Australian Government

BSBDIG503X Develop Highly Advanced Digital Content Creation Skills

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Release: 1

BSBDIG503X Develop Highly 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 manage digital content creation across diverse organisational contexts.

The primary purpose of this unit is to develop highly advanced digital capabilities that support strategic leadership across diverse workplace contexts and underpin further professional development. Learners apply these capabilities across all industries in complex workplace tasks at a highly advanced level.

Learners develop highly 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 highly advanced knowledge of:

- Emerging developments in content creation tools, platforms and technologies
- Approaches for developing and applying content practices, quality standards and accessibility requirements across complex workplace contexts
- Approaches for applying content integration methods in complex workplace contexts
- Copyright, licensing and intellectual property requirements in digital environments
- Ethical use of automation tools and responsible Artificial Intelligence (AI) practices
- Approaches for developing organisational capability and embedding continuous improvement across content creation, integration and automation.

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Skills

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

- Select and apply advanced design and data visualisation techniques to produce content for complex or unfamiliar organisational purposes
- Take responsibility for the quality and accessibility of content produced by a team or work area, applying inclusive design principles to atypical requirements
- Resolve complex content integration problems by adapting methods across varied platforms and formats
- Take responsibility for the technical quality of content integration work completed by others, providing expert guidance where approaches are unclear
- Apply specialist knowledge of copyright, licensing and intellectual property requirements to resolve complex or ambiguous content use questions
- Provide expert guidance to colleagues on copyright, licensing and intellectual property requirements relevant to their work
- Apply ethical and transparent automation and AI practices to complex content creation tasks, evaluating new tools and applications as they emerge
- Evaluate the effectiveness of content against organisational objectives, accessibility requirements and user needs, and identify improvements within established frameworks
- Provide expert advice and mentoring to build another person's content creation or integration capability.

Application of Knowledge & Skills

Learners work independently and with significant self-direction across varied workplace contexts, applying specialist expertise to content creation practices and integration initiatives, and evaluating emerging developments in content technologies, automation tools and copyright requirements to inform practice.

This applies to complex workplace content creation challenges requiring application of frameworks and integration of digital content considerations with organisational risk management and compliance requirements.

Learners will follow:

- Organisational policies and frameworks for content creation, copyright and responsible AI use, contributing to their implementation.

Learners are responsible for:

- Making judgement-based decisions about content tool integration, intellectual property and licensing applications, and automation and AI use, within established organisational frameworks
- Exercising judgement on copyright considerations, promoting ethical and transparent practices across content creation and integration, ethical AI use and accessibility implications

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- Guiding and supporting others in complex content integration tasks, and determining when specialist expertise, legal or regulatory advice, or senior consultation is required.

Learners are accountable for:

- Leading content creation initiatives in the workplace
- The selection and integration of content tools and development of content approaches
- Applying advanced design and data visualisation techniques and improvements to complex content challenges
- Contributions to organisational policies for copyright, licensing and responsible AI use
- Promoting workplace understanding of copyright and licensing practices, and the application of governance frameworks in their own work and in building capability in others
- Evaluating the effectiveness of organisational content practices and recommending improvements to support quality, accessibility and compliance.

Pre-requisite unit(s)

No pre-requisite units

Competency field(s)

Digital Competence

Unit sector(s)

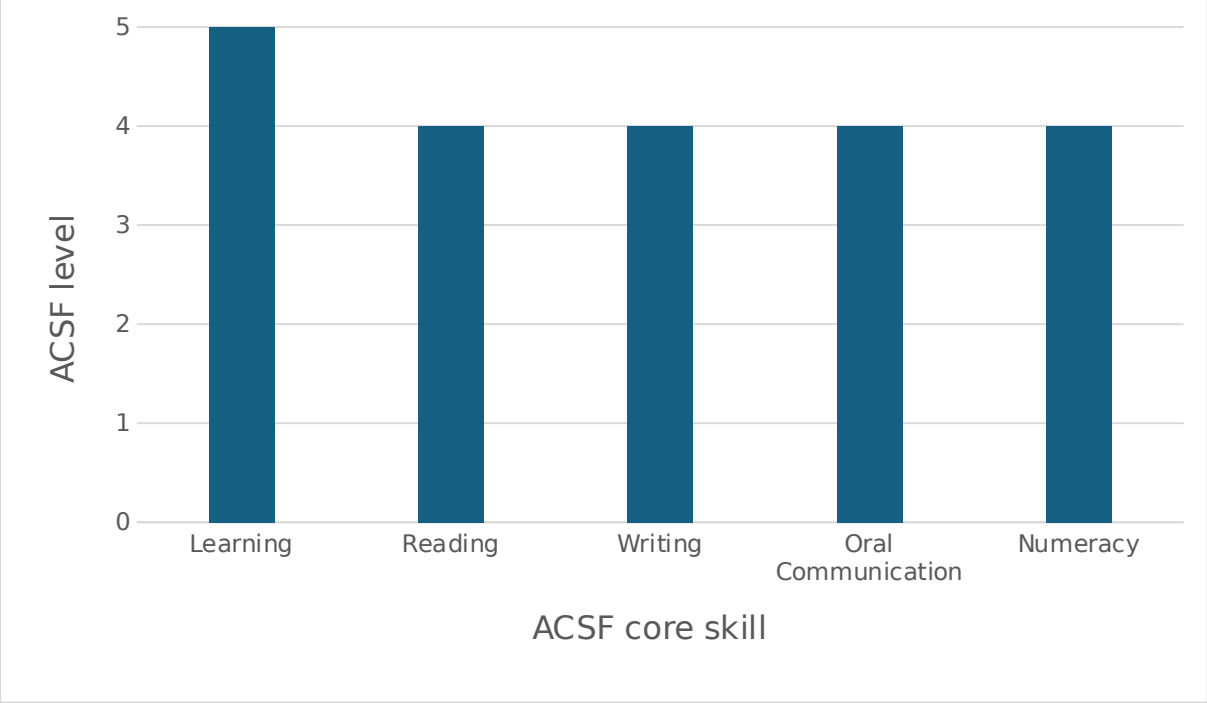
Digital Capability

Foundation skills

The foundation skills in this unit are outlined below

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Core Skills	ACSF Indicators and Performance Features
Learning	Self-directs learning, drawing on a broad and expanding repertoire of strategies. Self-directing learning in highly challenging contexts, critically evaluating information from a wide variety of sources, and using structured approaches to currency and critical reflection.
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	Extracts and evaluates embedded mathematical information.

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	Extracting and interpreting information embedded in non-routine texts, including rates, routine formulae and statistical data in complex tables.

Range of conditions

N/A

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Assessment Requirements for BSBDIG503X Develop Highly Advanced Digital Content Creation Skills

Performance Evidence

Learners must demonstrate ability to:

- Produce content for a complex or unfamiliar organisational purpose by applying advanced design and data visualisation techniques, and take responsibility for the quality and accessibility of related work completed by others
- Adapt methods across varied platforms to resolve a complex content integration problem, providing expert guidance where the approach is unclear
- Resolve a complex or ambiguous copyright, licensing or intellectual property question, and advise a colleague on requirements relevant to their work
- Apply ethical and transparent automation or AI practices to a complex content creation task, evaluating the suitability of an emerging tool or application
- Evaluate content against organisational objectives, accessibility requirements and user needs, and implement an improvement within established frameworks.

Knowledge Evidence

Learners must demonstrate highly advanced knowledge of:

- Emerging developments in content creation tools, platforms and technologies, and approaches for applying content practices and quality standards to complex workplace tasks
- Approaches for applying content integration methods to complex workplace requirements
- Copyright, licensing and intellectual property requirements that apply to digital content
- Ethical automation and responsible AI practices, and approaches for building organisational capability across content creation, integration and automation tools.

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.

Unit Mapping Information

Previous Code and Title	Equivalence	Comments
	Newly created	This unit has been created to

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		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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