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

Functional Area - Operations Management

Title	Develop interactive infographic for website
Code	107999L3
Description	This unit of competency applies to web developers and digital media technology (DMT) practitioners. Infographics is not new; Applying with web technology interactivity features, it creates an interactive experience in a way of conveying potentially complex or detailed information in an easy to understand and intuitive that engages the visitor. This UoC concentrate on competencies involved in developing web site with interactive infographics, starting from understand the message or objective of the website to infographics design and creation of the infographics for website
Level	3
Credit	3

Competency	Performance Requirements
	1. Knowledge for develop interactive infographic for website
	
	• Possess good communication skills to be able to communicate with all levels particularly to acquire web design requirements and communicate infographic design/storylines to stakeholders
	• Possess good knowledge of interactive web technologies and infographic tools
	• Possess good skills in infographic designs and capable of creating infographics to convey complex information or messages
	• Possess website development skills, including script programming
	
	2. Develop interactive infographic for web site:
	
	• Work with stakeholders to understand needs of the website (collect requirements), For example:
	    o Objectives of the website
	    o What information and message to convey
	    o Target audience
	• Formulate storyline or message theme and the type of infographics to use for presenting the storyline of message, such as but not limited by the following:
	    o Visual articles
	    o Flowchart
	    o Timeline
	    o Versus Infographics
	    o Photo Infographics
	• Create mockup initial design to obtain feedbacks from stakeholders/team members
	• Identify suitable infographic creation tools best for the job and create the infographics with the tools, such as:
	    o Illustrator, Photoshop, Premier, etc.
	    o Adobe Edge Animate CC
	    o Specialised infographic creation tools like VISME, CANVA, INFOGR, etc.
	    o Other vector graphics applications/tools
	• Insert or embed the appropriate contents with the infographics, such as:
	    o Links
	    o Video, animations, music, sound, effects
	    o Texts
	    o Programs
	• Add interactive functions with scripts to enhance interactivity according to the design and requirements

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	• Test the infographics and web page to ensure it performed to the required effects • Acquired work sign off from stakeholders and facilitate posting of the content onto the website 3. Exhibit professionalism • Be current, updated and knowledgeable of trends of new web technologies • Apply industries best practices to implement interactive infographics websites that meets the organisation business needs and conformed with web standards
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Work with stakeholders to determine the requirements for the website • Create a design and select the correct infographics type that can covey the storyline or message of the requirement • Develop the interactive infographics with sufficient interactive functions that can engage visitors and increase site traffics
Remark	