



**Australian Government**

# **ICTWEB420 Write content for web pages**

**Release: 1**

# ICTWEB420 Write content for web pages

## 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 write concise, and clear, content for web pages on behalf of a client.

It applies to individuals who are proficient communicators in the web development field.

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. Prepare to develop content for the site       | <ul style="list-style-type: none"><li>1.1 Identify customer information needs, with reference to the audience, site functionality and client requirements</li><li>1.2 Confirm site purpose and functionality, with reference to client specification</li><li>1.3 Select content channels and format as part of client requirements</li><li>1.4 Obtain the templates and style guides</li><li>1.5 Identify the content and analyse with reference to audience needs, maintenance requirements, information architecture, and site design and functionality</li><li>1.6 Negotiate any alterations to site design, as required by the content and by client requirements</li></ul> |

| ELEMENT                   | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Write the site content | <p>2.1 Create the content according to content and client requirements</p> <p>2.2 Establish that the content is easily and conveniently, accessible and visible, and that information is clear, understandable, and logical</p> <p>2.3 Edit the content with reference to audience needs, site functionality, content and client requirements</p>                                                                                                                                                 |
| 3. Upload the content     | <p>3.1 Log into the server site, using either the administrative or anonymous file transfer protocol in preparation for upload</p> <p>3.2 Launch the transfer file transfer protocol (FTP) client, and navigate to the destination directory, either graphically or by using a command line interface</p> <p>3.3 Store and order the files according to logical design and user needs, using an accepted file extension scheme</p> <p>3.4 Demonstrate the operation in closed contention mode</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                                                                                                                                                                                                                                                                                            |
|--------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading            | 1.1-1.6, 2.1-2.3, 3.1-3.3       | <ul style="list-style-type: none"> <li>Reads and interprets specifications, computer program interface and other documentation, from a variety of sources, and consolidates information, to determine requirements</li> </ul>                                                                          |
| Writing            | 1.2, 1.6, 2.1, 2.3, 3.1-3.3     | <ul style="list-style-type: none"> <li>Writes, edits and proofreads documents for internet use, to ensure clarity of meaning, and accuracy and consistency of information</li> </ul>                                                                                                                   |
| Oral Communication | 1.1, 1.2, 1.6                   | <ul style="list-style-type: none"> <li>Determines and confirms client requirements, using collaborative and inclusive techniques, including active listening and questioning, and reading of verbal and non-verbal signals, to convey and clarify information, and to confirm understanding</li> </ul> |
| Get the work done  | 1.1, 1.3-1.5, 2.2, 2.3, 3.1-3.4 | <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-</li> </ul>         |

|  |  |                                                                                                                                                                                                                                                                                                                      |
|--|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | <p>making processes for more complex and non-routine situations</p> <ul style="list-style-type: none"><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 |
|------------------------------------------|-------------------------------------------|-------------------------------------------------|--------------------|
| ICTWEB420<br>Write content for web pages | ICAWEB420A<br>Write content for web pages | 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 ICTWEB420 Write content for web pages

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## Performance Evidence

Evidence of the ability to:

- write content for web pages that recognises cultural differences and diversity, in developing website content
- upload content for a website
- remove content on a website.

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

## 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:

- copy edit resources
- culturally reviewed content
- style guides and templates
- the website specifications
- word-processing and web development software
- the organisational documentation, and industry requirements.
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Assessors must satisfy NVR/AQTF assessor requirements.

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