Overview

This standard is about creating, editing and publishing documents, multimedia and web-based digital content to suit an intended purpose. In general, multimedia includes a combination of text, audio, still images, animation, video, or other interactive content.

It involves planning, designing and creating digital content and using digital tools and techniques to manipulate a range of types of content for different purposes, such as document publications, interactive websites, apps for a range of platforms and multimedia presentations.

Design and develop interactive digital content

Performance criteria

You must be able to:

1. design interactive digital content to meet specification using storyboarding or wireframes
2. source, edit and process applicable text, multimedia, images and graphic elements for publication
3. use digital tools and techniques to develop interactive applications to meet requirements
4. use coding tools and techniques to develop and edit web pages in line with organisational standards
5. enhance precision of digital content designs to meet specification using appropriate guidelines and dimensioning tools
6. enhance online or screen-based publications to meet requirements using appropriate animation and interactive elements
7. develop and share applicable guidelines for websites and multi-media content layout and structure
8. check publications comply with organisational style and layout guidelines
9. identify and solve any quality problems with publications to make sure they are fit for purpose
10. review and evaluate publications against customer requirements

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Knowledge and understanding

You need to know and understand:

1. how to design digital content for websites and multimedia
2. how to implement digital content for websites and multimedia
3. regulations, organisational policies and procedures governing the design of websites and other interactive digital content including IT health and safety and good practice, and how to apply them
4. how to control and maximise website visibility to search engines
5. the impact the file size and file format will have, including when to use information coding and compression
6. technical factors and other constraints that need to be taken into account in the development of interactive digital content
7. basic syntax of hypertext mark-up language (HTML
8. web animation concepts including masking, layers and morphing
9. different quality issues that may occur and how to deal with them
10. the process of app development, coding and publication on a range of platforms

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