



**Australian Government**

# **ICTDMT404 Create visual design components for digital media**

**Release: 1**

# ICTDMT404 Create visual design components for digital media

## Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 6.0.

## Application

This unit describes the skills and knowledge required to create visual design components for media, using industry-standard design tools.

It applies to individuals working in digital media under supervision, in all industries as well as ICT related workplaces who are responsible for producing visual design components for digital media to industry standards. Digital media components in this instance refers to interactive or non-interactive design components for an information technology, digital environment.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Unit Sector

Digital media technologies

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish requirements for visual design components	1.1 Obtain project brief and documents 1.2 Identify visual design components and copyright requirements for digital media according to organisational standards 1.3 Determine design considerations for designing an interactive and non-interactive visual design component, and their purpose 1.4 Define best practice of design principles and elements of good design
2. Identify and use software	2.1 Identify and review a range of industry-standard

ELEMENT	PERFORMANCE CRITERIA
packages for creating visual design media	graphics software packages available 2.2 Assess and select suitability of software package against design requirements 2.3 Run graphics software package and become familiar with the interface 2.4 Create new files and naming conventions according to file management and version control procedures 2.5 Apply required tools and features used to create visual design components
3. Create visual design components for visual media	3.1 Develop design ideas and graphic components using creative approaches and principles 3.2 Use graphics software to create visual media and required components 3.3 Identify interactivity of required interactive components 3.4 Communicate and confirm design with required personnel 3.5 Save and back up work
4. Demonstrate, finalise and evaluate design components	4.1 Demonstrate implementation and interactive components to required personnel 4.2 Articulate and justify design choices 4.3 Evaluate usability of design components and interactivity against design brief and intended environment 4.4 Seek and respond to feedback from required personnel

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

Skill	Description
Oral Communication	<ul style="list-style-type: none"> <li>Articulates complex designs and graphical requirements using listening and questioning techniques to confirm and evaluate design requirements</li> <li>Responds to feedback and criticism with a professional manner</li> </ul>
Reading	<ul style="list-style-type: none"> <li>Analyses documentation, images, briefs, instructions, technical and conceptual information from a range of sources, in order to inform the implementation of visual design components for</li> </ul>

	interactive media
Writing	<ul style="list-style-type: none"> <li>Records technical information and prepares required documentation according to organisational standards</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Selects and uses conventions and protocols to communicate with co-workers and others in a range of work contexts</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Takes responsibility for planning and organising own workload</li> </ul>
Problem solving	<ul style="list-style-type: none"> <li>Analyses available information and makes informed decisions on routine and non-routine tasks</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>Identifies and implements improvement opportunities</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Interprets the purposes, specific functions and key features of common digital systems and tools, and operates them effectively to complete routine tasks</li> </ul>

## Unit Mapping Information

Supersedes and is equivalent to ICTDMT401 Create visual design components for digital media.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>