



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **ICA50911 Diploma of Digital Media Technologies**

**Release: 1**

## ICA50911 Diploma of Digital Media Technologies

### Modification History

Release	Comments
Release 1	This Qualification first released with <i>ICAI1 Information and Communications Technology Training Package version 1.0</i>

### Description

This qualification provides the skills and knowledge for an individual to be competent in designing, developing and refining digital media technologies as an independent ICT specialist or as part of a team. It provides the opportunity to work in new and emerging digital media technology areas, such as online, and interactive design and development, and with tools and equipment, such as software, Web 2 tools, technologies and mobile devices.

### Job roles

Possible job titles relevant to this qualification include:

- digital media designer
- digital media developer
- digital media developer/engineer
- digital media authoring specialist
- digital media producer.

## **Pathways Information**

### **Pathways into the qualification**

Preferred pathways for candidates considering this qualification include:

- after achieving ICA40811 Certificate IV in Digital Media Technologies, or other relevant qualifications or units equivalent to the core of ICA40811.

OR

- with demonstrated vocational experience in a range of work environments, such as digital media, games development, animation, graphics design or similar roles.

### **Pathways from the qualification**

ICA60111 Advanced Diploma of Information Technology or other ICA11 Advanced Diploma or Vocational Graduate qualifications.

## **Licensing/Regulatory Information**

There is no link between this qualification and licensing, legislative or regulatory requirements. However users should confirm requirements with the relevant federal, state or territory authority. There may be some alignment with industry standard certification competencies.

## **Entry Requirements**

There are no entry requirements for this qualification.

## Employability Skills Summary

The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification
Communication	<ul style="list-style-type: none"> <li>• communicating concepts and solutions for complex issues to colleagues and clients</li> <li>• using plain English, literacy and communication skills in relation to analysis, evaluation and presentation of information</li> <li>• researching emerging digital media technology trends</li> <li>• generating and presenting ideas and concepts</li> <li>• writing and presenting complex technical reports, with supporting documentation</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• briefing design team members and allocating work roles to facilitate the orderliness and timeliness of the design process</li> <li>• participating in teams concerned with planning and evaluating the production of digital media products</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• making adjustments or recommendations to enhance the design according to the brief and in consultation with the client</li> <li>• transferring and applying theoretical concepts and technical or creative skills to a range of situations</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• designing the production cycle and project plan for a digital media product</li> <li>• using project planning skills in relation to scope, time, cost, quality, communications and risk management</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• ensuring projects meet client specifications</li> <li>• resolving technical problems by re-designing or amending the brief in consultation with the client</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• taking personal responsibility and autonomy in performing complex technical operations or organising others</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• investigating and becoming conversant with current privacy legislation</li> <li>• providing learning and development opportunities for the project team</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• determining technology needs, including sourcing, purchasing, installing, configuring and testing digital media components of both software and hardware</li> </ul>

## Packaging Rules

**Total number of units = 18**

**7 core units *plus***

**11 elective units**

The elective units consist of:

- up to 11 from the elective units listed below
- up to 3 from elsewhere in ICA11 or any other Training Package or accredited course at Diploma or Advanced Diploma level.

The elective units chosen must be relevant to the work outcome and meet local industry needs.

### Core units

BSBCRT501A Originate and develop concepts

BSBOHS509A Ensure a safe workplace

ICAGAM504A Manage interactive media production

ICAICT418A Contribute to copyright, ethics and privacy in an IT environment

ICAICT419A Work effectively in the digital media industry

ICAICT515A Verify client business requirements

ICAPMG501A Manage IT projects

### Elective units

CUFDIG502A Design web environments

CUFDIG503A Design e-learning resources

CUFDIG504A Design games

CUFDIG507A Design digital simulations

CUFPOS201A Perform basic vision and sound editing

CUFPOS401A Edit screen content for fast turnaround

CUSSOU302A Record and mix a basic music demo

CUSSOU502A Produce sound recordings

CUVPHI504A Investigate and exploit innovative imaging options

ICADBS504A Integrate database with a website

ICADMT501A Incorporate and edit digital video

ICAGAM507A Develop intermediate 3-D software for games and interactive media

ICAGAM511A Manage testing of games and interactive media

ICAGAM512A Create and implement designs for a 3-D games environment

ICAGAM514A Design and create models for a 3-D and digital effects environment

ICAICT406A Build a graphical user interface

ICAICT511A Match IT needs with the strategic direction of the enterprise

ICAICT514A Identify and manage the implementation of current industry-specific technologies

ICAPRG409A Develop mobile applications

ICAPRG413A Use a library or pre-existing components

ICAPRG418A Apply intermediate programming skills in another language

ICAPRG425A Use structured query language

ICAPRG527A Apply intermediate object-oriented language skills  
ICASAS504A Develop and conduct client acceptance test  
ICAWEB429A Create a markup language document to specification  
ICAWEB501A Build a dynamic website  
ICAWEB516A Research and apply emerging web technology trends