

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Design interactive website
Code	107986L4
Description	This unit of competency applies to interactive web designers in the DMT (digital Media Technology) profession. One of the most important qualities of a great web site is interactivity which gives its visitors way to participate and this UOC concern competencies in designing interactive website to facilitate the creation of a more engaging website and increase traffics.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for designing interactive website</p> <ul style="list-style-type: none"> <li>• Possess good communication skills to be able to communicate with all levels</li> <li>• Possess in depth knowledge of interactive and non-interactive web contents, technologies and trends</li> <li>• Possess good knowledge standards such as Web 2.0, HTML5</li> <li>• Possess website designing skills and basic knowledge of web script programming</li> <li>• Possess good knowledge of interaction design</li> </ul> <p>2. Design interactive website:</p> <ul style="list-style-type: none"> <li>• Work with stakeholders to determine various factors concerning the website, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Goals, purpose and needs of the web site, such as: <ul style="list-style-type: none"> <li>▪ A market place portal</li> <li>▪ Information delivery</li> </ul> </li> <li>○ Target audience</li> <li>○ Target device</li> <li>○ The basic hosting architecture of the site, if exist</li> </ul> </li> <li>• Determine and provide advice on interactive features for the website, include but not limited to the following: <ul style="list-style-type: none"> <li>○ Blog, Social network forums, wiki</li> <li>○ Drag and drop</li> <li>○ Interactive maps. For example Google map</li> <li>○ Virtual world. For example: secondlife</li> </ul> </li> <li>• Perform initial design with sketches (on paper or electronic based graphic device) that matches the goals of the organisation. Also taking into consideration of interactive features, target users, target devices, and how user interact with the website. Design should include but not limited to the following: <ul style="list-style-type: none"> <li>○ Interactive features</li> <li>○ How user interaction with the website (mouse, finger, keyboard,etc.)</li> <li>○ Responsive design</li> <li>○ H2M (Human to Machine) interactions and the type of device user is using to access the website</li> <li>○ A unique and optimal UI (User Interface) &amp; UX (User Experience) with following considerations: <ul style="list-style-type: none"> <li>▪ Let visitors know what the website is about</li> <li>▪ Forms and field with meaningful names that can give hints of action/s that they can take without long complex instructions</li> <li>▪ Provide contextual information that maintain the visitor to stay longer i.e. offer value proposition</li> </ul> </li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Apply visuals and styling that gives distinctive personality of the website and attract visitor's attention             <ul style="list-style-type: none"> <li>○ Interactive infographics and responsive animation</li> </ul> </li> <li>• Construct prototype after agreed the initial design with stakeholders. This is project dependent. The prototype should have a realistic visual part of the website with virtual links of web pages and limited simulation of interactive features</li> <li>• Package the design with documentation and instructions for next stage of the implementation process which includes the construction of programs for the interactive features and web pages</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Be current, updated with trends of interactive web technologies</li> <li>• Apply industries best practices to design interactive websites that meets the organisation business needs and conformed with web standards</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Grasp the organisation goals for website and produce a design with the correct type and level of interactive contents that satisfied those goals</li> <li>• Design the required interactive contents that can be viewed and performed correctly on required devices</li> <li>• Package the design together with all the necessary documentation and other details that can enable the web pages and interactive contents be develop at the next stage of the implementation process</li> </ul>
Remark	