

Overview

This standard is about publishing digital content online.

This involves planning needs and designing web layouts to insert digital content. It includes providing text and digital media content and organising and inserting these into web pages.

It also includes editing online content and reviewing the uploaded content for correctness and appearance using standard browser software before the digital content is published and made live.

This standard is for those who need to publish digital content online to meet their own needs or as part of their duties.

Performance criteria

You must be able to:

1. Plan digital web content needs to meet requirements
2.
Design web page layouts to host content as specified
3.
Select appropriate software to publish online digital content
4. Enter, edit and format web text content to meet requirements
5.
Select and insert specified digital media asset files to web pages
6.
Produce and install digital documents into online pages in line with requirements
7. Review online content using industry standard web browser to check layout, appearance and accessibility requirements are met
8. Proof-read digital content to identify and correct any errors
9.
Edit online content using appropriate tools and techniques to meet customer requirements
10.
Publish completed web page content to make available to customers and users

Knowledge and understanding

You need to know and understand:

1. How to interpret requirements to plan digital content designs
2. The importance of understanding the target audience for published digital content
3. How to organise web layout designs to host required digital content
4. The industry standard applications that are used to create, edit and publish digital content online
5. How to use web publishing software tools
6. How to review web-based digital content to check for errors and publication quality
7. How to incorporate text and optimised digital images and graphics on a web page
8. How to correct errors in digital content
9. The principal accessibility and usability issues which must be considered when using graphics on a website
10. The accessibility and usability standards and how to apply them to digital content
11. The key copyright considerations related to web graphics and digital images
12. The purpose and application of copyright legislation
13.
The industry standard web graphic file formats used to store and publish digital content
14.
How to deploy online content to make it live

TECHDUDC1

Publish digital content online



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Suite IT Users

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