



**Australian Government**

# **ICTWEB412 Produce interactive web animation**

**Release: 1**

# ICTWEB412 Produce interactive web animation

## 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 create interactive animated enhancements, to advertisements and web pages.

It applies to individuals working as web designers who generate and apply advertisements for website clients, create animations to enhance a web page message and produce fully animated websites.

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

## Unit Sector

Web

## 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. Analyse project requirements                  | 1.1 Determine the necessary dynamic functionality of the animation to be included inside the web document<br>1.2 Determine the appropriate language to achieve that functionality<br>1.3 Determine web document requirements<br>1.4 Research and evaluate, current requirements for online advertising with major agencies and websites |
| 2. Design the web animations                     | 2.1 Design the web document and animations, to enhance the page<br>2.2 Design the advertisements to promote the web page, within a                                                                                                                                                                                                      |

| ELEMENT                   | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <p>website</p> <p>2.3 Design the advertisements to promote the web page, on externally hosted, paid advertising</p> <p>2.4 Design advertisements that meet current website advertising specifications for size, number or loops, sound and buttons</p> <p>2.5 Design and create gif replacements for animation, as per major advertising agency requirements</p> <p>2.6 Design the animations for a website that will add to the overall professionalism, or entertainment value, of a website</p> |
| 3. Produce the animations | <p>3.1 Produce the web animations, for web pages</p> <p>3.2 Produce the web animations, for external advertising</p> <p>3.3 Produce the web animations, for internal website advertising</p> <p>3.4 Produce the web animations, for a website that will enhance the overall professionalism, or entertainment value, of the website</p> <p>3.5 Test and debug, scripts against the required functionality and reiterate until correct</p>                                                          |
| 4. Publish animations     | <p>4.1 Publish the animations in an acceptable web format</p> <p>4.2 Incorporate the web animations into a hypertext markup language (HTML) page</p> <p>4.3 Complete the documentation and submit it to the appropriate person for their approval</p>                                                                                                                                                                                                                                              |

## 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 | 1.4, 2.1, 2.2, 2.3, 3.4 | <ul style="list-style-type: none"> <li>Identifies and explores, connections between ideas and methodologies, and uses research techniques to source the knowledge required to resolve technical difficulties, and the extend understanding of the job's requirements</li> </ul> |
| Reading  | 1.4, 2.4, 2.5           | <ul style="list-style-type: none"> <li>Analyses and compares industry-specific and related text, to determine all advertising, client and technical requirements</li> </ul>                                                                                                     |

|                    |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Writing            | 1.1                       | <ul style="list-style-type: none"> <li>Prepares, and produces, dynamic material for a specific audience using clear and detailed language in order to convey explicit information, requirements and recommendations</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| Oral Communication | 1.1                       | <ul style="list-style-type: none"> <li>Clearly articulates requirements, using the language appropriate to the audience and environment, and participates in a verbal exchange of ideas/solutions</li> </ul>                                                                                                                                                                                                                                                                                                                                                     |
| Numeracy           | 2.4                       | <ul style="list-style-type: none"> <li>Interprets numerical information, and applies basic mathematical calculations, to recurring technical features</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                 |
| Get the work done  | 1.1-1.4, 2.1-2.6, 3.1-3.5 | <ul style="list-style-type: none"> <li>Takes responsibility for planning, sequencing and prioritising tasks and own workload, for efficiency and effective outcomes</li> <li>Makes routine decisions and implements standard procedures for routine tasks, using formal decision-making processes for more complex and non-routine situations</li> <li>Uses familiar digital technologies and systems to access information, search and enter, data and code, present information, and communicate with others, cognisant of data security and safety</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version              | Code and title<br>previous version              | Comments                                        | Equivalence status |
|------------------------------------------------|-------------------------------------------------|-------------------------------------------------|--------------------|
| ICTWEB412<br>Produce interactive web animation | ICAWEB412A<br>Produce interactive web animation | 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 ICTWEB412 Produce interactive web animation

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## Performance Evidence

Evidence of the ability to:

- determine the requirements for the animation
- design the interactive animations requirements
- create animations for web pages and advertising applications
- publish the animations to the web environment.

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:

- outline web animation programming concepts, including:
  - acceptable formats for importing assets
  - component libraries
  - cross-browser issues
  - importing and exporting libraries
  - inserting the published work to a hypertext markup language (HTML), or extensible hypertext markup language (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

- explain 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
- summarise internet technology, including selecting the right scripting type to reach a maximum determined audience
- outline the principles of the analysis of web parameters, and the design of suitable animations, for advertisements and website enhancements
- explain the methods and attributes of animation, and how it enhances the website to entice buyers.

## 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 website technologies field of work, and include access to:

- a development environment
- the internet
- browsers
- the appropriate web design software.

Assessors must satisfy NVR/AQTF assessor requirements.

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