



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB412A Produce interactive web animation

Release: 1

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Modification History

Release	Comments
Release 1	This Unit first released with <i>ICA11 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to create advertisements, animated enhancements and animation for web pages.

Application of the Unit

This unit applies to web designers responsible for creating and implementing animated advertisements for website clients, creating animations to enhance a web page message, and visually creating fully animated websites.

Interactive web animation is a powerful visual tool that enables web designers to be creative in designing an enriched experience for website users. Websites are enhanced through the creation of a fully interactive website.

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
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Analyse project requirements	1.1 Determine the necessary dynamic functionality of the animation to be included inside web document 1.2 Determine the appropriate language to achieve that functionality 1.3 Determine web document requirements 1.4 Research and evaluate current requirements for online advertising with major agencies and websites
2. Design web animations	2.1 Design web document and animations to enhance the page 2.2 Design advertisements to promote the web page within a website 2.3 Design advertisements to promote the web page on externally hosted paid advertising 2.4 Design advertisements that meet current website advertising specifications for size, number or loops, sound and buttons 2.5 Design and create gif replacements for animation as per major advertising agency requirements 2.6 Design animations for a website that will add to the overall professionalism or entertainment value of a website
3. Produce animations	3.1 Produce web animations for web pages 3.2 Produce web animations for external advertising 3.3 Produce web animations for internal website advertising 3.4 Produce web animations for a website that enhance the overall professionalism or entertainment value of the website 3.5 Test and debug scripts against required functionality and reiterate until correct
4. Publish animations	4.1 Publish animations in acceptable web format 4.2 Incorporate web animations into a hypertext markup language (HTML) page 4.3 Complete documentation and submit to appropriate person for approval

Required Skills and Knowledge

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

Required skills

- analytical skills to:
 - determine functional requirements
 - identify appropriate design elements to match requirements
- communication skills to:
 - create a user-friendly animation
 - create an animation that markets the message effectively
 - liaise with the client
- initiative and enterprise skills to provide feedback and recommend the most appropriate technology solutions
- literacy skills to:
 - create effective marketing dialogue within the animation
 - follow naming conventions
 - interpret workplace instructions and other technical documents
- planning and organisational skills to determine the most appropriate solution
- problem-solving skills to:
 - determine best coding level to maximise the number of possible browser viewing
 - identify and rectify animation functional problems
 - identify and resolve bugs in the code created
 - identify and resolve error messages
 - select the most efficient and effective algorithms
- research skills to:
 - find the best-fit solution to client requirements
 - find solutions to encountered problems
- learning skills to research encountered problems independently
- technical skills to:
 - apply web programming concepts
 - create HTML and eXtensible hypertext markup language (XHTML) pages with embedded animation
 - create animations that are aesthetically pleasing to look at, interesting, entertaining and interactive.

Required knowledge

- web animation programming concepts, including:
 - acceptable formats for importing assets
 - component libraries
 - cross-browser issues
 - importing, exporting libraries

- inserting the published work to an HTML or XHTML page
- internet-animation player statistics
- masking
- movements and automated movements
- publishing the finished work to an acceptable web format
- shape animation and manipulation
- symbols
- text manipulation
- transparencies
- programming control structures, object-oriented programming, including:
 - buttons
 - scripting to go to uniform resource locators (URLs)
 - scripting to jump to different parts of the animation
 - scripting using the programming language
- internet technology to choose the right scripting type to reach a maximum determined audience
- principles of analysis of web parameters and design of suitable animations.

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: - design and create interactive animation for advertising, following current industry standards - design and create interactive animation to enhance the professionalism or entertainment value of a website.
Context of and specific resources for assessment	Assessment must ensure access to: - development environment - internet access - browsers - 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 determine candidate's knowledge regarding: - animation techniques - terminology - methods - evaluation of the effectiveness of a candidate's design and creativeness of the animation in advertisements and website enhancements - review of the candidate's research report of web technology trends, explaining the methods and attributes used and how the animation created enhances the website and entices buyers to click on advertisements.
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.
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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.

<i>Web document</i> may include:	• previously created and new HTML documents • saved HTML documents.
<i>Animations</i> may include:	• ActionScript • Silverlight.
<i>Advertisements</i> may include:	• external advertisements promoting a website on another website • internal advertisements promoting products or subjects within a website.
<i>Appropriate person</i> may include:	• advertising agency • client.

Unit Sector(s)

Web