



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	• Articulates complex designs and graphical requirements using listening and questioning techniques to confirm and evaluate design requirements • Responds to feedback and criticism with a professional manner
Reading	• 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

	interactive media
Writing	Records technical information and prepares required documentation according to organisational standards
Teamwork	Selects and uses conventions and protocols to communicate with co-workers and others in a range of work contexts
Planning and organising	Takes responsibility for planning and organising own workload
Problem solving	Analyses available information and makes informed decisions on routine and non-routine tasks
Self-management	Identifies and implements improvement opportunities
Technology	Interprets the purposes, specific functions and key features of common digital systems and tools, and operates them effectively to complete routine tasks

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>

Assessment Requirements for ICTDMT404 Create visual design components for digital media

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- design and produce at least one piece of digital media and its components consistent with a design brief.

In the course of the above, the candidate must:

- demonstrate original, innovative approaches to creative development according to design principles and elements
- demonstrate integrity of the design brief against specified requirements
- construct technical specifications for visual design components and overall usability
- confirm copyright and intellectual property legislation and organisational requirements are adhered to
- back up and save work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- functions, features and uses of graphic software packages and media products, including their purpose, constraints and environments
- technical constraints that hardware imposes on software development, graphics requirements and creative visual design
- techniques for applying concept development skills and visualisation skills
- legislative and organisational requirements, policies and procedures
- design principles, processes, and elements required to create components for digital media.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry or similar.

This includes access to:

- required hardware
- software packages and application, including required digital media tools
- design brief
- file storage devices and systems
- legislative and organisational requirements applicable too creating visual design components.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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