



**Australian Government**

**Assessment Requirements for ICTICT419  
Work effectively in the digital media  
industry**

**Release: 1**

# Assessment Requirements for ICTICT419 Work effectively in the digital media industry

## Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

## Performance Evidence

Evidence of the ability to:

- research and analyse information and communicate effectively using a range of media and formats
- perform according to work plan and organisational requirements and values
- follow and apply requirements of legislation and regulations
- review and implement improvements to own work and communication
- review own communication strategies and practices and identify areas for improvement
- review work plan and schedule key milestones
- carry out professional development activities related to a work plan
- seek and respond to client queries and feedback.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list current industry accepted hardware and software digital media products and discuss their features and capabilities
- discuss the work health and safety (WHS) standards that apply to working in the digital media industries
- outline the operational environment, including customer base, company products and services
- explain the importance of communication and work plans in a team environment
- outline organisational:
  - code of conduct and values that are consistent with the organisational mission
  - policy and procedures
  - systems, management structure and governance arrangements

- discuss the principles of equal employment opportunity (EEO) and anti-discrimination
- outline the role and positioning of digital media within the overall business objectives of the organisation
- recognise and define digital media terminology
- describe the roles and responsibilities of personnel in a digital media industry
- identify and outline current federal and state legislative and regulatory requirements, codes of practice and policy relating to work in a digital environment.

## Assessment Conditions

Gather evidence to demonstrate consistent performance in conditions that are safe and replicate the workplace. Noise levels, production flow, interruptions and time variances must be typical of those experienced in the general information and communications technology (ICT) industry, and include access to:

- a range of current industry information
- appropriate ICT equipment and technology to research and analyse industry information.

Assessors must satisfy NVR/AQTF assessor requirements.

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>