



**Australian Government**

# **Assessment Requirements for SIRXECM002 Prepare digital content**

**Release: 1**

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## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- follow an organisational content style guide to develop the following types of written and visual content for use across two different digital platforms:
  - product descriptions
  - videos
  - still images
  - purchasing information
  - promotional content
- develop the above written and digital content to:
  - meet platform functionality requirements
  - create target market appeal
  - achieve consistency with organisational branding and promotional activity
- upload and test the above digital content on two different devices.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key legal and ethical considerations as related to digital content development:
  - Trade Practices Act
  - Privacy Act
- role of digital content in an online environment
- techniques for using digital content to:
  - engage customers
  - maximise sales
  - generate traffic
  - create brand and target market appeal
  - achieve consistency and alignment with organisational branding and promotional activity
- current trends in digital content development and use
- current software used to aid digital content development

- site design and functionality and its relationship to digital content development
- role of templates and style guides in digital content development
- role and use of copywriting in digital content development
- role and use of search engine optimisation in digital content development
- techniques for creating written and visual online content relevant to different target markets
- techniques to achieve:
  - clarity
  - ease of viewing and navigation
  - visual appeal
  - readability
- use and features of:
  - keywords
  - styling
  - file schemes
- information architecture and its relationship to digital content
- tools and techniques for uploading and storing digital content.

## Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment

Assessment must ensure access to:

- relevant documentation:
  - organisational content style guide
  - digital content templates
- digital platforms for content uploading
- software for use in digital content development
- information technology hardware and software.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

## Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>