



Australian Government

ICTWEB412 Produce interactive web animation

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 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 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 the web animations	2.1 Design the web document and animations, to enhance the page 2.2 Design the advertisements to promote the web page, within a

ELEMENT	PERFORMANCE CRITERIA
	website 2.3 Design the 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 the animations for a website that will add to the overall professionalism, or entertainment value, of a website
3. Produce the animations	3.1 Produce the web animations, for web pages 3.2 Produce the web animations, for external advertising 3.3 Produce the web animations, for internal website advertising 3.4 Produce the web animations, for a website that will enhance the overall professionalism, or entertainment value, of the website 3.5 Test and debug, scripts against the required functionality and reiterate until correct
4. Publish animations	4.1 Publish the animations in an acceptable web format 4.2 Incorporate the web animations into a hypertext markup language (HTML) page 4.3 Complete the documentation and submit it to the appropriate person for their approval

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	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
Reading	1.4, 2.4, 2.5	Analyses and compares industry-specific and related text, to determine all advertising, client and technical requirements

Writing	1.1	Prepares, and produces, dynamic material for a specific audience using clear and detailed language in order to convey explicit information, requirements and recommendations
Oral Communication	1.1	Clearly articulates requirements, using the language appropriate to the audience and environment, and participates in a verbal exchange of ideas/solutions
Numeracy	2.4	Interprets numerical information, and applies basic mathematical calculations, to recurring technical features
Get the work done	1.1-1.4, 2.1-2.6, 3.1-3.5	- Takes responsibility for planning, sequencing and prioritising tasks and own workload, for efficiency and effective outcomes - Makes routine decisions and implements standard procedures for routine tasks, using formal decision-making processes for more complex and non-routine situations - 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

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTWEB412 Produce interactive web animation	ICAWEB412A Produce interactive web animation	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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