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## CIW Multimedia Specialist Exam Objectives

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### Domain 1: Introduction to Multimedia on the Web

- 1.1: Define common audio and video file terminology.
- 1.2: Determine ways to use multimedia to improve an organization's Web presence.
- 1.3: Identify multimedia issues relating to user accessibility and mobile devices.
- 1.4: Identify and search for jobs requiring Multimedia skills.
- 1.5: Identify current multimedia technology and development tools.
- 1.6: Use multimedia to enhance effective communications.

### Domain 2: Creating Graphical Images for the Web

- 2.1: Define digital imaging and essential graphic design concepts.
- 2.2: Determine file formats needed for graphics and multimedia projects.
- 2.3: Define the business standards and styles for digital imaging and graphic design development.
- 2.4: Use basic image creation techniques.
- 2.5: Demonstrate basic image editing techniques.
- 2.6: Apply metadata and tagging to graphic images.

### Domain 3: Planning Multimedia Content for the Web

- 3.1: Create a script as part of the planning process before recording your multimedia project.
- 3.2: Create a storyboard or outline to structure content as part of your multimedia project.
- 3.3: Determine your audience to establish what type of audio and video will be created.
- 3.4: Locate, organize and interpret information obtained from various sources (e.g., business correspondence, professional articles, supporting graphic materials, manuals, computer printouts, electronic sources).
- 3.5: Design, develop and deliver formal and informal presentations using appropriate media to engage and inform diverse audiences.
- 3.6: Develop a business presentation for implementing multimedia enhancements in a Website.
- 3.7: Create an introduction to lead viewers into content.
- 3.8: Create transcription for content using desired website or application.
- 3.9: Define project standards for recording audio and video content.
- 3.10: Determine application or software needed to create the multimedia.
- 3.11: Organize storage strategy for multimedia content, including backups.
- 3.12: Identify and select appropriate stock services for audio, image and video content to include in multimedia projects.

### 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.
- 4.2: Identify resources and technology required for high-quality video and audio content.
- 4.3: Develop a business template for high-quality video content.
- 4.4: Prepare your surroundings to record audio in a quiet area without background noise to maintain quality.
- 4.5: Explain the requirements for processing UHD (Ultra High Definition) 4k images.

### Domain 5: Developing Content for Video Projects and Mobile Devices

- 5.1: Convert existing multimedia to display on mobile devices.
- 5.2: Develop video and multimedia pages for mobile devices.
- 5.3: Select appropriate standards for multimedia to perform on mobile devices.

**Domain 6: Editing Video Content**

- 6.1: Describe video and audio editing techniques
- 6.2: Add metadata to video recordings.
- 6.3: Add transitions, effects, and other necessary content to create engaging media for your audience.
- 6.4: Arrange video and images, including setting the duration for each clip and image.
- 6.5: Determine essential parts by zooming in on sections to emphasize importance.
- 6.6: Edit audio or video clips to remove errors, extra noise, or other items.
- 6.7: Edit voice, music, or sounds using desired software or application.
- 6.8: Establish the necessary cut to use for video editing.
- 6.9: Implement accessibility compliance in video and audio clips, including closed captioning.
- 6.10: Use "add clip speed" and drag handles for boring/lagging sections.
- 6.11: Use "extend frame to freeze" if more time is needed to explain in a video.
- 6.12: Use shortcuts to allow for proficiency and boost productivity.

**Domain 7: Publishing Video Content to the Web**

- 7.1: Publish multimedia to Websites, learning management systems (LMS) and cloud-based services.
- 7.2: Compare various browser compatibility with published Websites.
- 7.3: Compare in-house and commercial video-hosting platforms and media consoles.
- 7.4: Identify alternative export methods for large multimedia project files.
- 7.5: Select viewable format to export your multimedia for your audience.
- 7.6: Determine the best export option to produce the best quality.

**Domain 8: Copyright, Ethics and Legal considerations**

- 8.1: Explain how copyright rules affect video content, including music and still photos used in video production.
- 8.2: Describe accessibility compliance (including ADA and Section 508) responsibilities in video content creation.
- 8.3: Identify appropriate netiquette and cultural references as it applies to Multimedia design.
- 8.4: Differentiate between ethical and legal responsibilities.
- 8.5: Compare local and international privacy laws (e.g., HIPPA, GDPR, etc.) and Multimedia development responsibilities.
- 8.6: Consider appropriate security standards as it applies to Multimedia development to protect personal and business information.
- 8.7: Formulate standards to apply ethical reasoning and judgment on issues affected by technological advances (e.g., coding, hacking, spying).
- 8.8: Apply citations when using media online
- 8.9: Display your credits at the end of your multimedia project.

**Domain 9: Project Management, Critical Thinking and MISC**

- 9.1: Demonstrate Project Management tasks in Multimedia development strategies
- 9.2: Identify a work-based learning experience providing video and audio development in a business environment.
- 9.3: Develop appropriate personal standards for leadership techniques, customer service strategies and personal ethics
- 9.4: Identify various potential Website issues, and troubleshoot their causes and symptoms.
- 9.5: Discuss the importance of time management, both professionally and personally.
- 9.6: Develop project timeline and resources necessary during video production.
- 9.7: Estimate project costs, including hourly rates, stock materials and hosting fees.