

Catalogue of competences
- European competence profiles for Multimedia jobs-

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Leonardo da Vinci



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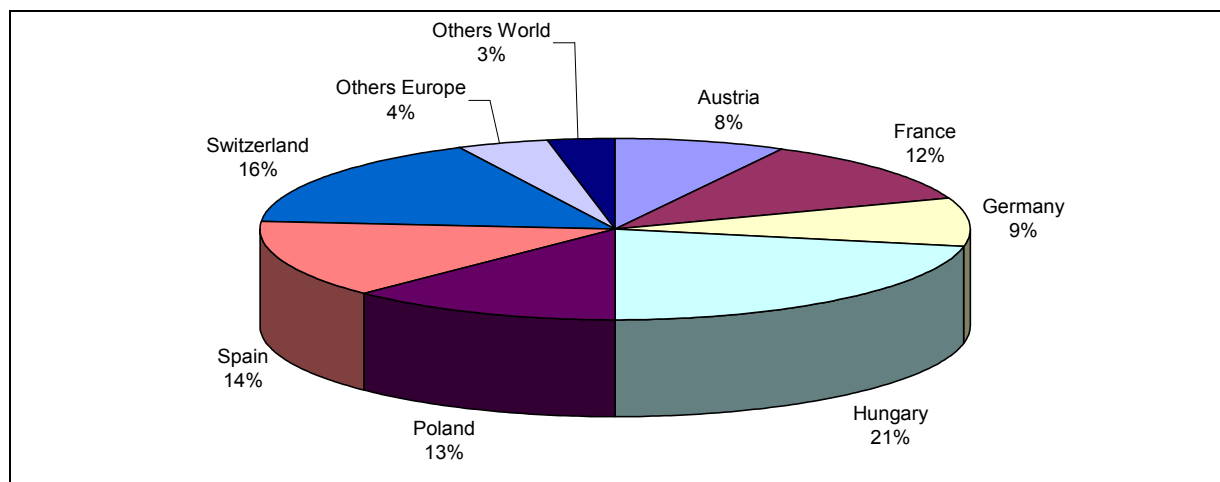
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1. How to use this document

This 'catalogue of competences' summarises parts of the results of the quantitative study carried out in the context of the CompTrain project. The survey was based on primary research by online questionnaires. SMEs across Europe have been questioned in order to determine which competences are really needed to excel in Multimedia professions.

The response rate varied from country to country. The highest response was achieved in Hungary, Switzerland and Poland, the lowest in Austria and Germany. Apart from answers and registrations of the European countries of the partners participating in CompTrain, answers were also obtained from Slovenia as well as from countries outside Europe.



Graph 1: Response rate per country



This Catalogue of Competences gives an overview over the most relevant Multimedia professions and job families at European level. It also describes the main competences which have been identified as absolutely necessary for these jobs and its main tasks. In the following, the most relevant technical competencies, content-related competencies, management and behavioural competencies at European level are listed for each Multimedia profession or Multimedia job family. The

importance of each competence was rated by European companies on a scale from 0 to 2 (0= not important, 1= important, 2= very important). The value of each competence shown in the figures and tables below represents the average importance of each competence at European level.

Thus this 'catalogue of competences' can be considered a 'collection of European competence profiles' for Multimedia professions. It can help young professionals seeking employment in the field of Multimedia to compare their set of competences and skills to the real market requirements and to identify possible gaps of educations. Moreover, company managers can use these competence profiles as a supportive tool for the development of Multimedia job descriptions in their organisations. Training institutions instead can use this document as orientation for adapting their training courses and its content closer to the market needs.

2. Project management – Main jobs, tasks & competence needs

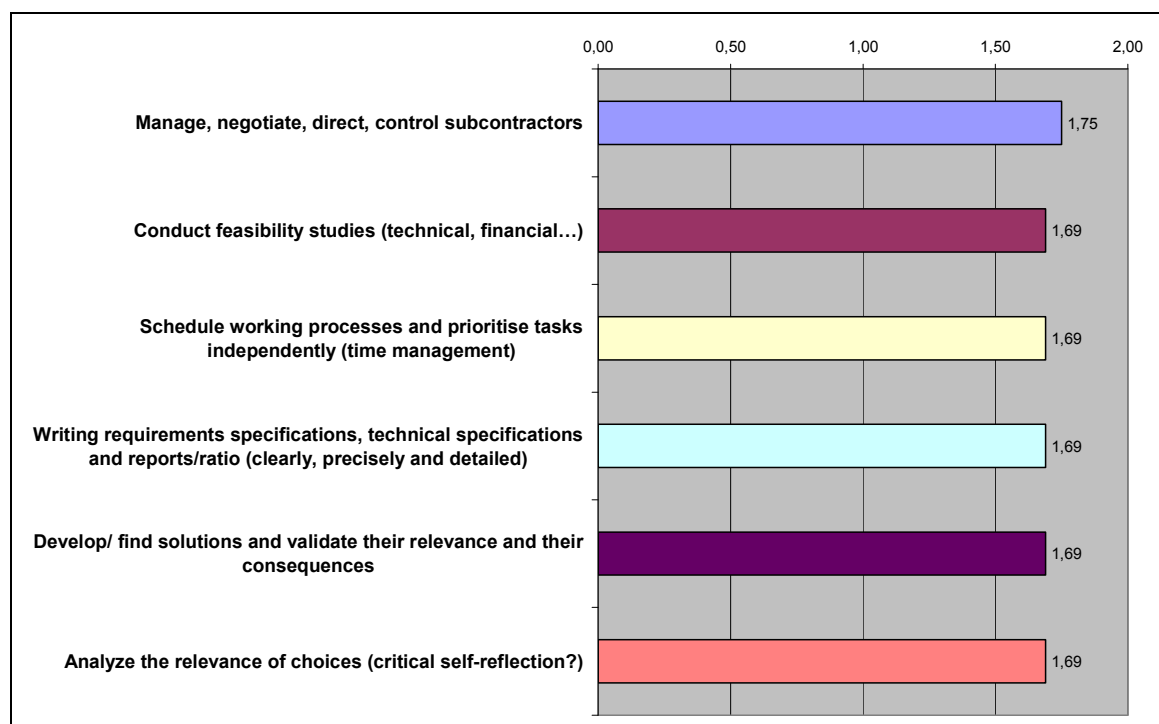
2.1. *Most common job titles in the job family ‘project management’:*

-  Producer
-  (IT) Project manager

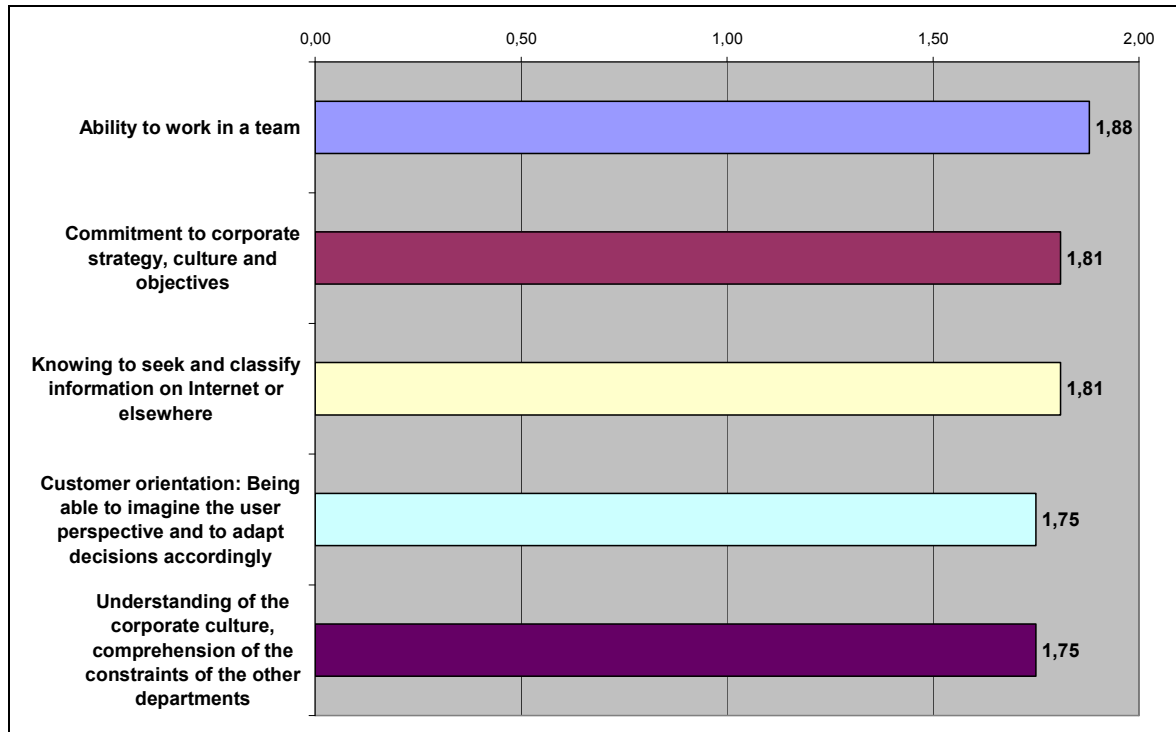
2.2. *Main Tasks:*

Information gathering, structuring, analysis and qualification
Resource analysis and planning
Production control
Quality management
Corporate communication
Public relations
Project administration

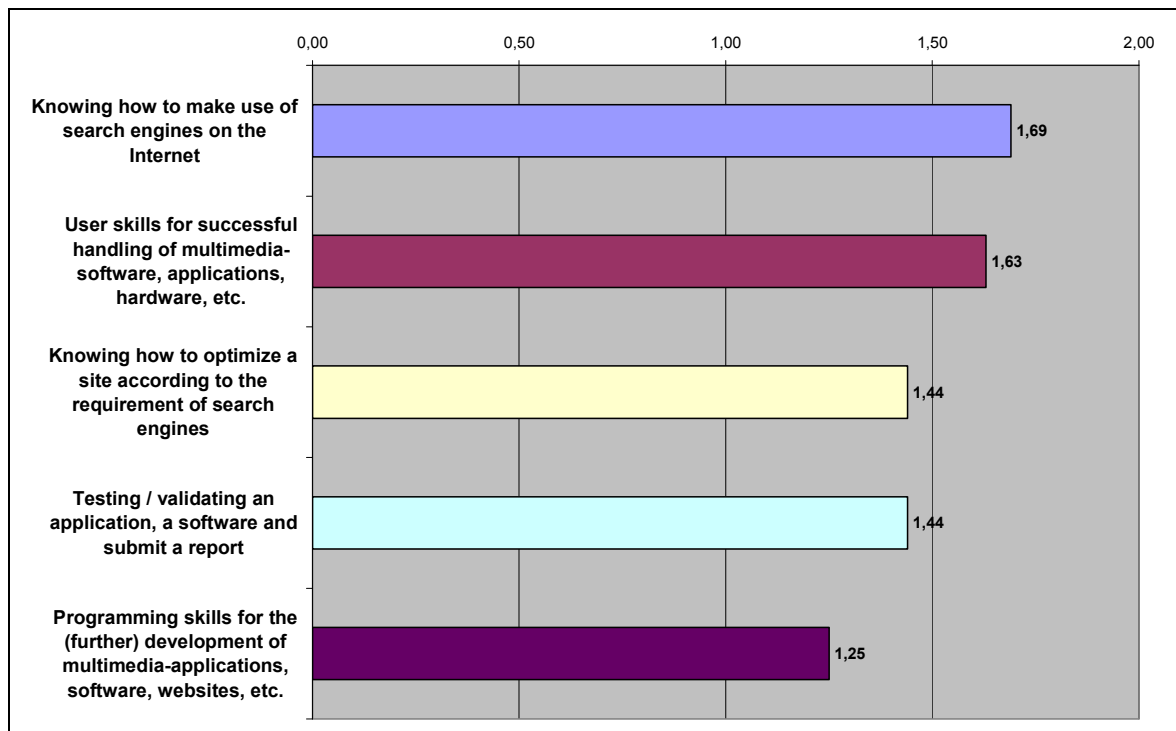
2.3. *Main Management competencies:*



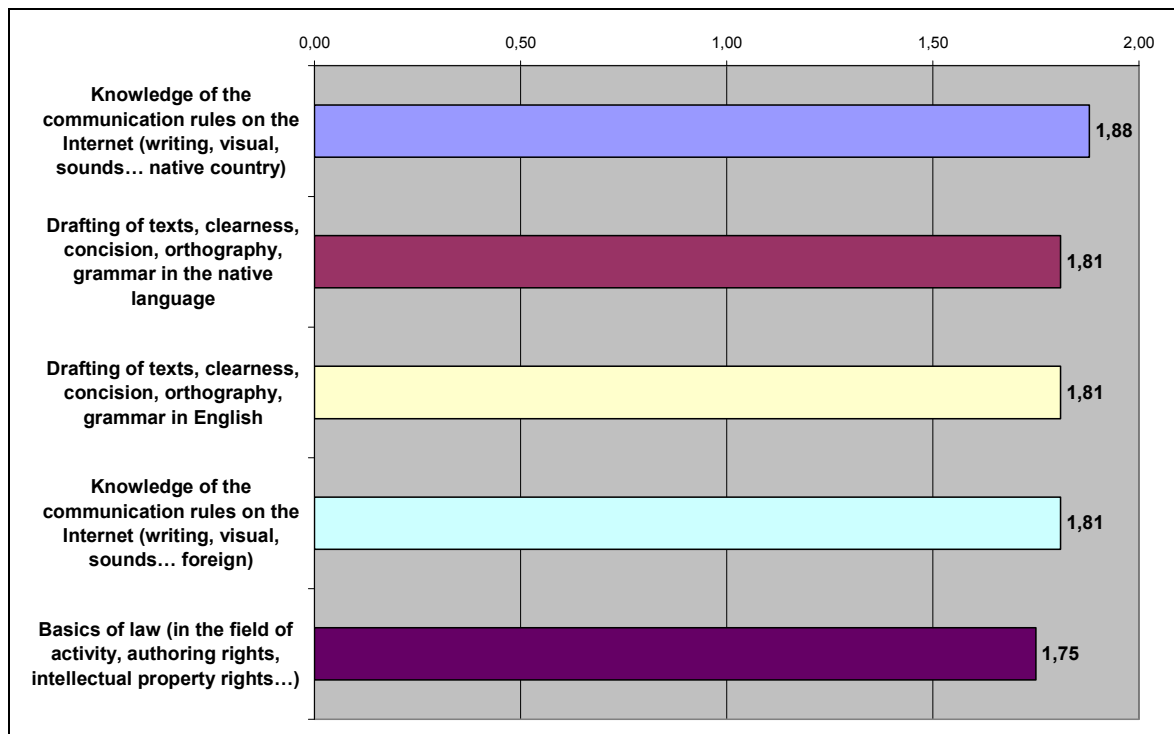
2.4. Main Behavioural competencies



2.5. Main Technical competences






2.6. *Main Content related competencies:*



3. Authoring – Main jobs, tasks & competence needs

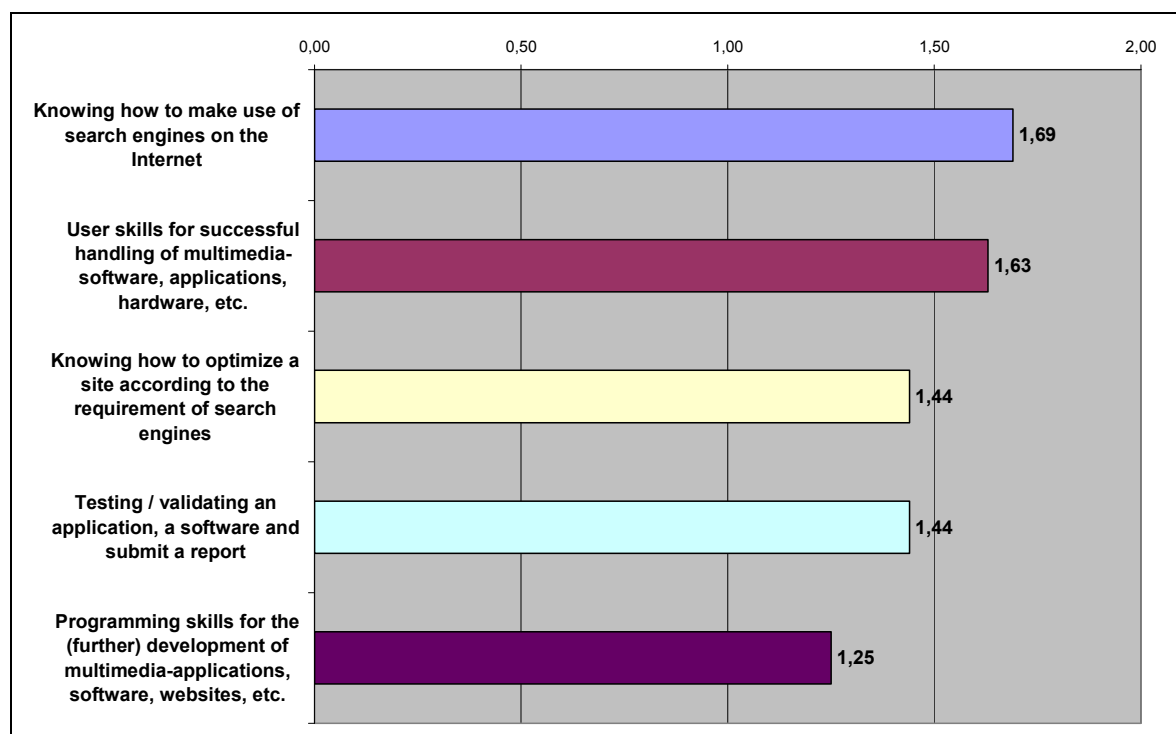
3.1. Most common job titles in the job family ‘Authoring’:

-  Author
-  Script developer
-  Script writer

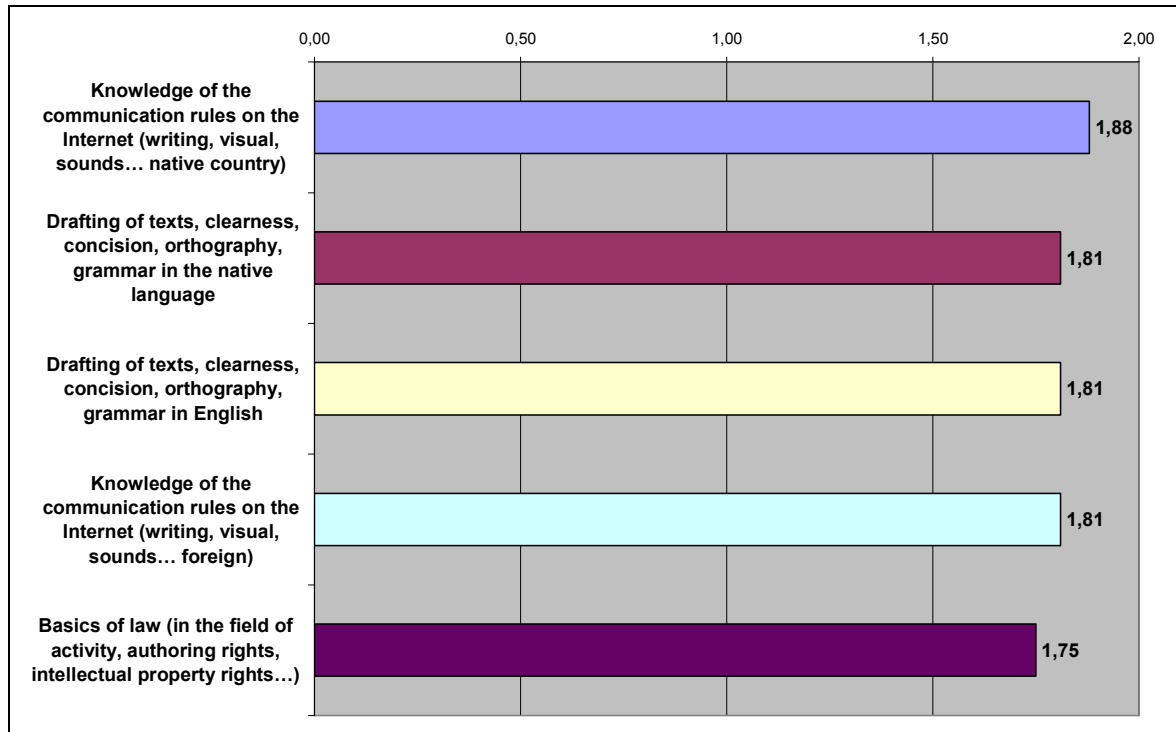
3.2. Main tasks:

Information gathering, structuring, analysis and qualification
General sketch, model, content synopsis or functional specification
Detailing of Hypertext links, scenarios, specifications, etc.
Copy writing
Scripting voice-overs

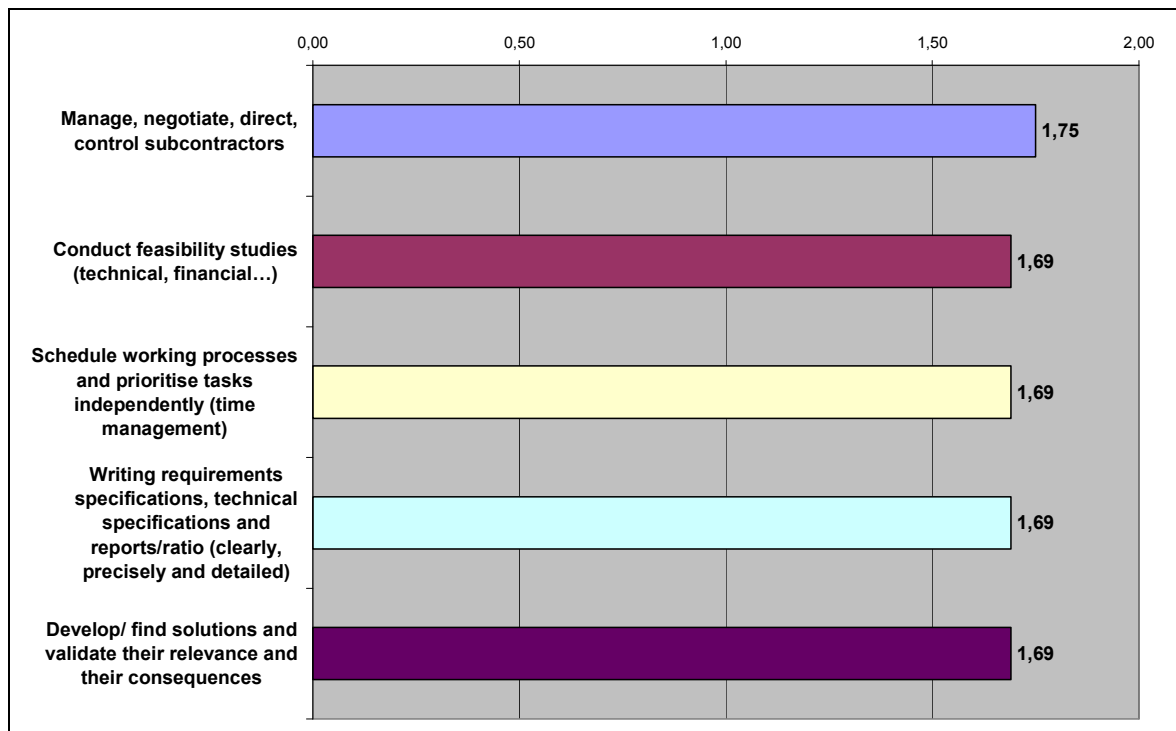
3.3. Main Technical competencies



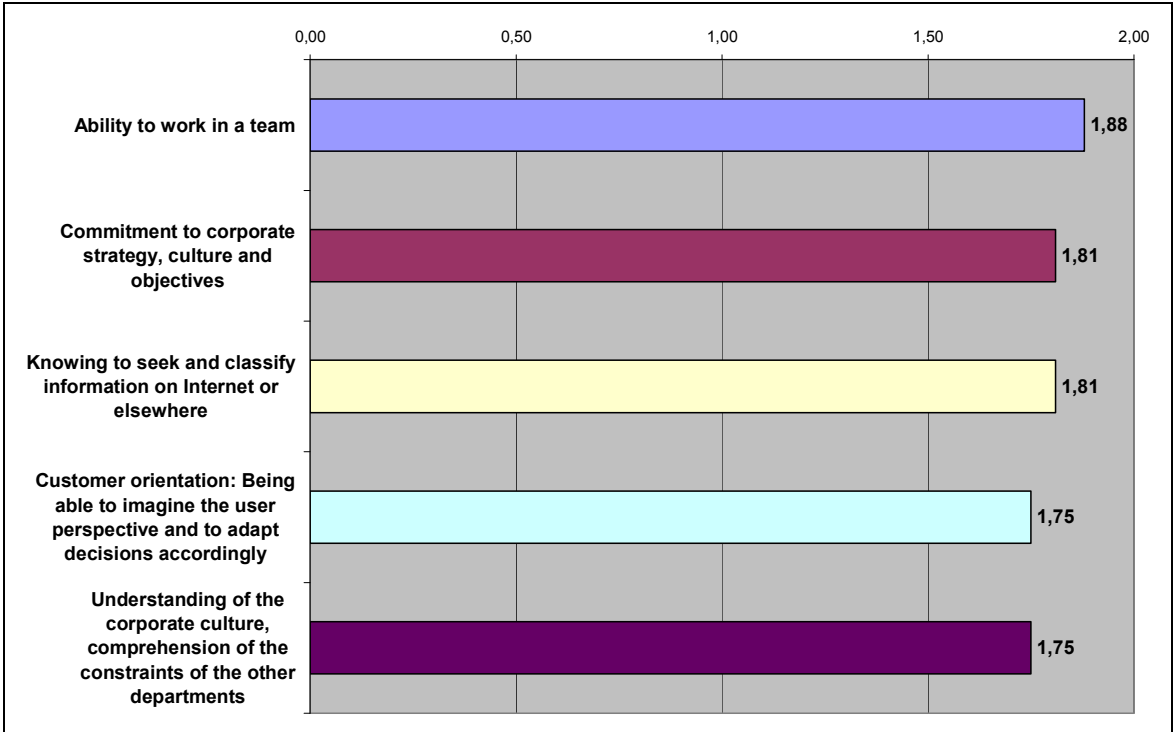
3.4. Main Content Related competencies



3.5. Main Management Competencies



3.6. Main behavioural Competencies



4. Graphic design and production – Main jobs, tasks & competence needs

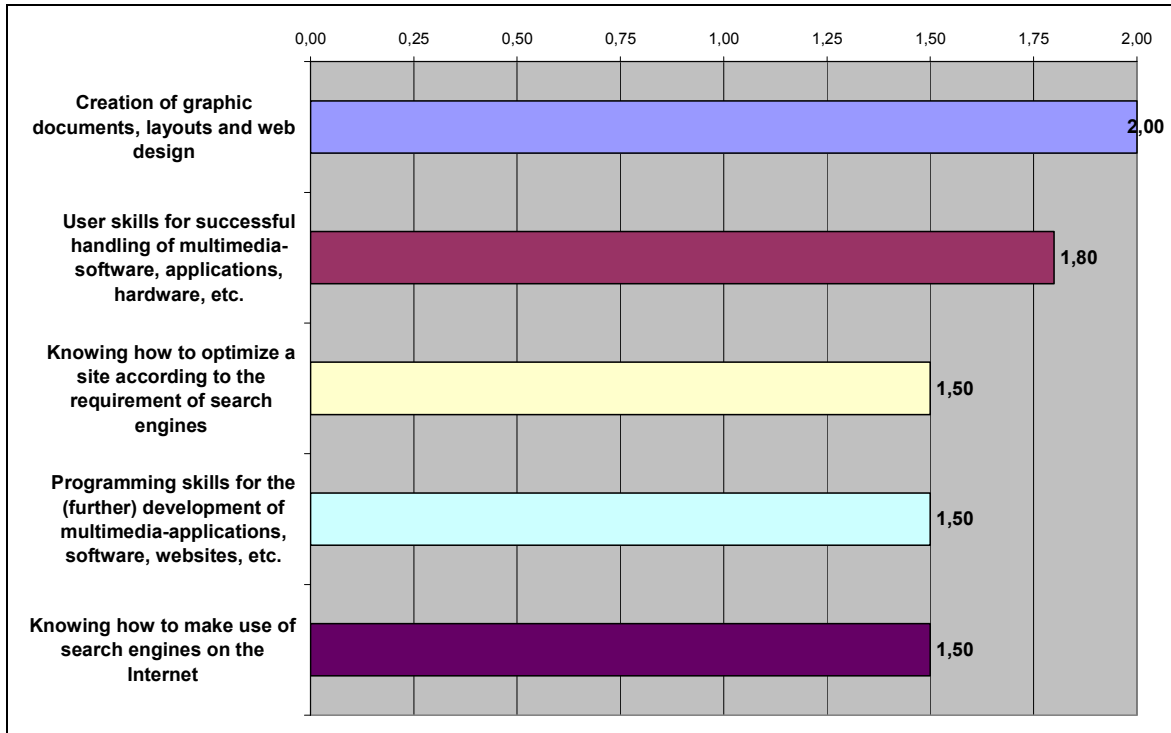
4.1. ***Most common job titles in the job family graphic design and production:***

- ✚ Artistic Director
- ✚ Computer Graphic Artist
- ✚ Web Designer
- ✚ User Friendly Specialist
- ✚ 3D Specialist
- ✚ Post Production Specialist
- ✚ Animation

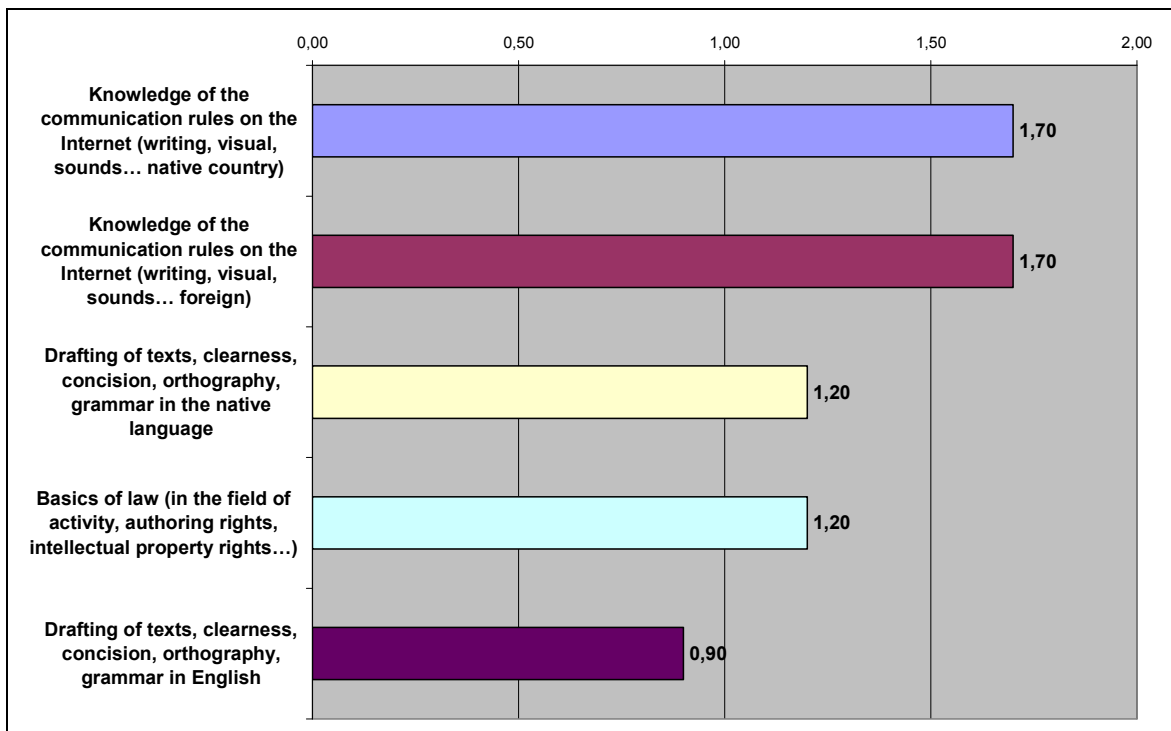
4.2. ***Main tasks:***

General sketch, model, content synopsis or functional specification
Choice of media
Exemplary document selection, eg: pictures, sounds, texts...
Design of the interface
Detailing of Hypertext links, scenarios, specifications, etc.
Graphical specifications
Video specifications
Story board Production
User-Friendliness Implementation
Mock-ups, prototyping
Computer graphics and graphics creation
Production of illustrations
2D Animation
Page Make-up
Artistic direction

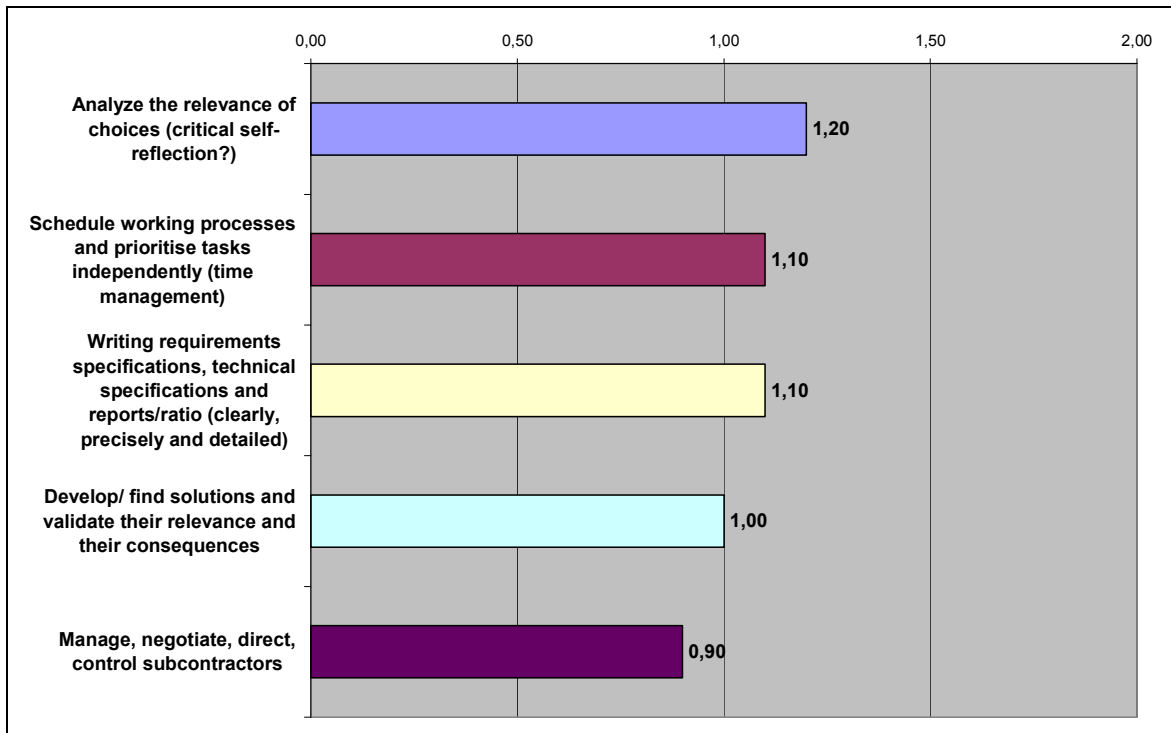
4.3. Main Technical Competencies



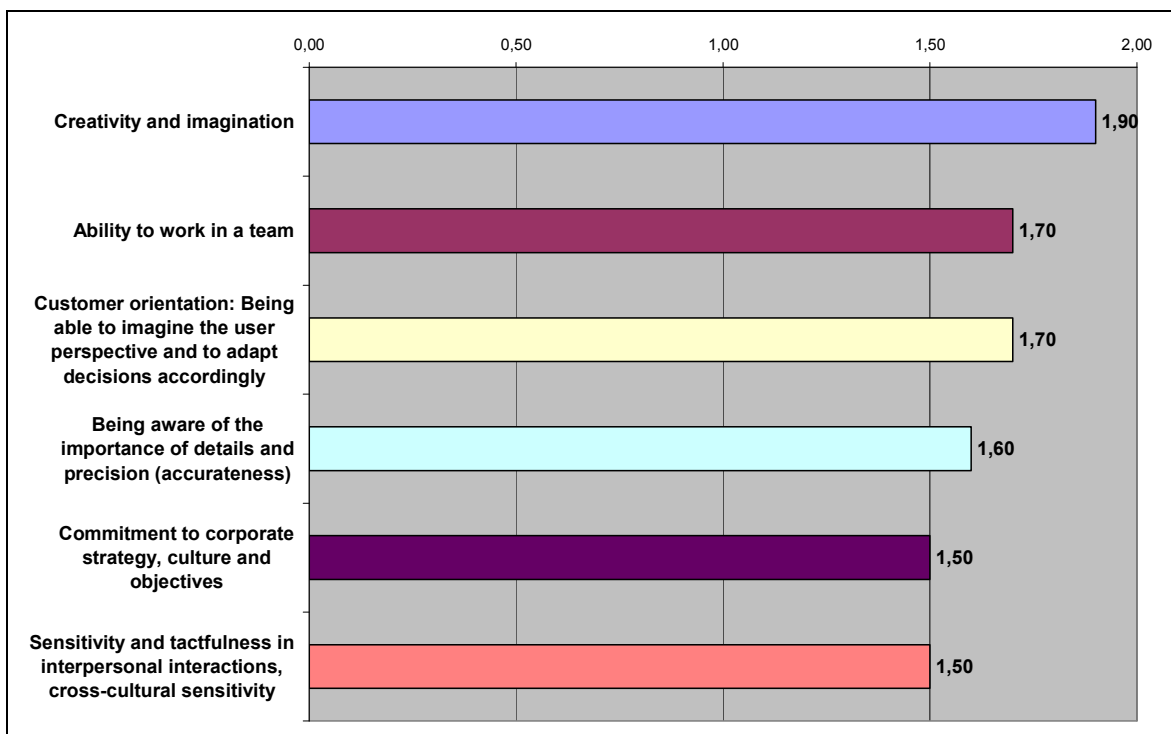
4.4. Main Content Related Competencies



4.5. Main Management competences



4.6. Main behavioural competences :



5. Software development – Main jobs, tasks & competence needs

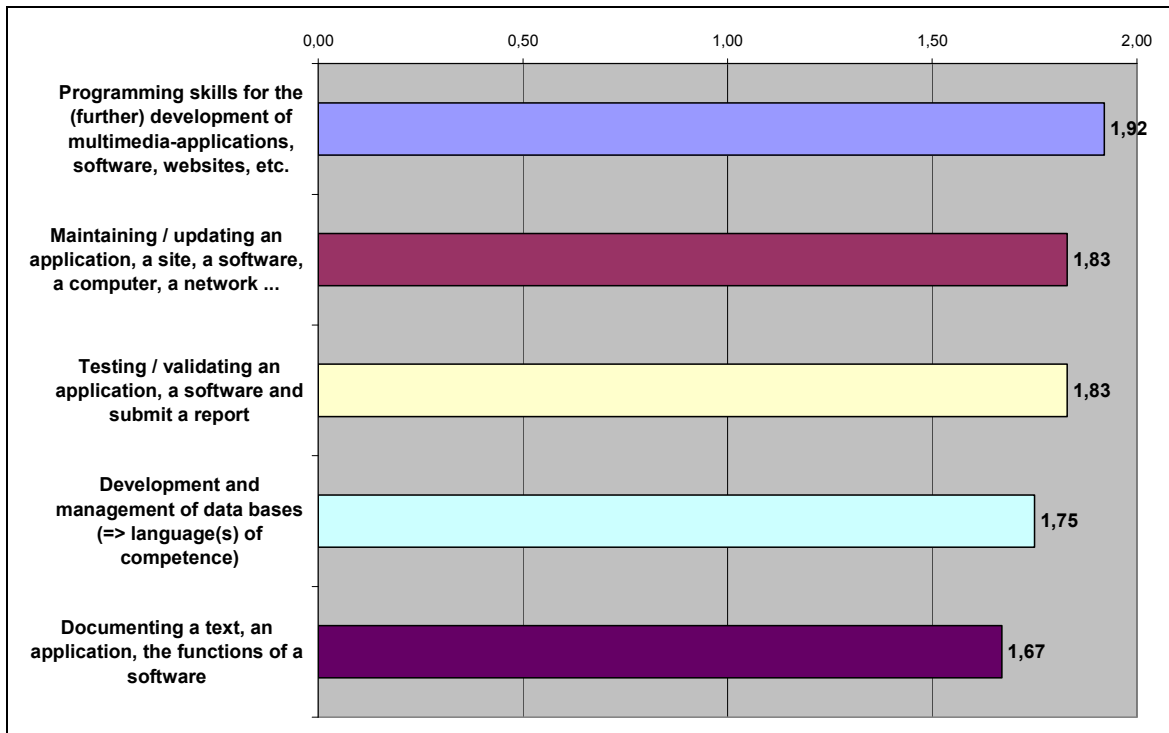
5.1. *Most common job titles in the job family ‘Software development’:*

-  Technical Director
-  Software Developer
-  Database Specialist
-  Programmer
-  Multimedia Integrator
-  Tester trouble-shooter

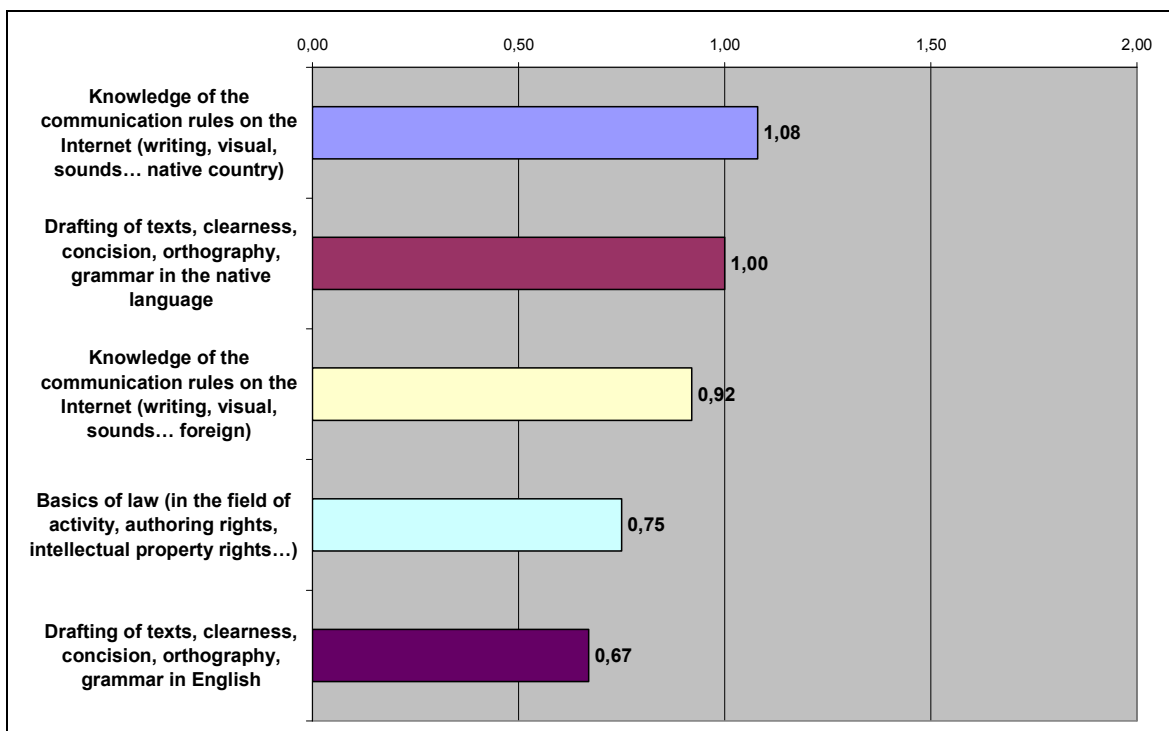
5.2. *Main tasks:*

Analysis and programming (coding)
Analysis and structuring databases
Integration by using an authoring system
Analysis and programming networks and telecommunication aspects
Participating in technical feasibility study
Participating in cost estimation and financial feasibility study
Participating in qualitative estimation and feasibility study
Participating in quantitative estimation and feasibility study
Technological watch on processes
Technical supervision
Quality management
Testing and validation of the code
Testing and validation of the database
Testing and validation of network and telecommunication aspects
Testing and validation of the application
Documentation of the code
Documentation of the database
Documentation of network and telecommunication aspects
Documentation of the application
Technical and application maintenance and updating
Security management
Resources optimisation

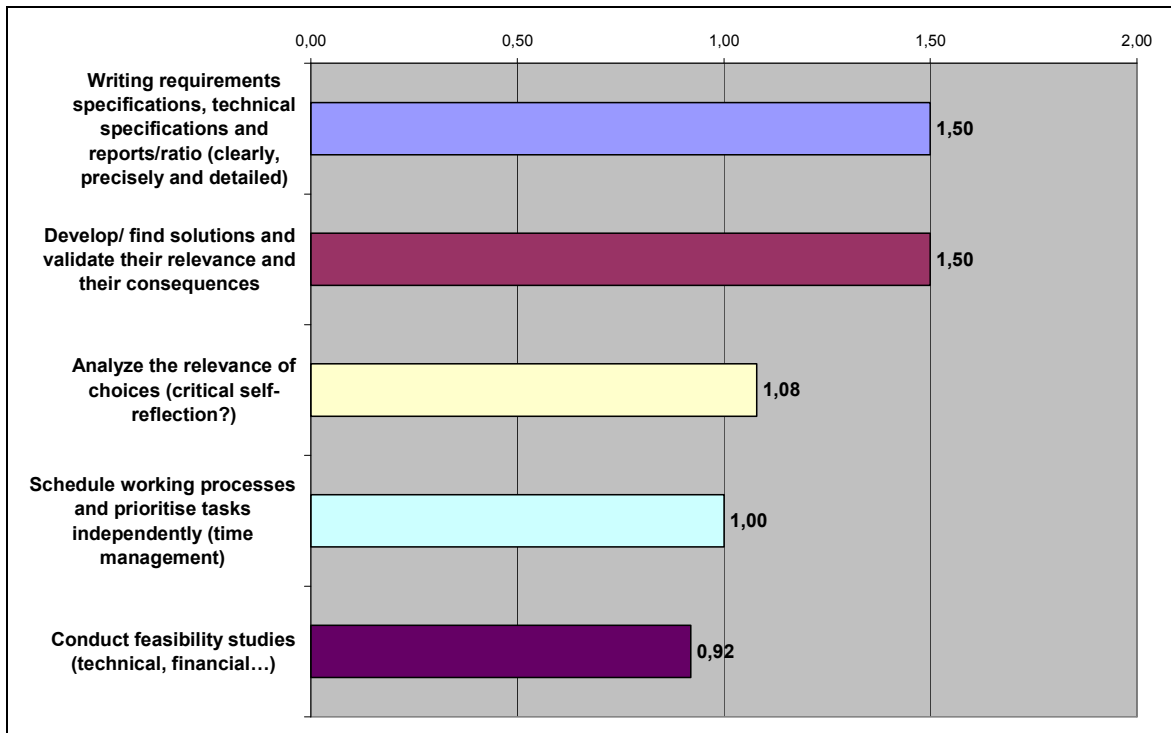
5.3. Main Technical competencies



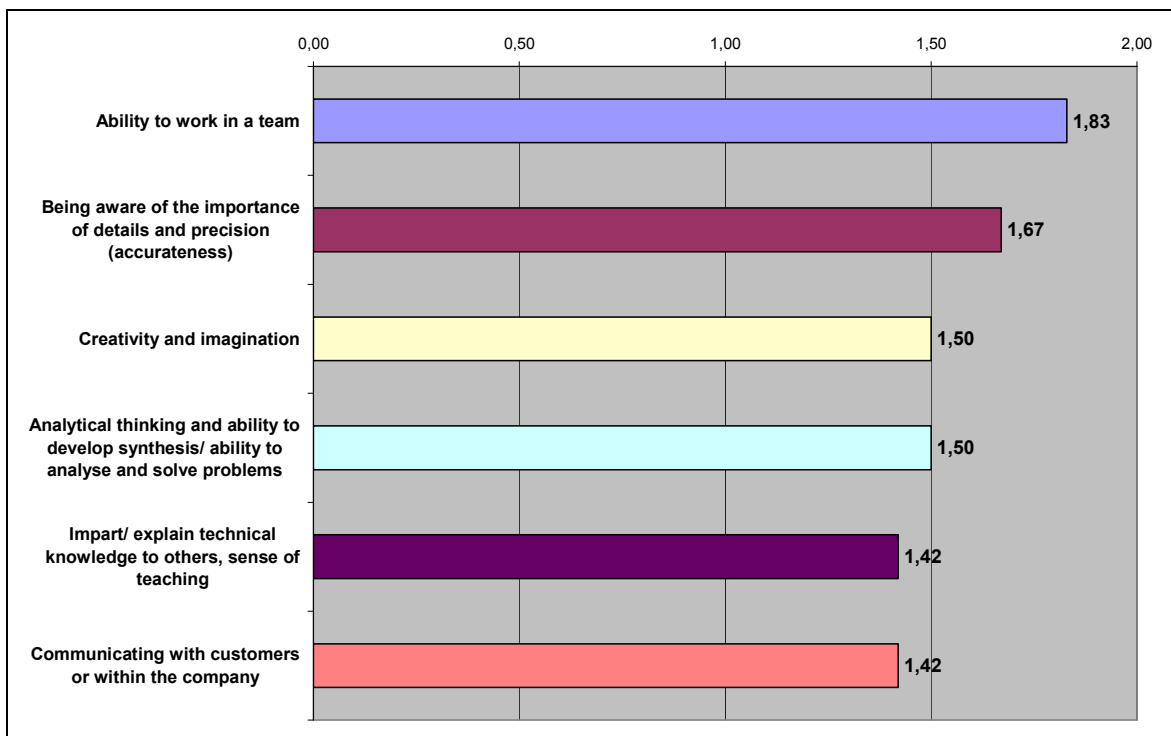
5.4. Main Content-Related competencies



5.5. Main Management competencies



5.6. Main behavioural competencies



6. Website administration – Main jobs, tasks & competence needs

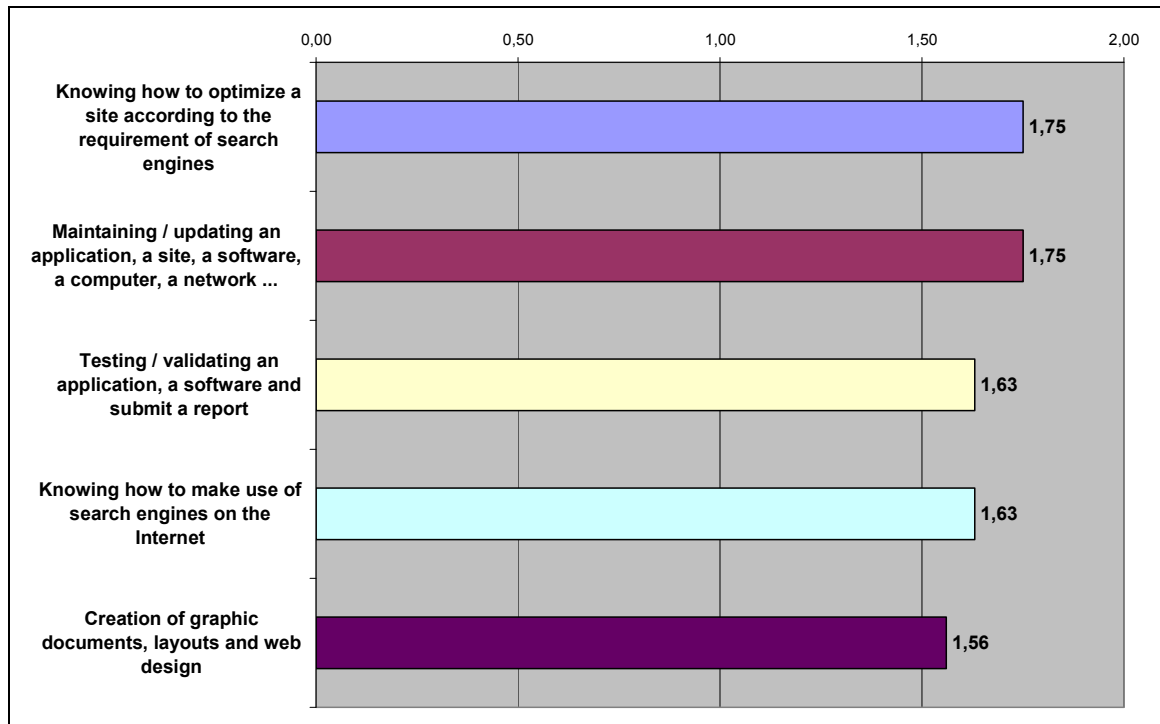
6.1. **Most common job titles in the job family ‘Web marketing’:**

- # Webmaster
- # Website maintenance
- # Web Content Manager
- # Médiaticien

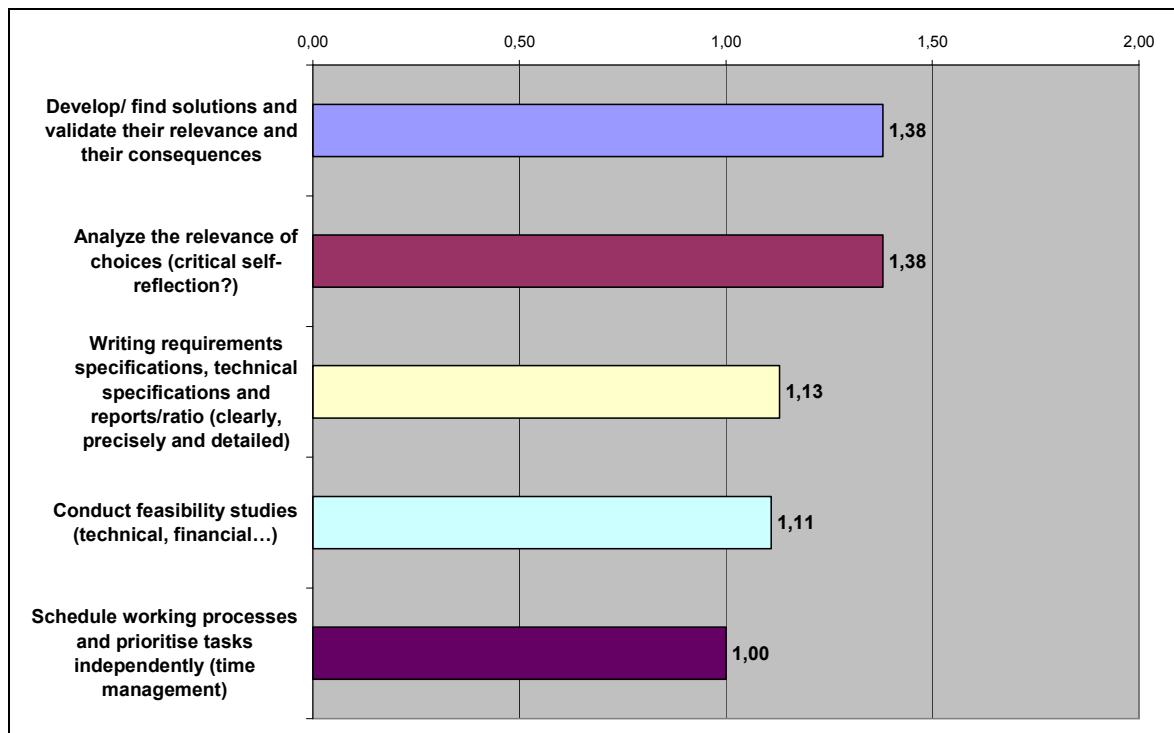
6.2. **Main tasks:**

Information gathering, structuring, analysis and qualification
Resource analysis and planning
General sketch, model, content synopsis or functional specification
Choice of media
Design of the interface
Detailing of Hypertext links, scenarios, specifications, etc
Graphical specifications
User-Friendliness Implementation
Mock-ups, prototyping
Page Make-up
Analysis and programming (coding)
Technological watch on processes
Technical supervision
Quality management
Technical and application maintenance and updating
Security management
Content management and updating
Content Uploading

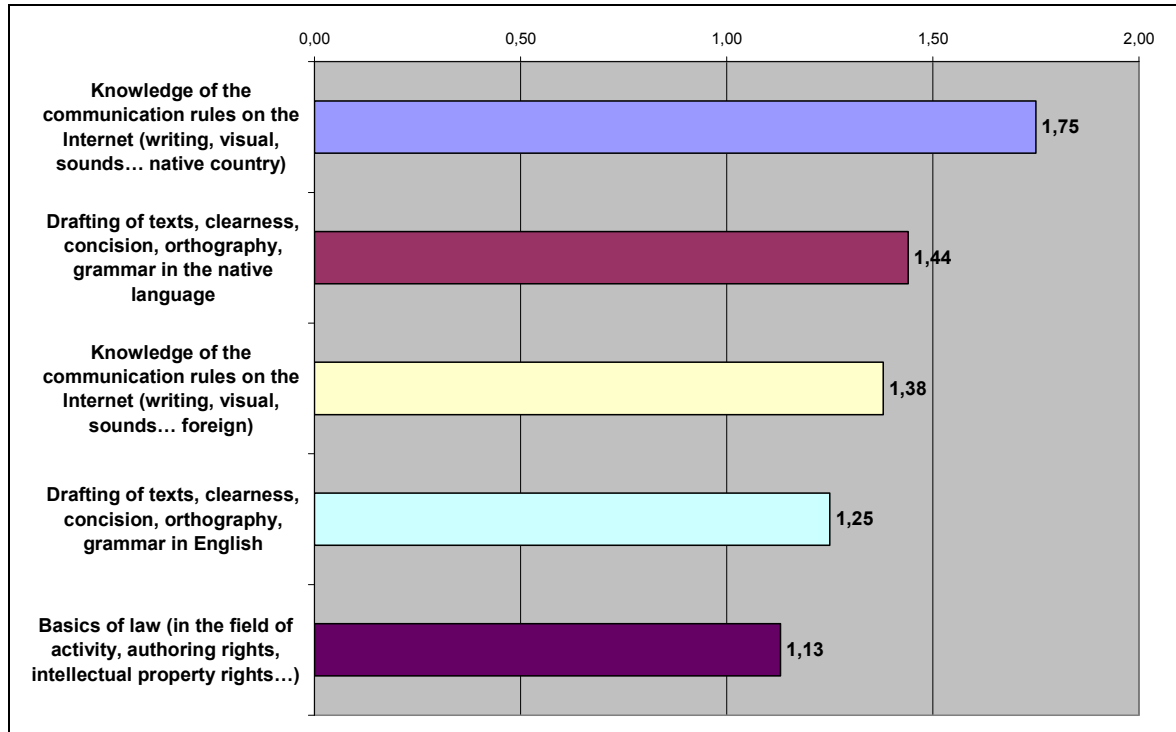
6.3. Main Technical competencies:



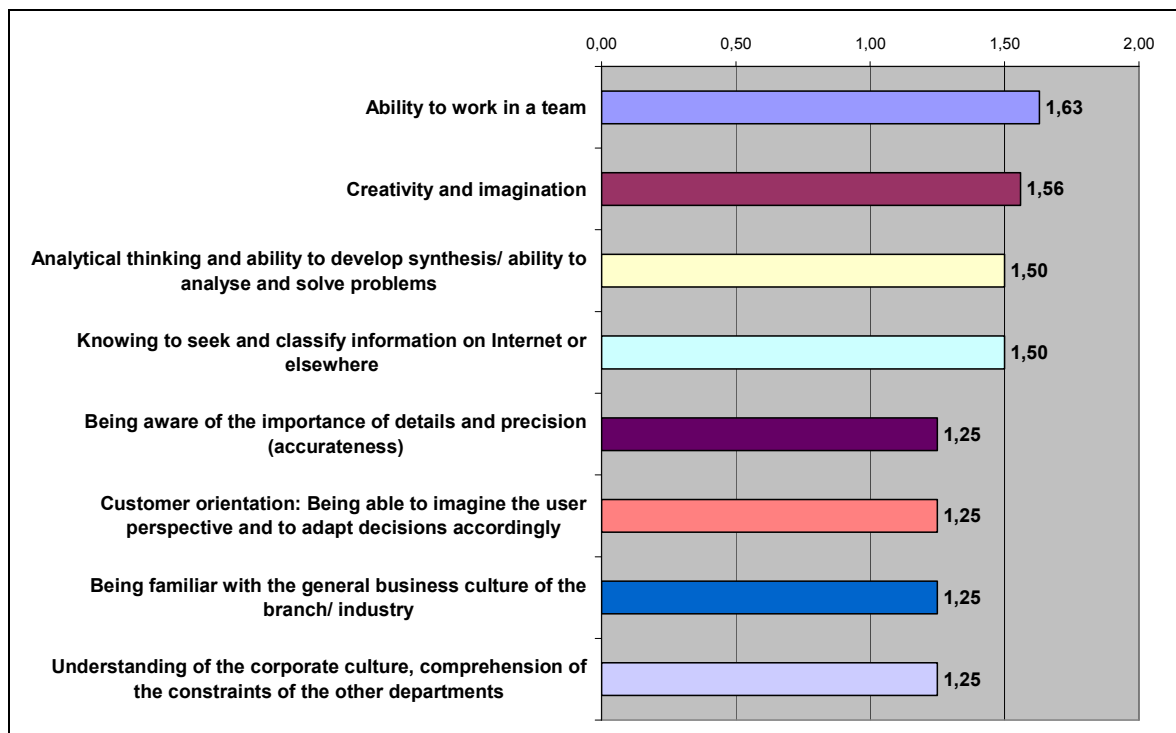
6.4. Main Management competencies



6.5. Main Content Related competencies



6.6. Main Behavioural Competencies



7. Web marketing – Main jobs, tasks & competence needs

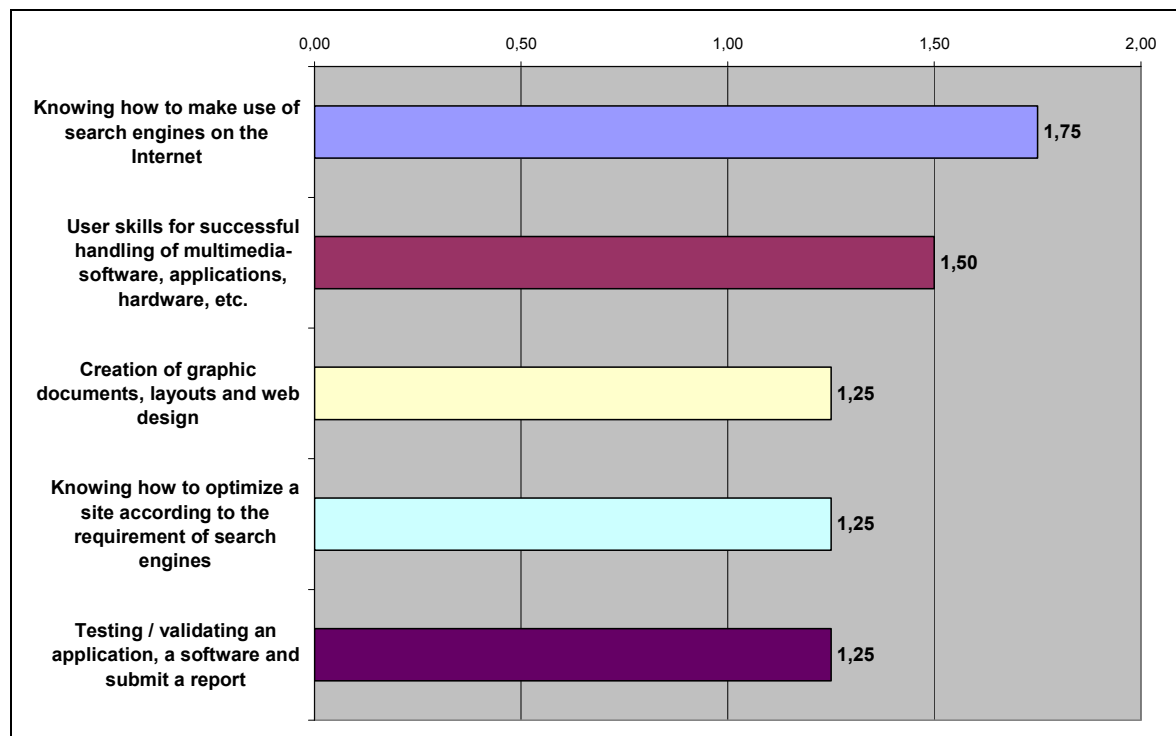
7.1. **Most common job titles in the job family ‘Web marketing’:**

-  Audience Developer
-  Web Marketing Specialist

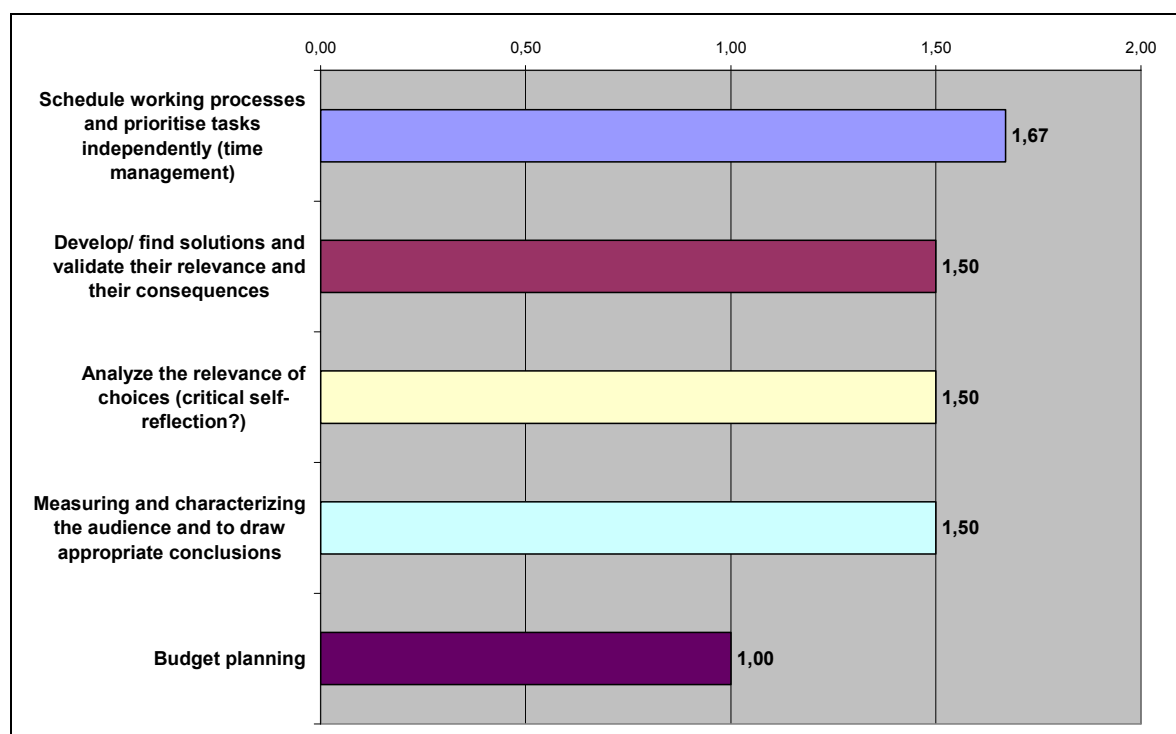
7.2. **Main tasks**

Corporate communication
Public relations
Creation of new customers for services
Creation of new customers for products
Customer relationship development
Content Uploading
Meta-tagging
Newsgroup and website moderation
Measuring access
Statistical studies
Profiling visitors
Making recommendations

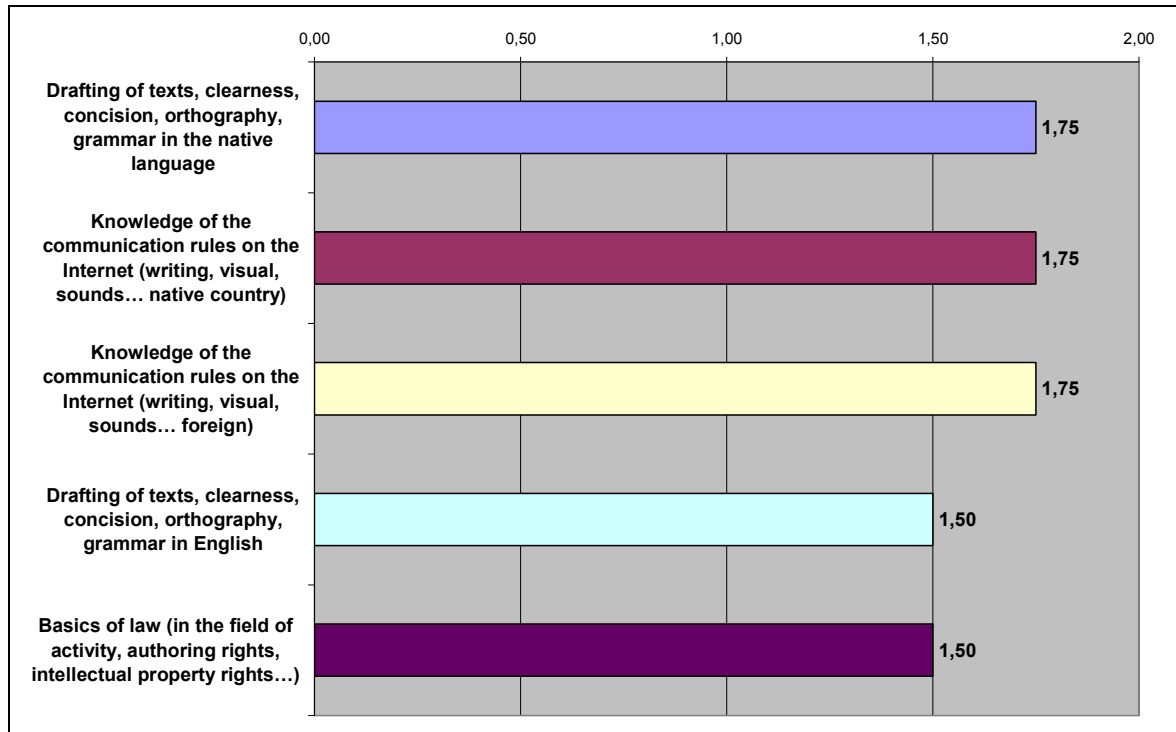
7.3. Main Technical Competencies



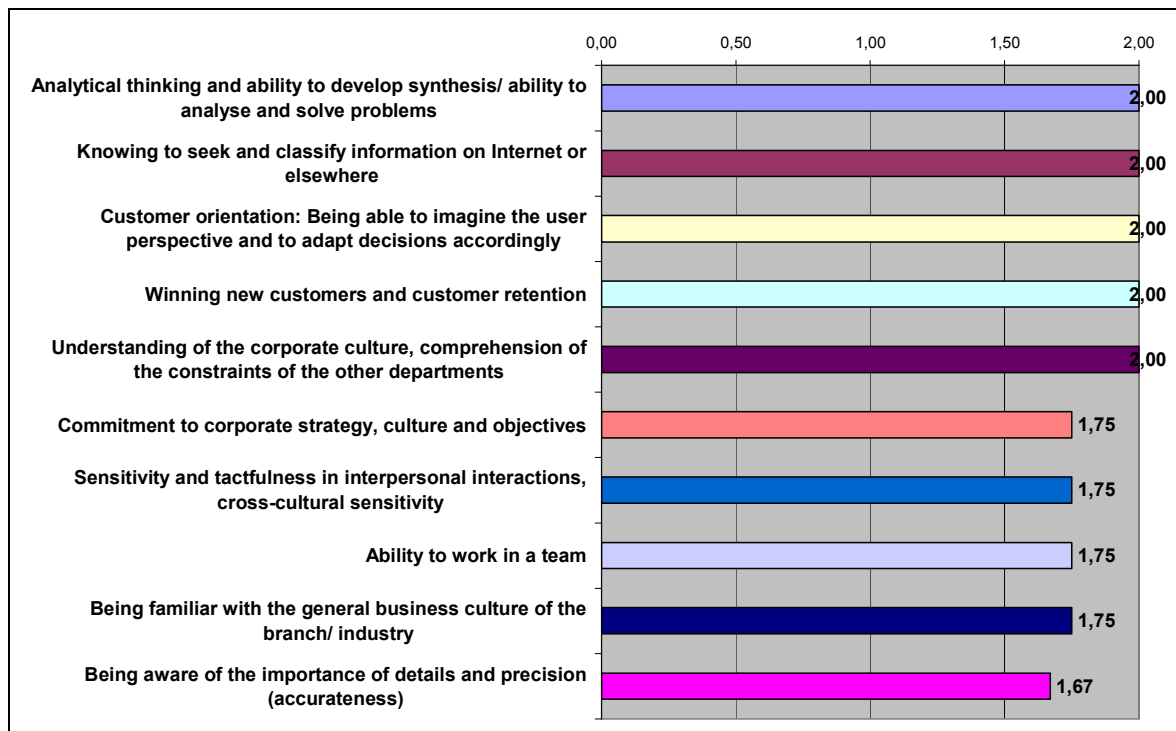
7.4. Main Management competencies



7.5. Main Content Related Competencies





7.6. Main behavioural Competencies



8. Miscellaneous – Main jobs, tasks & competence needs

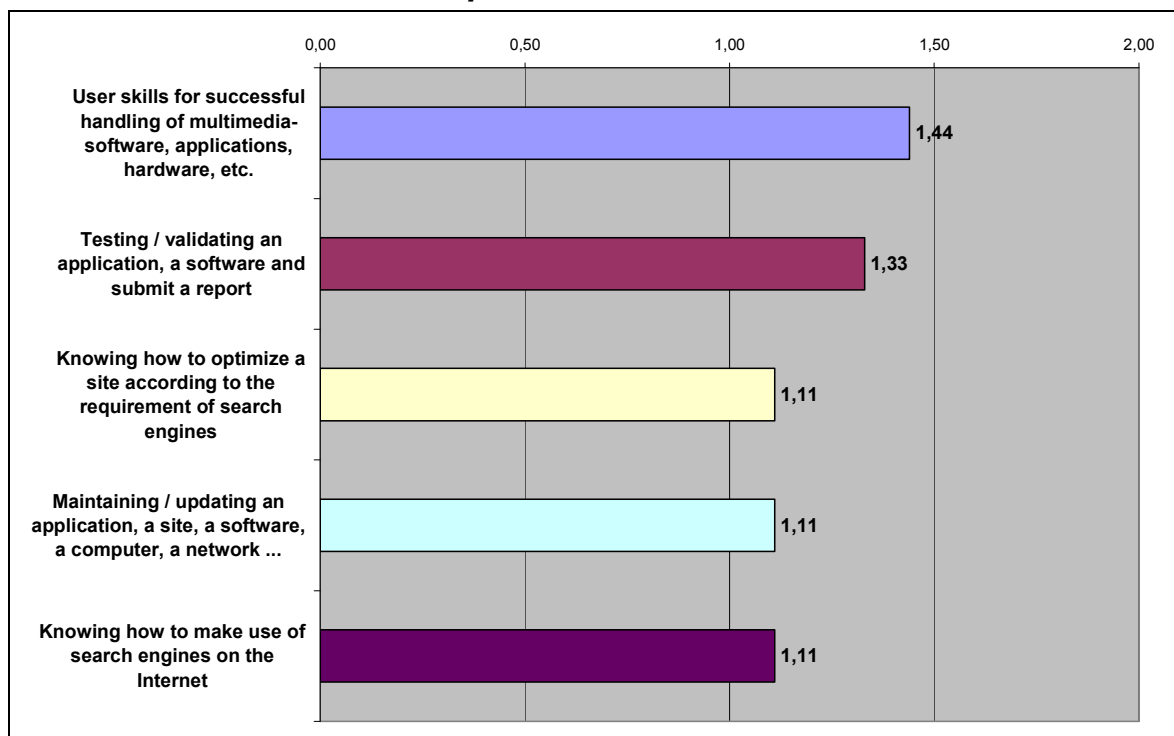
8.1. *Most common job titles in the job family ‘Miscellaneous operational jobs’:*

-  Netsurfer
-  Newsgroup moderator

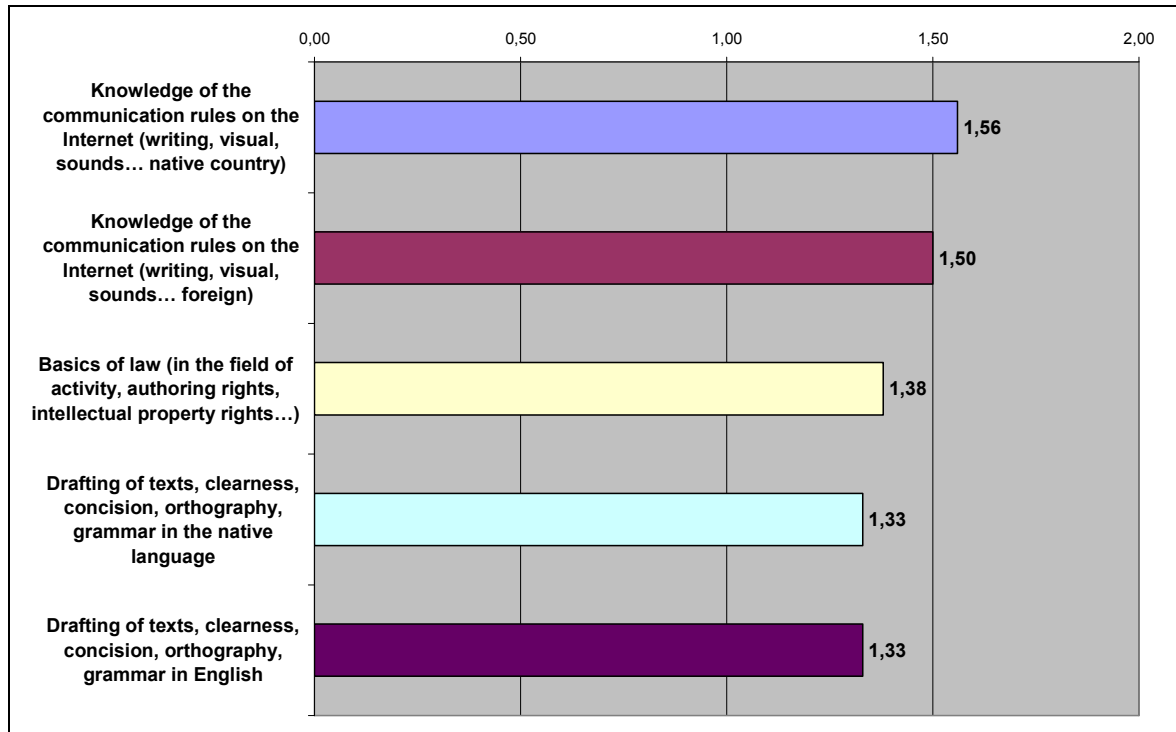
8.2. *Main tasks*

Information gathering, structuring, analysis and qualification
Copy writing
Testing and validation of the application
Content management and updating
Documentation information checking and validation
Content writing
Content Uploading
Participation in newsgroups
Newsgroup and website moderation

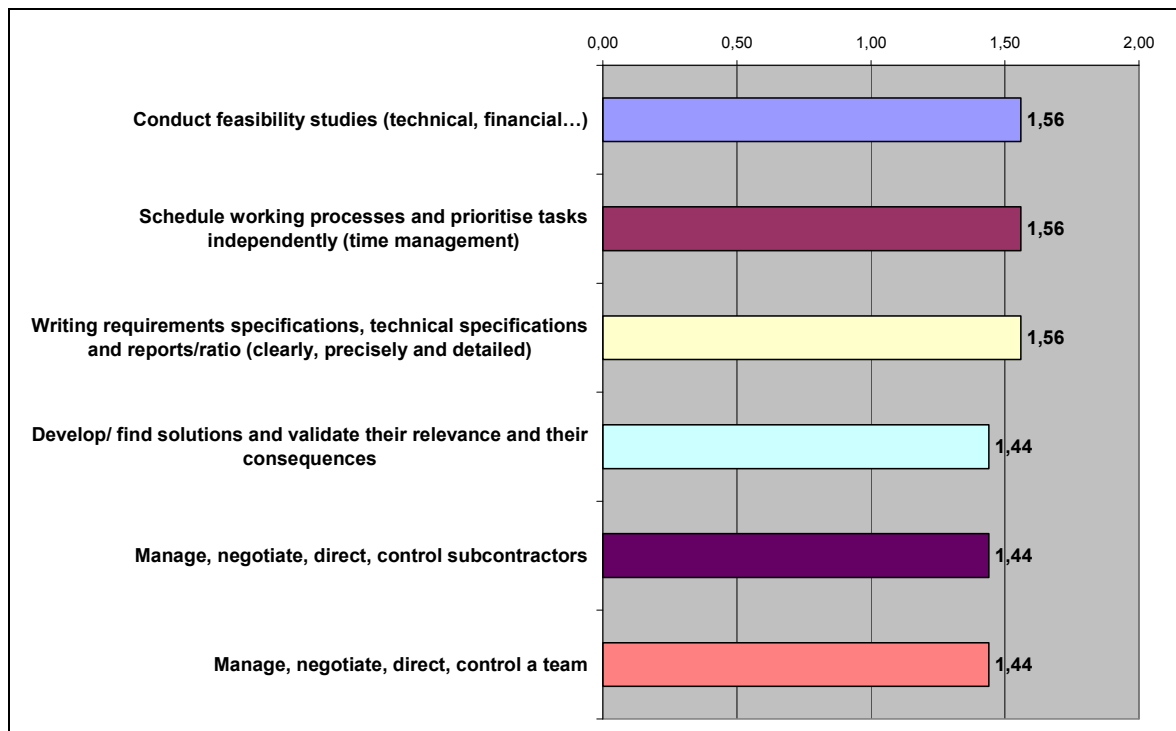
8.3. *Main technical competencies*



8.4. Main Content Related Competencies



8.5. Main Management Competencies



8.6. Main behavioural Competencies

