

Unit code	BSBXXX126
Unit title	Develop Highly Advanced Digital Content Creation Skills
Unit outcomes	<p>This unit describes the skills and knowledge required to manage digital content creation across organisational contexts.</p> <p>Learners develop highly advanced capability across four competence (C) areas:</p> <p>C1. Developing digital content</p> <p>C2. Integrating and re-elaborating digital content</p> <p>C3. Copyright and licences</p> <p>C4. Computational thinking and programming.</p> <p>No licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
Knowledge (K)	<p>Required knowledge includes:</p> <p>K1. emerging developments in content creation tools, platforms and technologies</p> <p>K2. methods for designing content strategies, integration approaches and quality standards</p> <p>K3. copyright, licensing and intellectual property requirements in digital environments</p> <p>K4. ethical programming and responsible Artificial Intelligence (AI) practices</p> <p>K5. approaches for building capability in others across content creation, integration and programming.</p>
Skills (S)	<p>Required skills include:</p> <p>S1. Lead accessibility and inclusivity across digital content initiatives.</p> <p>S2. Build content creation capability in others through mentoring and leadership.</p> <p>S3. Lead complex digital content creation initiatives.</p> <p>S4. Design and implement improvements for complex content challenges.</p> <p>S5. Promote ethical and transparent practices in content integration.</p> <p>S6. Stay informed about emerging technologies and their implications.</p> <p>S7. Apply advanced design and data visualisation techniques.</p> <p>S8. Guide others in complex content integration tasks.</p> <p>S9. Lead enterprise-level integration initiatives.</p> <p>S10. Stay informed about copyright and licensing requirements.</p> <p>S11. Promote organisational understanding of copyright and licensing practices.</p>

	<p>S12. Apply intellectual property knowledge to inform decision-making.</p> <p>S13. Lead copyright and licensing policies or guidelines.</p> <p>S14. Promote ethical programming and responsible AI practices.</p> <p>S15. Stay informed about advanced programming techniques and AI applications.</p> <p>S16. Promote selective, ethical and effective use of AI systems.</p> <p>S17. Lead complex programming or AI initiatives.</p> <p>S18. Build programming and AI capability in others.</p>
Application of Knowledge & Skills	<p>At the Highly Advanced level, learners apply knowledge (K1-K5) and skills (S1-S18) with full autonomy across all competence areas (C1-C4) with the following characteristics:</p> <ul style="list-style-type: none"> • Autonomy: Independently and with full accountability, exercising leadership in content creation strategy development, policy formulation, and organisational transformation initiatives. • Accountability: Accountable for organisational digital content creation capability, strategic outcomes, governance frameworks, and the development of organisational systems and practices. • Responsibility: Responsible for leading organisational content creation initiatives, establishing governance frameworks, building organisational capability, and driving cultural change. • Context: Highly complex, strategic organisational content creation challenges requiring systems thinking, governance expertise, and ability to integrate digital content considerations with organisational strategy, risk management, and compliance frameworks across enterprise contexts. • Decision-Making: Make authoritative decisions on content creation strategies and integration approaches; establish organisational policies and governance frameworks for copyright, licensing and responsible AI use; lead strategic reviews and capability assessments; determine when external expertise, regulatory consultation, or board-level approval is required.
Assessment Requirements	
Performance evidence (PE)	<p>Learners must demonstrate ability to:</p> <p>PE1. lead enterprise-level integration and complex digital content creation initiatives</p> <p>PE2. design improvements and innovative solutions for complex content challenges</p> <p>PE3. promote accessibility, inclusivity and ethical practices across content initiatives</p> <p>PE4. develop organisational frameworks and standards for content creation</p>

	<p>PE5. establish copyright and licensing policies or guidelines</p> <p>PE6. apply intellectual property knowledge to strategic decision-making</p> <p>PE7. lead complex programming or AI system projects</p> <p>PE8. build organisational capability in content creation, integration and programming</p> <p>PE9. promote ethical programming and AI practices.</p> <p>Performance evidence must be demonstrated across at least two different workplace scenarios.</p>
Knowledge evidence (KE)	<p>Learners must demonstrate knowledge of:</p> <p>KE1. emerging developments in content creation tools, platforms and technologies</p> <p>KE2. methods for designing content strategies, integration approaches and quality standards</p> <p>KE3. copyright, licensing and intellectual property requirements in digital environments</p> <p>KE4. ethical programming and responsible Artificial Intelligence (AI) practices</p> <p>KE5. approaches for building capability in others across content creation, integration and programming.</p> <p>Knowledge evidence must be demonstrated across at least two different workplace scenarios.</p>
Assessment conditions	<p>Assessment must occur in workplace or simulated conditions that reflect real-world environments, including access to:</p> <ul style="list-style-type: none"> • advanced digital content creation platforms requiring strategic governance and integration • scenarios involving complex or specialised content challenges • opportunities to design, implement and evaluate transformation initiatives • contexts requiring leadership and capability building of others • programming tools, AI systems and computational thinking environments • assistive technologies where required to support diverse learner needs. <p>Assessors must satisfy the requirements for assessors under applicable VET legislation, frameworks, and standards.</p>
Unit Mapping Information	No equivalent unit.
Links	Link to BSB TP Companion Volume Implementation Guide.