



Australian Government

ICTWEB442 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 6.0.

Application

This unit describes the skills and knowledge required to create interactive animated enhancements to advertisements and web pages.

The unit 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 Identify dynamic functionality of animation within web document 1.2 Determine required language in achieving functionality 1.3 Confirm web document requirements 1.4 Research and evaluate online advertising industry requirements using major agencies and website examples
2. Design and produce web animations	2.1 Design web document and animations 2.2 Design and create gif replacements for animation according to major advertising agency requirements 2.3 Confirm advertisements meet industry standard website advertising specifications including size, number and loops, sound and buttons

	2.4 Design advertisements and promote web page within website and on externally hosted paid advertising 2.5 Confirm animations add to overall professionalism and entertainment value of website 2.6 Produce web page animations and confirm suitability with required personnel
3. Test and publish animations	3.1 Test and debug scripts against required functionality and reiterate as required according to organisational and cyber security protocols and procedures 3.2 Publish animations in required web format and confirm animations are viewable on different devices and browsers 3.3 Incorporate web animations into a hypertext markup language (HTML) page 3.4 Complete documentation and submit to required personnel for approval

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
Learning	- Identifies and explores, connections between ideas and methodologies - Gathers and sources knowledge required in resolving technical difficulties using research techniques and extends knowledge of job requirements
Numeracy	Interprets numerical information and applies basic mathematical calculations to recurring technical features
Reading	Determines advertising, client and technical requirements by analysing and comparing industry-specific and related text
Writing	Prepares and produces, dynamic material using clear and detailed language and conveys explicit information, requirements and recommendations
Planning and organising	Takes responsibility for planning, sequencing and prioritising tasks and own workload and delivers outcomes on time
Problem solving	Makes routine decisions and implements standard procedures for routine tasks, using formal decision-making processes in more complex and non-routine situations
Technology	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

Supersedes and is equivalent to ICTWEB412 Produce interactive web animation.

Links

Companion Volume Implementation Guide is found on VETNet -

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