriate graphics, media, and support materials.	**Lesson 1: Introduction to Multimedia on the Web** - Animation and the Web - Audio and the Web - Video and the Web - Virtual Reality/Augmented Reality
1.6: Identify and search for jobs requiring Multimedia skills.	**Lesson 1: Introduction to Multimedia on the Web** - Multimedia Job Roles and Searches

Multimedia Specialist Objective	Multimedia Specialist Courseware Lesson(s) and Section(s)
Domain 2: Creating Graphical Images for the Web	
2.1: Define digital imaging and essential graphic design concepts.	**Lesson 2: Creating Graphical Images for the Web** - Digital Imaging Concepts - Graphics Applications - Graphic Design Essentials
2.2: Summarize advanced image creation and editing techniques, including image file formats, vector vs. raster images, image optimization, metadata and tagging, and image publishing.	**Lesson 2: Creating Graphical Images for the Web** - Raster vs. Vector Graphics - Image File Formats - Creating and Optimizing Images - Creating Images for Mobile Platforms - Image Metadata and Tagging - Publishing Images to the Web
2.3: Discuss the importance of setting business standards and styles for digital imaging and graphic design development.	**Lesson 2: Creating Graphical Images for the Web** - Graphic Design Essentials
Domain 3: Planning Multimedia Content for the Web	
3.1: Plan appropriate multimedia content for a Web project, including determining the audience, making data-driven decisions, writing scripts, creating storyboards, calculating bandwidth, presenting drafts and incorporating feedback.	**Lesson 3: Planning Multimedia Content for the Web** - Determining Your Audience - Making Data-Driven Decisions - Addressing the Audience - Developing a Story Line - Writing a Script - Creating the Storyboard - Gathering Multimedia Elements - Multimedia Bandwidth Considerations - Presenting a Draft of Multimedia Content - Soliciting Feedback
3.2: Locate, organize and interpret information obtained from various sources (e.g., business correspondence, professional articles, supporting graphic materials, manuals, computer printouts, electronic sources).	**Lesson 3: Planning Multimedia Content for the Web** - Getting Data from Your Audience
3.3: Design, develop and deliver formal and informal presentations using appropriate media to engage and inform diverse audiences.	**Lesson 3: Planning Multimedia Content for the Web** - Presenting a Case for Multimedia
3.4: Develop a business presentation for implementing multimedia enhancements in a Website.	**Lesson 3: Planning Multimedia Content for the Web** - Effective Multimedia Presentations

Multimedia Specialist Objective	Multimedia Specialist Courseware Lesson(s) and Section(s)
Domain 4: Preparing to Capture High-Quality Video and Audio Content	
4.1: Describe steps and techniques for creating high- quality video and audio content.	**Lesson 4: Preparing to Capture High-Quality Video Content** - Setting Up Equipment - Creating an Establishing Shot - Creating Wide-Angle Shots - Creating Cutaway Shots - Changing Angles
4.2: Define standards for audio and video content.	**Lesson 4: Preparing to Capture High-Quality Video Content** - Environment for Capturing Video and Audio - Proper Lighting for Video - Backlighting vs. Front Lighting - Using Multiple Cameras in Video - Optimal Microphone Locations for Video - Bumper Music for Videos
4.3: Identify resources and technology required for high- quality video and audio content.	**Lesson 4: Preparing to Capture High-Quality Video Content** - Equipment and Talent for Video Creation
4.4: Develop a business template for high-quality video content.	**Lesson 4: Preparing to Capture High-Quality Video Content** - Planning a Video Clip to Promote a Business
Domain 5: Creating Content for a Video Project and Developing Video for Mobile Devices	
5.1: Develop project timeline and resources necessary during video production.	**Lesson 5: Creating Content for a Video Project and Developing Video for Mobile Devices** - Incorporating Still Images into Video - Incorporating Sound Effects and Clips into Video - Adding Bumper Music and Titles - Using "B Rolls" for Alternative Footage
5.2: Design standards for recording audio and video content.	**Lesson 5: Creating Content for a Video Project and Developing Video for Mobile Devices** - Recording the Video - Recording Live Audio
5.3: Develop video and multimedia pages for use on mobile devices.	**Lesson 5: Creating Content for a Video Project and Developing Video for Mobile Devices** - Cross-Device Compatibility for Video - Video Formats for Mobile Devices - Bandwidth Considerations for Mobile Devices - Native Development Tools for Mobile Devices - Responsive Design and Mobile Video

Multimedia Specialist Objective	Multimedia Specialist Courseware Lesson(s) and Section(s)
Domain 6: Editing Video Content	
6.1: Describe video and audio editing techniques.	**Lesson 6: Editing Video Content** - Using Video-Editing Software - Panning a Video or Image - Inserting Additional Media
6.2: Perform advanced video-editing techniques, including determining video and topic lengths, establishing scenes, removing errors, editing audio, rearranging sequences, and adding metadata.	**Lesson 6: Editing Video Content** - Determining Video and Topic Length - Removing Common Video Errors - Editing Audio Files - Repairing Audio Issues - Rearranging Video Sequence - Applying Metadata Tags
6.3: Implement accessibility compliance in video and audio clips, including closed captioning.	**Lesson 6: Editing Video Content** - Using Closed Captioning - Implementing Accessibility Compliance
Domain 7: Publishing Video Content to the Web	
7.1: Publish multimedia to Websites, learning management systems (LMS), and cloud-based services.	**Lesson 7: Publishing Video Content to the Web** - Publishing Video to a Learning Management System (LMS) - Publishing Video to a Cloud Service Provider
7.2: Compare various browser compatibility with published Websites.	**Lesson 7: Publishing Video Content to the Web** - Testing Your Website on Multiple Browsers
7.3: Compare in-house and commercial video-hosting platforms and media consoles.	**Lesson 7: Publishing Video Content to the Web** - Video Hosting Platforms and Options - Incorporating Video into HTML5 Pages
Domain 8: Copyright, Ethics and Legal Considerations	
8.1: Explain how copyright rules affect video content.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Copyright Laws Affecting Video and Audio Development
8.2: Describe accessibility compliance (including ADA and Section 508) responsibilities in video content creation.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Why Accessibility?
8.3: Identify appropriate netiquette and cultural references as it applies to Multimedia design.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Netiquette and Cultural Considerations
8.4: Differentiate between ethical and legal responsibilities.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Why Consider Global Laws?
8.5: Compare local and international privacy laws (e.g., HIPPA, GDPR, etc.) and Multimedia development responsibilities.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Why Consider Global Laws?
8.6: Consider appropriate security standards as it applies to Multimedia development to protect personal and business information.	**Lesson 8: Copyright, Ethics and Legal Considerations** - Security Standards

Multimedia Specialist Objective	Multimedia Specialist Courseware Lesson(s) and Section(s)
8.7: Formulate standards to apply ethical reasoning and judgment on issues affected by technological advances (e.g., coding, hacking, and spying).	**Lesson 8: Copyright, Ethics and Legal Considerations** - How Does Ethics Affect Videos?
Domain 9: Project Management, Critical Thinking and MISC	
9.1: Demonstrate Project Management tasks in Multimedia development strategies	**Lesson 1: Introduction to Multimedia on the Web** - Project Management Tasks in Multimedia Development Strategies
9.2: Identify a work-based learning experience providing video and audio development in a business environment.	**Lesson 4: Preparing to Capture High-Quality Video Content** - Planning a Video Clip to Promote a Business
9.3: Develop appropriate personal standards for leadership techniques, customer service strategies and personal ethics.	**Lesson 3: Planning Multimedia Content for the Web** - Standards for Leadership Techniques and Customer Service Strategies
9.4: Identify various potential Website issues, and troubleshoot their causes and symptoms.	**Lesson 1: Introduction to Multimedia on the Web** - Website Issues and Solutions
9.5: Discuss the importance of time management, both professionally and personally.	**Lesson 1: Introduction to Multimedia on the Web** - Time Management Analysis
9.6: Perform a personal time management analysis.	**Lesson 1: Introduction to Multimedia on the Web** - Time Management Analysis