



**Australian Government**

# **ICTWEB432 Design website layouts**

**Release: 1**

# ICTWEB432 Design website layouts

## 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 design a website to client specifications, within a particular technical and human interface environment.

The unit applies to those who are responsible for the analysis, documentation and design of the human computer interface, including requirements that drive design for either internal or external clients.

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. Define and gather business environment                                       | 1.1 Establish client requirements from brief<br>1.2 Identify applicable standards and design principles required in website development<br>1.3 Identify hardware and software requirements                                                                            |
| 2. Define human user interface and user experience and determine site hierarchy | 2.1 Conduct user analysis and determine user profile and needs<br>2.2 Identify user content, operating system and requirements<br>2.3 Determine applicable design principles for website<br>2.4 Determine user experience design requirements according to user needs |

|                                             |                                                                                                                                                                                                                                                     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | 2.5 Design and create page hierarchy and structure according to design protocol<br>2.6 Review content and confirm user content requirements are met                                                                                                 |
| 3. Integrate and finalise design components | 3.1 Apply required information hierarchy to site design<br>3.2 Design and implement process flow according to client requirements<br>3.3 Test website layout against user needs and amend as required<br>3.4 Complete and document design structure |

## 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 | <ul style="list-style-type: none"><li>• Uses listening and questioning techniques with clients for eliciting information and determining specific needs and requirements</li></ul>                                                                                                                                                     |
| Reading            | <ul style="list-style-type: none"><li>• Interprets, analyse and synthesises, technical and organisational information and informs decision-making in constructing and validating solutions according to work task</li></ul>                                                                                                            |
| Writing            | <ul style="list-style-type: none"><li>• Develops content in a manner that supports and conveys information, using required structures, templates, software and specialised language</li><li>• Produces a logically sequenced text and conveys exact procedural requirements and specific and concise instruction and meaning</li></ul> |
| Problem solving    | <ul style="list-style-type: none"><li>• Makes routine and complex decisions and develops logical structures within website information and operation using analytical processes</li></ul>                                                                                                                                              |
| Self-management    | <ul style="list-style-type: none"><li>• Takes personal responsibility for adherence to standards of industry bodies, where related to own work context</li><li>• Takes responsibility for planning, sequencing and prioritising tasks within own workload and delivers outcomes on time</li></ul>                                      |
| Technology         | <ul style="list-style-type: none"><li>• Identifies and confirms purposes, specific functions and key features of common digital systems and tools</li></ul>                                                                                                                                                                            |

## Unit Mapping Information

Supersedes and is equivalent to ICTWEB401 Design a website to meet technical requirements.

## 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 ICTWEB432 Design website layouts

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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 a website layout using applicable tools and procedures according to client requirements.

In the course of the above, the candidate must:

- identify website and design structure required by conducting a user analysis
- define user interface, user experience and site hierarchy test and amend website layout design document work including documentation of design structure, process notes, tests and solutions.

## 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:

- copyright and intellectual property requirements applicable to designing web layouts
- customer and business liaison that is applicable to designing website layouts
- internet connectivity impacts
- page load times measurement tools
- technical specifications documentation procedures
- standards applicable to website design
- website design methods and standard website structures
- design and cyber security procedures and protocols
- media queries relevant to designing website layouts documentation techniques applicable documenting website layout designs
- performance budget applications relevant to designing website layouts.

## 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.

This includes access to:

- client requirements documentation
- required hardware, software and digital devices
- site and web servers
- industry standard operating system
- applicable standards and copyright information.

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 -

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