Title	Apply knowledge of business analysis, user experience and interface design, to create and test interactive digital media		
Level	4	Credits	15

Purpose	People credited with this unit standard are able to: apply communication, collaboration, and business analysis skills to develop a plan for an interactive digital media solution for a client; plan and design a digital media solution with an interactive user interface for a client; develop a digital media prototype with an interactive user interface for the client; create, test and document an interactive digital media solution for the client; and reflect on personal communication and collaboration skills and behaviours used to maintain relationships and achieve objectives when developing the interactive digital media solution for a client.
	This unit standard has been developed primarily for assessment within programmes leading to the New Zealand Certificate in Information Technology Essentials (Level 4) [Ref: 2594].

Classification	Computing > Generic Computing

Available grade	Achieved

Guidance Information

1   Recommended skills and knowledge:
     Unit 29793, *Investigate, plan, design and create digital outcome solutions to meet the requirements of a specified brief*, or demonstrate equivalent knowledge, skills and experience.

2   Assessment, where applicable, will be conducted in and for the context of real or realistic situations and/or settings, and be relevant to current and/or emerging practice. For the purposes of assessment the stakeholder must be authentic and may include the learner's assessor, real clients, family members, or other learners. The assessor may gather evidence over time from a range of scenarios rather than using one assessment where the learner has to demonstrate all of the required skills.

     The assessment context for this unit standard must be suitable to meet the criteria for level 4 in the NZQF Level Descriptors, which are available by searching for "level descriptors" at www.nzqa.govt.nz.

3   A *brief* is a clear description of both the desirable outcomes sought and the constraints to be met by the solution. It contains design specifications against which the success or otherwise of the digital media solution can be evaluated. The brief can be either created as part of the learner's employment (in the case of workplace assessment) or in response to the needs of a stakeholder. A *plan* outlines how the requirements of the brief will be realised. For this unit standard, the plan is produced in conjunction with the conceptual design.

4   The digital media prototype created in outcome 3 does not need to be fully functioning but will be a semi-working prototype, and must be representative of the layout and design proposed within the brief and conceptual design.

5   Definitions
     Accessibility means the user interface is able to be opened and viewed on a variety of devices and configured to be viewed by people with disabilities such as visual impairment.
     Conceptual design is a representation clearly indicative of the final product.
     Data validation means data that is input by the user is checked for errors and an error message posted when errors are found. Validation may include but is not limited to – interactive or post-input validation. Errors may be processed as field-by-field (interactive) or batch errors (post).
     Digital media includes software, digital images, digital video, video games, websites, social media, mobile applications, digital data and databases, digital audio such as MP3, electronic documents and electronic books.
     An *interactive user interface* is one which responds to user input in different ways, depending on the nature of the input. This may include responses such as completing and submitting an online form, accessing a menu, using a shopping cart.
     A *prototype* may be a completed outcome ready for use or a functional model of the outcome.
     User experience (UX) refers to the overall experience of a person using a particular product, system or service such as a website or computer application, especially in terms of how easy or pleasing it is to use.

6   Legislation relevant to this unit standard may include but is not limited to the:
     Copyright Act 1994
     Copyright (New Technologies) Amendment Act 2008
     Electronic Transactions Act 2002
     Films, Videos, and Publications Classification Act 1993
     Harmful Digital Communications Act 2015
     Health and Safety at Work Act 2015
     Privacy Act 2020
     Protected Disclosures Act 2000
     Unsolicited Electronic Messages Act 2007
     and any subsequent amendments.
     Current legislation and regulations can be accessed at http://legislation.govt.nz.

7   References
ACC5637 Guidelines for Using Computers - Preventing and managing discomfort, pain and injury. Accident Compensation Corporation - Department of Labour, 2010; available from Worksafe New Zealand, at https://www.worksafe.govt.nz/topic-and-industry/work-related-health/musculoskeletal-disorders/ergonomics/safely-using-computers-at-work/.
A reference source for web development *W3Schools.com i*s available at http://www.w3schools.com/default.asp.

Outcomes and performance criteria

Outcome 1

Apply communication, collaboration, and business analysis skills to develop a plan for an interactive digital media solution for a client.

Performance criteria

1.1   Requirements for a digital media solution are obtained from communicating and collaborating with a client.

1.2   Brief is formulated using business analysis tools following the client's requirements in terms of purpose and target users.

> Range   includes but is not limited to – requirements analysis; user stories; use-case modelling; non-functional requirements analysis; specifications; client feedback/interaction; revising brief; includes use of digital tools to prepare and/or present information.

1.3   Concepts are prepared and presented to the client to obtain feedback.

> Range   may include but is not limited to – creating storyboards and/or mock-ups; obtaining and documenting feedback from client; use of digital tools to prepare and/or present information.

Outcome 2

Plan and design a digital media solution with an interactive user interface for a client.

Range   includes but is not limited to – multimedia (graphics, sound, video, text); interactivity; techniques and tools in media design; user experience design; interface design; documentation and accessibility.

Performance criteria

2.1   A plan for the development of the user interface is produced and modified as required.
Range   includes – project milestones, resource requirements, stakeholder consultation, test plan, pre-task documented components; plan may be written and/or graphic.

2.2 A conceptual design of each component of the interactive user interface is produced and modified as required at each project milestone based on client feedback.

Range includes but is not limited to – storyboard and/or mock-up; placement of media; accessibility; navigation; data validation; data constraints.

2.3 Plan and conceptual design are accepted and signed off by the client as meeting the agreed requirements.

Outcome 3

Develop a digital media prototype with an interactive user interface for the client.

Range development of a prototype may use any suitable digital tools.

Performance criteria

3.1 Prototype is produced in accordance with the design specifications and client requirements.

3.2 Prototype is modified as required until approved by the client.

Outcome 4

Create, test and document an interactive digital media solution for the client.

Performance criteria

4.1 Interactive digital media is produced in accordance with the client requirements and design specifications.

Range includes but is not limited to – multimedia (graphics, sound, video, text); interactivity; techniques and tools in media design; user interface; consideration of user experience (UX); accessibility.

4.2 The interactive digital media solution is tested to verify that it realises the design specifications, and any needed improvements are made.

Range testing includes – following documented procedure contained in the plan; documenting all changes; functionality; accessibility; readability; legibility; presentation; links and sequence; accuracy; feedback from client.

4.3 End-user documentation is created to facilitate use of the interactive digital media solution.

Range includes – purpose; instructions on how to access and use the interactive digital media solution; accessible digital format.

Outcome 5

Reflect on personal communication and collaboration skills and behaviours used to maintain relationships and achieve objectives when developing the interactive digital media solution for a client.

5.1   Behaviours, attitudes and language are used to contribute to maintaining relationships in an IT professional context when collaborating.

5.2   Own performance is reviewed and reflected on to identify opportunities for future improvement when communicating IT information and maintaining relationships in an IT professional context.

Planned review date	31 December 2026

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	28 April 2022	N/A

Consent and Moderation Requirements (CMR) reference	0099

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact Toi Mai Workforce Development Council qualifications@toimai.nz if you wish to suggest changes to the content of this unit standard.