

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Product Management					
TSC Title	User Interface Design					
TSC Description	Design user interfaces for products and services, incorporating visual, technical and functional elements that facilitate ease of access, understanding and usage					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		MED-DES-2031-1.1	MED-DES-3031-1.1	MED-DES-4031-1.1	MED-DES-5031-1.1	
		Develop components or elements of interface design and support the prototyping and iterative refinement of the user interface design	Identify functionalities and information flows to develop components of user interface prototypes and make tweaks to graphical user interfaces	Define and design style guidelines, information architecture, process flows and prototypes for interface design	Direct the design of user-centred interfaces to enhance the users' experience in interacting with the products or services	
Knowledge		<ul style="list-style-type: none"> Constraints and parameters within which designs must be created Basic principles of design, such as colour theory and typography Information flows in user interface design Key technical components supporting the user interface Techniques, approaches and methodologies used in Graphical User Interface (GUI) development Use of wireframes, flowcharts, maps and diagrams in illustrating GUI designs Interface design documentation techniques and established conventions for managing documentation 	<ul style="list-style-type: none"> Design patterns and principles in psychology, navigation, visual interface and interaction Relevant standards and conventions relating to user interface design Principles of interaction designs regarding usability and accessibility Principles of user experience, user research and user-centred design Application of multimedia elements in giving users feedback on their interactions Elements that will assist usability, navigation, and location of content or other tasks within products Impact of technical parameters of the target platforms, on interface design considerations 	<ul style="list-style-type: none"> Application of the results of user testing or other data analysis to inform design decisions Types of constraints and issues with relation to the work of other teams involved in the implementation of interface design Usability and accessibility issues relating to graphical or audio interface components Implications of accessibility legislations on interface design Technical processes that will be used to realise the interface designs Opportunities that exist to re-use or adapt existing designs and structures 	<ul style="list-style-type: none"> Purpose and target users of products and services Industry trends and standards in user interface design Best practices and techniques in optimising user interface design Emerging methodologies and techniques for complex graphical user interface design and customisation Key considerations in evaluating specifications in user interface prototypes Metrics for user interface performance Implications of user related enhancements on business and technical aspects Interface elements, prototyping stages and evaluation methodologies 	

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

			<ul style="list-style-type: none"> Objectives and requirements of application user guides Accessibility guidelines that comply with applicable legislation 			
Abilities		<ul style="list-style-type: none"> Research ideas for interface designs based on the design briefs Present research findings and ideas for interface design Design components or elements of the user interface in adherence with specified style guidelines and specified parameters Maintain updated interface design documentation as per established guidelines and best practices Craft information content and materials for product user guides 	<ul style="list-style-type: none"> Assemble a list of functionalities and needs required for user interface design Design end-user features to facilitate the user in navigating and accessing features and functionalities of products and services Analyse information architecture and process flows for individual products, services and platforms in relation to the users Build prototypes of the user interface based on established requirements Deliver designs in appropriate formats for ease of implementation Design appropriate colour palettes for graphical interface assets Identify requirements for additional assets, such as sound effects, as appropriate to the interface design Specify where and when additional assets, such as sounds and animations should be incorporated into the interface 	<ul style="list-style-type: none"> Determine features and functionalities interface considering resource costs, feasibility and trade-offs Develop information architecture and process flow of the application in relation to the user Select the visual style and interactive capabilities of products and services Lead the design of interfaces that are appropriate, easy to use and fit for purpose Facilitate processes to develop user interface prototypes for various platforms Drive documentation or instructions as required to ensure that development teams have the necessary information to implement interface designs Review interface designs in the context of end-users to provide feedback for modifications and refinements Evaluate the effectiveness of user 	<ul style="list-style-type: none"> Lead user-feedback-driven research to understand real-world user requirements in order to design the most effective user interfaces Translate emerging consumer and technology trends into implications for user interface requirements Guide the determination of the features and functionalities of the user interface by analysing its user experience design and information architecture Define approaches and techniques to be adopted for designing user interfaces Direct processes to develop user interface prototypes Drive the production workflow for the interface design Establish key metrics for usability tests to assess viability and effectiveness of user interfaces Approve interface design for development based on achievement 	

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

				<p>interface design according to the metrics set</p> <ul style="list-style-type: none"> • Liaise with development teams to ensure interface designs can be implemented within the available resources and project parameters • Liaise with the creative leads and other relevant authorities to obtain approval for interface designs 	<p>of aesthetic and technical goals</p> <ul style="list-style-type: none"> • Oversee roll-out of new or revised user interfaces 	
--	--	--	--	---	--	--