Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB421A Ensure website content meets technical protocols and standards

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

ICAWEB421A Ensure website content meets technical protocols and standards

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 prepare a range of content for a website in accordance with customer specifications while ensuring that content is compatible with appropriate technical and infrastructure protocols.

Application of the Unit

This unit applies to those working in the web development area who are required to populate websites according to standards and protocols.

Website design is important for a range contexts, including security, accessibility and legal, moral and ethical issues.

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.*

Elements and Performance Criteria

1. Confirm that content meets required standards	1.1 Take action to ensure that text-based *content* meets client needs and required style *standards*
	1.2 Confirm multimedia-based content meets the business design standards or overall look of the website
	1.3 Check that the mix between multimedia and text-based content provides the required level of interaction identified in the project brief
	1.4 Test that content conforms to *client* expectations and technology
2. Confirm that technology supports content	2.1 Take action to ensure that the protocols required for multimedia content are available
	2.2 Check and confirm that the bandwidth required to support the content is available
	2.3 Check and confirm that *servers* support the content and levels of interaction
	2.4 Check and confirm that plug-ins required to support content are made available
	2.5 Test and confirm that compression techniques support delivery of content
3. Test content	3.1 Test and confirm that content displays as intended and according to business *requirements* in target *browsers*
	3.2 Test with beta *users* that content encourages interaction and content interaction performs as intended and record results
	3.3 Test and confirm that plug-ins download with a minimum of steps, complication and time
	3.4 Test that interactive tools are available and provide the expected results

Required Skills and Knowledge

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

Required skills

- communication skills to liaise with users on technical and content matters
- literacy skills to ensure text-based content meets client needs
- technical skills to:
    - act on protocols required for multimedia content
    - manage file transfer protocols
    - undertake site testing.

Required knowledge

- applicability of copyright, privacy and intellectual property to website development
- common software compression algorithms and associated technologies
- file transfer protocol (FTP) software protocols
- internet protocols
- server access security principles and procedures
- server operating systems
- streaming technologies.

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: • prepare and integrate a mix of content for a website • use correct streaming and compression techniques.
Context of and specific resources for assessment	Assessment must ensure access to: • documents detailing organisational style guide or policies • PC where software installation may be performed • compression and streaming software • internet connection • live network • network components, hardware and software • networked computers • server and workstation hardware and software • style guides and design brief • technical documentation and installation manuals • use of software currently used in industry • vendor hardware and software components • appropriate learning and assessment support when required. Where applicable, physical resources should include equipment modified 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 assess candidate's knowledge of the technologies and associated protocols associated with website design • direct observation of candidate managing FTPs and site testing • review of the candidate's active website.
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.

Content may include:	• animation • multimedia content, such as audio and video streaming • sound files • static graphics • text-based documents.
Standards may include:	• International Organization for Standardization (ISO), International Electrotechnical Commission (IEC) and Australian Standards (AS) • organisational standards • project standards, found on Standards Australia website.
Client may include:	• clubs • external organisations • individuals • internal departments • internal employees.
Servers may include:	• application and web servers • building environmental assessment (BEA) Weblogic servers • email servers • file and print servers • firewall servers • FTP servers • IBM VisualAge and WebSphere • Novell Directory Services (NDS) servers • proxy or cache servers.
Requirements may relate to:	• application • business • network • people in the organisation • system.

Browsers may include:	- Galleon - Internet Explorer - Konqueror - Lynx - Mozilla - Netscape Navigator - Opera - Phoenix.
Users may include:	- department within the organisation - person within a department - third party.

Unit Sector(s)

Web