ICT50915 DIPLOMA OF DIGITAL MEDIA TECHNOLOGIES

Total number of units = 18 units   Course duration: 1.5 years
7 core units
11 electives

Timetable Tues-Wed -Thur 4.30pm to 9.15pm
Timetable Mon-Tues 8.30am to 4.15pm
13.5 hours face to face in the classroom
6.5 hours Online – attendance based

This qualification provides the skills and knowledge for an individual to be competent in designing, developing and refining digital media technologies as an independent ICT specialist or as part of a team. It provides the opportunity to work in new and emerging digital media technology areas, such as online, and interactive design and development, and with tools and equipment, such as software, Web 2 tools, technologies and mobile devices.

Assessments Methods
(Practical, Research Report, Project, Knowledge, Presentations, Group based)

To enter this qualification, individuals must provide evidence of their technical skills and ability to:

- produce multiple examples of digital media work that respond effectively to different platforms challenges
- produce multimedia, website, and mobile applications that supports the overall digital media solution
- use digital media industry software
- Produce mock-up design and/or storyboard

INDUSTRY STANDARD SOFTWARE: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Video Editor, Voice Recorder, XAMPP

Students will learn and develop: multimedia, websites, mobile applications for tablets, phones or laptops, use a pre-existing components or libraries to develop applications, perform basic vision and sound editing, collaborate, communicate and present concepts and ideas, continually develop their skills and design knowledge through research and software, understand e-business, ICT projects, current industry specific technologies, copyright, ethics and privacy, work in a team environment and communicate effectively.

Outcome of the course: A qualified, professional Digital Media Designer or Developer with the ability to work across the digital media field.

Unit outline

ICTPRG413 Use a library or pre-existing components	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the project management field of work and include access to: • describes the skills and knowledge required to identify, evaluate and incorporate pre-existing (re-use) components from a library, or other source, as part of a software project. • individuals working in a programming role in a variety of information technology areas, who are required to use programming libraries to support their work.
BSBEBU511 Develop and implement an e-business strategy	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the digital media field of work and include access to: • evaluate e-business models and strategies for use in a business context • incorporate the results of these evaluations into the design of an e-business strategy, including marketing, buying and selling goods and services online
ICTPRG409 Develop mobile applications	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the graphic design field of work and include access to: • Determine the target platform for the hand-held device • Choose and evaluate a development environment, based on the target platform and hardware • Prepare, code or customize, configure and test the mobile applications. • Collaborate with others in design and evaluation processes.

	• write and present explanatory information to support mobile applications.
ICTGAM504 Manage interactive media production	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the digital media field of work and include access to: • analyse layout requirements in briefs and other information sources • develop and present layout concepts • create original interactive media production • use an extended range of tools and features of relevant software with a high level of technical proficiency • integrate technical and creative processes to produce outcomes that meet design objectives • evaluate the effectiveness of production.
ICTICT511 Match ICT needs with the strategic direction of the enterprise	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in ICT field of work and include access to: • use a range of professional ICT business practices in own work • adopt intellectual property and safety standards required for ICT practice • research and evaluate the effect of current and emerging trends on ICT practice • apply research outcomes to develop creative and commercial opportunities in own professional practice • identify and address skill development needs.
BSBWHS501 Ensure a safe workplace	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the management and leadership of project management field of work and include access to:

	- establish, implement, maintain and evaluate a work health and safety (WHS) management system for a work area of an organisation in accordance with WHS legislation including policies, procedures and record keeping - ensure organisational WHS compliance - establish, implement, maintain and evaluate effective and compliant participation arrangements for managing WHS including identifying duty holders, identifying and approving the required resources and developing and implementing a training program - establish, implement, maintain and evaluate procedures for effectively identifying hazards, and assessing and controlling risks using the hierarchy of risk control - provide information and complete documentation for a WHS management system - identify requirements for and request expert WHS advice.
CUAPOS201 Perform basic vision and sound editing	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of digital media field of work and include access to: - establish realistic digital media performance measures - edit vision and sound media to meet requirements - determine engagement characteristics of target audience - model and test alternative methods and techniques to optimise digital impact - respond rapidly to changing expectations, feedback and technological environment - utilise tools and technologies to perform basic vision and sound track work effectively as a team member in a rapidly changing environment.

BSBCRT501 Originate and develop concepts	Assessment must be conducted in a safe and replicable work environment where evidence gathered demonstrates consistent performance of typical activities experienced in the sustainability of graphic design field of work and include access to: • generate concepts and ideas that provide innovative solutions to identified issues • evaluate and test concepts and ideas • present ideas and information to others and reflect on responses • develop at least two concepts, substantiated and supported with sufficient information to allow implementation to occur.