Australian Government

BSBDIG403X Develop Advanced Digital Content Creation Skills

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Release: 1

BSBDIG403X Develop Advanced Digital Content Creation Skills

Modification History

Release	Comments
1	This unit of competency was first released in BSB Business Services Training Package Release 9.0.

Unit outcomes

This unit describes the skills and knowledge required to create, modify, integrate and manage accessible digital content across diverse workplace contexts.

The primary purpose of this unit is to develop advanced digital capabilities that support specialised application across diverse workplace contexts and underpin further vocational training. Learners apply these capabilities across all industries in complex, non-routine workplace tasks at an advanced level.

Learners develop advanced capability across four competence areas:

- Developing digital content
- Integrating and adapting digital content
- Copyright and licences
- Computational thinking and programming.

Licensing/Regulatory Information

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

Knowledge

On successful completion of this unit, learners will have advanced knowledge of:

- Factors influencing selection of content creation tools and methods for workplace tasks
- Principles of accessibility and usability in advanced digital content creation
- Methods used for complex digital content integration and adaptation
- Appropriate and inappropriate uses of Artificial Intelligence (AI) systems to enhance digital content integration or adaptation in complex tasks considering risks of synthetic media and AI-generated manipulation
- Key features of current legislation relating to digital copyright and licences, with examples of application and exclusions in digital contexts
- Differences in how ethical and copyright issues apply to AI training data and AI-generated content and disclosure and attribution requirements

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- Human-centric approaches in programming and AI systems including human oversight, user experience and customer experience
- Approaches for selecting, applying and verifying automation tools or AI systems
- Main types of machine learning, and the features and purposes of commonly used machine learning algorithms
- Routine tasks suitable for partial or full automation using automation tools or AI systems.

Skills

On successful completion of this unit, learners will have skills to:

- Select and combine digital content creation tools and methods to meet complex content and audience requirements
- Create and edit complex or specialised digital content tailored to defined goals and audiences
- Adjust and integrate diverse digital content to meet complex format, structure and audience requirements
- Use digital technologies selectively, ethically and transparently to achieve integration or adaptation
- Apply legal and ethical requirements for using and sharing digital content in complex contexts
- Evaluate ethical and practical considerations in the development and deployment of computer programmes and AI systems
- Draw on computational thinking to develop automated solutions for routine workplace tasks and computational problems using automation tools or AI systems
- Coach a colleague to develop capability in digital content creation, integration or adaptation, including legal and ethical application.

Application of Knowledge & Skills

Learners work independently within established workplace frameworks and procedures, applying judgement to complete content creation, integration and adaptation tasks across varied workplace contexts.

This applies to non-routine workplace content creation tasks requiring analysis and evaluation across diverse organisational contexts, including situations with multiple variables and stakeholder considerations.

Learners will follow:

- Established workplace frameworks and procedures for content creation, integration and adaptation
- Escalation to specialist expertise or organisational policy guidance when matters fall outside established frameworks, including AI-generated content, ethical considerations in programming and synthetic media risks requiring specialist expertise.

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Learners are responsible for:

- Making informed decisions about content creation tool selection, integration and adaptation methods, copyright and licensing applications, and computational approaches across varied contexts, and exercising judgement on AI-generated content, ethical considerations in programming, and synthetic media risks

Learners are accountable for:

- The selection and combination of content creation tools and methods, and the verification of outputs from AI-supported content tasks
- The quality of digital content outputs in their own work and in supporting and guiding the work of others.

Pre-requisite unit(s)

No pre-requisite units

Competency field(s)

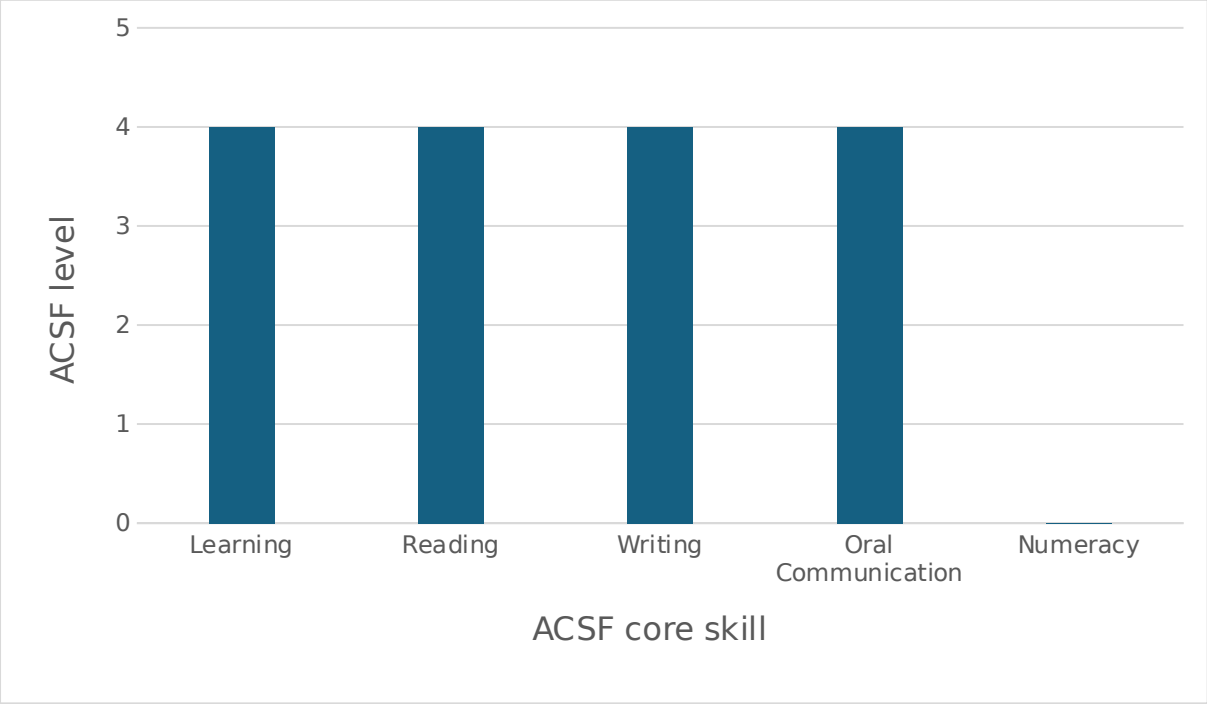
Digital Competence

Unit sector(s)

Digital Capability

Foundation skills

The foundation skills in this unit are outlined below



Core Skills	ACSF Indicators and Performance Features

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Learning	Designs, reflects on and redesigns approaches, adapting strategies to new contexts. Self-directing learning in an expanding range of contexts and using formal approaches to maintain currency in a specialised field.
Reading	Interprets and critically analyses complex texts. Understanding texts with complex structures and some technical specificity, synthesising information from several sources, and beginning to evaluate credibility and relevance as a routine part of reading.
Writing	Communicates complex relationships between ideas, matching style to purpose and audience. Control of text types such as reports and procedures, writing for a range of purposes and integrating information from several sources.
Oral Communication	Shows flexibility, choosing structures and strategies across a range of contexts. Complex oral exchanges such as exploring issues, problem solving and reconciling points of view, with control of oral genres such as reports and discussions.
Numeracy	No ACSF level assigned.

Range of conditions

N/A

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Assessment Requirements for BSBDIG403X Develop Advanced Digital Content Creation Skills

Performance Evidence

Learners must demonstrate ability to:

- Produce accessible, complex or specialised digital content by selecting and combining appropriate creation tools and methods, tailored to defined goals and audiences
- Integrate and adapt digital content to meet complex format, structure or audience requirements, applying copyright, licensing and intellectual property guidelines where relevant
- Evaluate the ethical and practical considerations of using, deploying or automating AI systems in a content creation or integration task
- Refine digital content based on an evaluation against defined quality, accessibility and usability criteria and stakeholder feedback
- Coach a colleague to develop capability in ethical and responsible digital content creation, integration or computational thinking.

Knowledge Evidence

Learners must demonstrate advanced knowledge of:

- Factors influencing the selection of content creation tools and methods for workplace tasks, and the principles of accessibility and usability in advanced digital content creation
- Methods for complex digital content integration and adaptation, including the appropriate and inappropriate use of AI systems and the risks of synthetic media and AI-generated manipulation
- Current legislation relating to digital copyright and licences, including its application and exclusions, and how ethical and copyright issues differ between AI training data and AI-generated content
- Human-centric approaches to programming and AI systems, including human oversight, the steps for selecting, applying and verifying automation tools or AI systems, the main types and purposes of machine learning algorithms, and the routine tasks suited to partial or full automation.

Assessment Conditions

N/A

Mandatory Workplace Requirements

Assessment of performance evidence may be in a workplace setting or an environment that accurately represents a real workplace.

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Unit Mapping Information

Previous Code and Title	Equivalence	Comments
	Newly created	This unit has been created to address a skill or task required by industry that is not covered by an existing unit of competency

Links

Companion volumes, including implementation guides, are found on the national training register - https://training.gov.au/training/details/BSB.

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