
Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile apps.

This standard includes an understanding of web and mobile app architectures, hosting and security protocols. This also includes the use of tools to specify site structure, navigation and page hierarchy, working from a design brief to meet organisational needs.

Performance criteria

You must be able to:

1. Design and plan site structure, page hierarchy and navigation to meet the design brief
2. Use digital content development tools to produce content in line with organisational standards and brand guidelines
3. Customise a website or mobile app layout to meet new design requirements and brand guidelines
4. Add keywords and tags to support Search Engine Optimisation (SEO) for the web
5. Install and configure third party elements and plug-ins to meet the design brief
6. Check navigation, links and content prior to publishing to identify and resolve errors
7. Publish digital content to web or mobile app host platforms
8. Test operation of web pages using different browsers to identify and resolve display, performance and functionality issues
9. Test operation of mobile apps using different phone platforms to identify and resolve display, performance and functionality issues
10. Create system documentation to allow future content developers to edit content within organisational guidelines

Knowledge and understanding

You need to know and understand:

1. Web addressing and the domain name system
2. The different constructs used for web and mobile app
3. The range of industry standard digital content development tools
4. The different types of media (including text and graphics) that form part of digital content
5. The guidelines and standards relating to website and mobile app accessibility
6. How to use stylesheets to format page layout for the web
7. The importance of consistency, brand and tone for web and mobile apps
8. How to improve search engine ranking results using keywords and other search optimisation techniques
9. The advantages and disadvantages of different hosting solutions
10. How to debug digital content prior to publishing
11. Different browser operation, configuration and security protocols for the web
12. The different phone platforms that can be used to deploy mobile applications to
13. The range of third party elements that can be incorporated into digital content
14. How to deploy new or updated mobile app content
15. How to organise and upload files to a website

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