



Australian Government

ICTICT419 Work effectively in the digital media industry

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to work effectively as an individual or in a team environment in the digital media industries.

It applies to individuals who use digital media technologies to work in the information and communications technology (ICT) industry as digital media designers, developers, programmers, contractors or digital media authoring specialists.

No licensing, legislative or certification requirements apply to this unit at the time of publication

Unit Sector

General ICT

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. Communicate effectively with others	1.1 Research and analyse information sources and data related to the digital media industry 1.2 Engage with key players in the organisation using a range of communication tools and media 1.3 Plan and develop a communication strategy for an enterprise or workplace and clients 1.4 Prepare reports in a variety of formats and media
2. Perform own work effectively	2.1 Develop a work plan and schedule 2.2 Respond to requests and resolve client queries and issues as they arise

ELEMENT	PERFORMANCE CRITERIA
	2.3 Apply legislative and regulatory requirements 2.4 Apply industry codes of practice and guidelines
3. Review own communication and work effectiveness, and make improvements	3.1 Seek and respond positively to comments and feedback from peers and clients using evaluation techniques 3.2 Review own communication strategies and practices, and make continuous improvements 3.3 Review own work plan and schedule against milestones or key performance indicators (KPIs), and make improvements 3.4 Undertake training and professional development activities 3.5 Participate in discussions and forums, and generate ideas for improvement

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	3.2-3.5	Builds on prior knowledge by analysing own performance, ascertaining areas of need and investigating and participating in a range of learning programs
Reading	1.1, 3.2-3.4	- Analyses and compares a range of textual and diagrammatic information related to the digital media industry in order to develop a communications solution - Recognises and interprets a large range of computer generated text, icons and images
Writing	1.2-1.4, 2.1, 3.2, 3.3	Uses correct spelling and grammar, plain English and terminology specific to the digital media industry to produce documents, plans, schedules and reports, and liaise with key stakeholders
Oral Communication	1.1, 1.2, 2.2, 3.1, 3.4, 3.5	- Elicits and evaluates information using project related terminology and effective listening and questioning techniques - Uses plain English and, where necessary, project related terminology to liaise with clients, present

		information and obtain feedback
Navigate the world of work	2.3, 2.4	Keeps up to date on changes to legislation or regulations relevant to own rights and responsibilities, and considers implications of these when negotiating, planning and undertaking work
Interact with others	1.2	Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role on occasion
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 3.2, 3.3	- Develops plans to manage relatively complex, non-routine tasks with an awareness of how they may contribute to longer term operational and strategic goals - In familiar contexts, responds intuitively to problems requiring immediate attention, quickly drawing on past experience to devise solutions - Uses a range of digitally based technology and applications to access and filter data, extract, organise, integrate and share relevant information in increasingly effective ways - Uses each experience to reflect on the ways in which variables impact on outcomes and to gain insights into what constitute effective strategies and practices for future work

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTICT419 Work effectively in the digital media industry	ICAICT419A Work effectively in the digital media industry	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>

Assessment Requirements for ICTICT419 Work effectively in the digital media industry

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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

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