Australian Government

Department of Education, Employment and Workplace Relations

ICADMT402A Produce interactive animation

Release: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

ICADMT402A Produce interactive animation

Modification History

Release	Comments
Release 1	This Unit first released with *ICA11 Information and Communications Technology Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to create animation for a range of applications, including web pages, e-learning, simulations and advertisements.

Application of the Unit

This unit applies to web designers and digital media designers responsible for creating animations for the web and other media.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	*Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.*

Innovation and Business Skills Australia

Elements and Performance Criteria

1. Analyse project requirements	1.1 Determine the necessary dynamic functionality of the animation to be included inside a *web or other interactive document*
	1.2 Determine the appropriate language to achieve that functionality
	1.3 Determine and evaluate current requirements for the specified application
2. Design animations	2.1 Design the *animations* to enhance the page and to meet requirements
	2.2 Design animations to meet specifications for sound and interactive functions
	2.3 Design animations that will add to the overall professionalism or entertainment value of an application
3. Produce animations	3.1 Produce animations for web pages and other media
	3.2 Research and experiment with a range of animation techniques for enhancing the user experience
	3.3 Produce web animations for a website which enhance the overall professionalism or entertainment value of the website
	3.4 Test and debug scripts against the required functionality and reiterate until correct
4. Publish animations	4.1 Publish animations in acceptable format
	4.2 Incorporate animations into a hypertext markup language (HTML) page
	4.3 Complete the documentation and submit to the appropriate person for approval

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- analytical skills to:
    - determine functional requirements
    - identify appropriate design elements to match requirements
- communication skills to:
    - create a user-friendly animation
    - create an animation that markets the message effectively
    - liaise with the client
- initiative and enterprise skills to provide feedback and recommend the most appropriate technology solutions
- learning skills to research encountered problems independently
- literacy skills to:
    - create effective marketing dialogue within the animation
    - follow naming conventions
    - interpret workplace instructions and other technical documents
- planning and organisational skills to determine the most appropriate solution
- problem-solving skills to:
    - determine the best coding level to maximise the number of possible browser viewing
    - identify and rectify animation functional problems, resolve bugs in the code created, and resolve error messages
    - select the most efficient and effective algorithms
- research skills to:
    - find solutions to encountered problems
    - find the solution best suited to client requirements
- technical skills to:
    - apply web programming concepts
    - create HTML or eXtensible hypertext markup (XHTML) pages with embedded animation
    - create animations aesthetically pleasing to look at, interesting, entertaining and interactive.

Required knowledge

- internet technology to inform the choice of the right scripting type to reach a maximum determined audience
- principles of analysis and design
- principles of marketing
- programming control structures, object-oriented programming:
    - buttons

- scripting to go to URLs
- scripting to jump to different parts of the animation
- scripting using the programming language
- web-animation programming concepts, including:
    - acceptable formats for importing assets
    - component libraries
    - cross-browser issues
    - importing and exporting libraries
    - inserting the published work to an HTML or XHTML page
    - internet animation player statistics
    - masking
    - movements and automated movements
    - publishing the finished work to an acceptable web format
    - shape animation and manipulation
    - symbols
    - text manipulation
    - transparencies.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • design and create interactive animation following current industry standards • design and create interactive animation to enhance the professionalism and entertainment value of a website.
Context of and specific resources for assessment	Assessment must ensure access to: • development environment • internet access • browsers • appropriate learning and assessment support when required • modified equipment for people with special needs.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
	• verbal or written questioning to determine candidate's knowledge regarding:
	   • animation techniques
	   • terminology
	   • methods
	• evaluation of the effectiveness of a candidate's design and creativeness of the animation in advertisements and website enhancements
	• review of the candidate's research report of web technology trends, explaining the methods and attributes used and how the animation created enhances the website and entices buyers to click on advertisements.

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed.

	Indigenous people and other people from a non-English speaking background may need additional support.
	In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Web or other interactive document may include:	• previously created and new HTML documents • saved HTML documents.
Animations may include:	• ActionScript • Silverlight.

Unit Sector(s)

Digital media technologies