



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB420A Write content for web pages

Release: 1

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Modification History

Version	Comments
ICAWEB420A	This version 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 write concise and clear content for web pages on behalf of a client.

Application of the Unit

This unit applies to web developers who are required to develop the content material for web pages.

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. Prepare to develop content for site	1.1 Identify customer information needs with reference to audience, site functionality and client requirements 1.2 Confirm site purpose and functionality with reference to client specification 1.3 Select content channels and format as part of client requirements 1.4 Obtain templates and style guides 1.5 Identify content and analyse with reference to audience needs, maintenance requirements, information architecture, and site design and functionality 1.6 Negotiate alterations to site design, as required by the content and client requirements
2. Write site content	2.1 Create content according to content and client requirements 2.2 Establish that content is easily and conveniently accessible and visible and that information is clear, understandable and logical 2.3 Edit content with reference to audience needs, site functionality, content and client requirements
3. Upload content	3.1 Log into server site using either administrative or anonymous file transfer protocol in preparation for upload 3.2 Launch transfer file transfer protocol (FTP) client and navigate to destination directory, either graphically or by using a command line interface 3.3 Store and order files according to logical design and user needs, using accepted file extension scheme 3.4 Demonstrate operation in closed contention mode

Required Skills and Knowledge

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

Required skills

- communication skills to liaise and negotiate with clients and colleagues
- literacy skills to:
 - apply principles of plain English writing for a variety of cultures and people with special needs
 - identify content
 - write for the internet
- planning and organisational skills to:
 - analyse organisational and audience needs
 - determine appropriate content channels and formats
 - identify and understand diverse target audience needs
- technical skills to:
 - create content
 - manage and design the visual composition of the site
 - upload content.

Required knowledge

- content features, including clarity, ease of viewing and readability
- copyright and intellectual property legislation relating to web page content
- document design, web design and usability
- functions and features of:
 - micro-content elements, such as headings, highlighted words and link text
 - style guides, such as cascading style sheets (CSS)
- information architecture
- instructional design principles
- obligations of merchants and service providers
- organisational requirements relating to web page content
- privacy requirements relating to web page content.

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: • write in a manner that recognises cultural differences, diversity and people with special needs • demonstrate some knowledge of website content creation • develop and upload quality content for a website.
Context of and specific resources for assessment	Assessment must ensure access to: • copy edit resources • culturally reviewed content • style guides and templates • website specifications • word-processing and web development software • organisational documentation and industry requirements • appropriate learning and assessment support when required • modified equipment 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: • direct observation of candidate loading and removing content on a site • verbal or written questioning to assess candidate's knowledge of site functionality and web design • review of web content developed by candidate.
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.

<i>Client requirements</i> may refer to:	• application • business • network • organisational policies • people in the organisation • style • system.
<i>Client</i> may include:	• employee • external organisation • individual • internal department.
<i>File transfer protocol client</i> may include:	• commercial software applications • in-house or customised software • organisation-specific software • packaged software.

Unit Sector(s)

Web