CUFDIG201A   Maintain interactive content

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to maintain interactive content.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Employability Skills   This unit contains employability skills.

Application of the Unit   People responsible for updating the content of websites apply the skills and knowledge described in this unit.

Under direction, they upload a range of media assets and change text content, using a content management system that may be a proprietary system designed for a static or dynamic website. Changes to the interface and structure of the site are made by people in more senior positions.

Unit Sector   No sector assigned

ELEMENT	PERFORMANCE CRITERIA
1. Check website information for relevance and currency.	1.1 Confirm with ***relevant personnel*** frequency of upgrades. 1.2 Obtain revised and additional ***electronic content*** and ensure correct versions. 1.3 Confirm with relevant personnel the age limit of links that should be retained or deleted. 1.4 Confirm with relevant personnel other revisions as required.
2. Check links and navigation.	2.1 Select appropriate ***link-checking software***, run software to test links and check currency of existing links. 2.2 Save report document according to technical and organisational requirements. 2.3 Check broken or failed links to determine site closures or new site addresses.
3. Update information.	3.1 Access ***content management system*** and load appropriate files. 3.2 Delete closed links and re-establish new site links if available. 3.3 Check internal page links and rectify or delete as required. 3.4 Import and/or change content material as required and specify appropriate ***metadata*** if required. 3.5 Make heading, typographical and image revisions applying appropriate style sheets and alt tags if required. 3.6 Insert additional pages or screens as required, applying appropriate templates or themes. 3.7 Upload edited files to server using file transfer protocols (FTP). 3.8 Advise relevant personnel if new buttons, interface or navigation design are required to incorporate additional materials.

| 4. Test and confirm changes. | 4.1 | Check all links are valid. |
| | 4.2 | Confirm with relevant personnel that all changes have been made. |

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit.

Required skills

- communication and literacy skills sufficient to:
    - interpret and clarify written or verbal instructions
    - interpret and apply information in user manuals for software applications
- ability to work as a member of a production team - both independently on assignment and under direction
- technical skills sufficient to:
    - proficiently use a content management system
    - use link-checking software
    - manage files using standard naming conventions
    - apply appropriate metadata to describe documents
    - apply style sheets, templates and themes
- self-management and planning skills sufficient to:
    - prioritise work tasks
    - meet deadlines
    - seek expert assistance when problems arise.

Required knowledge

- W3C Accessibility standards relevant to text and images
- internet protocols and data types
- OHS standards as they relate to working on computers for periods of time.

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant personnel may include:	- client - programmer and technical support people - supervisor - web manager - other specialist creative and administrative staff as appropriate.
Electronic content may include:	- audio - HTML - images (photographs and illustrations) - PDF documents - text - video - Word documents.

Link-checking software may include:	• Xenu • Linkbot • software internal to content management systems.

Content management systems may include:	• authoring tools, such as:
	  • Dreamweaver
	  • Contribute
	• learning management systems, such as:
	  • WebCT
	  • Blackboard
	  • Janeson
	  • Moodle
	  • Sharepoint
	• open source database systems
	• other proprietary database systems.

Metadata may include:	• author • copyright • date • description • subject • title • other metadata based on Dublin Core or other standards.

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • accurate creation of interactive media information and links • proficient use of content management systems • attention to detail.
Context of and specific resources for assessment	Assessment must ensure: • access to industry-standard authoring software, the internet and an FTP client for uploading content • access to appropriate learning and assessment support when required • the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of websites where content has been updated by the candidate on a regular basis
- written or oral questioning to test knowledge of internet protocols, data types and W3C Accessibility standards relevant to text and images.

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUFIND201A Develop and apply creative arts industry knowledge
- CUFRES201A Collect and organise content for broadcast or publication.