



AIP (Web Design) Competencies (A107)

This document define role and Competencies for Internet Web Design professionals established under designation Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP). Competencies normally deal with technical aspect of the stream/job.

Competencies are prepared by conducting task analysis of the job and seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision. The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

* Originally created by the Association of Web Professionals (AWP), which has ceased to exist. SIP is pleased to have made arrangements to support AWP certified professionals and future certifications in these streams.

A. Description of AIP

Competencies which are common to all streams are outlined in a separate document (Doc A105: Common Competencies of AIP), available from our web site:

<http://sipgroup.org/resources/docs.html>

Competencies described in the above document together with technical Competencies described in this document form overall Competencies for this stream.

B. Description of AIP (Web Design)

A SIP Certified Web Designer is capable of researching, planning, and designing web pages, including the integration of all foreground and background components. The Certified Web Designer's responsibilities include designing web pages which incorporate usability and cultural factors. It is expected that the Certified Web Designer will be able to perform these tasks with limited assistance, and will remain cognizant of common standards as well as emerging trends and technologies.

C. Competencies for AIP (Web Design)

1. Beta Testing on Site
2. Choose Appropriate Platform
3. Collaborative Web Site Development
4. Convert Between Image File Formats
5. Create a common Visual "Look and Feel" for the Site among different pages
6. Integrate Design Concepts
7. Create and Optimize Elements and Embed Multimedia for the Web.
8. Create Site Architecture
9. Deal with Changes and Explain Implications.
10. Design Interaction Flow
11. Design Web Flow
12. Develop web-application - Client side scripted components
13. Develop web-application - server side applications

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14. Differentiate Client Site
15. Gather, Select, Organize, and Prepare Information for Inclusion
16. Generate Repeat Visitors
17. Grab Attention to Web Site
18. Implement design features that address usability issues
19. Implementing best practice design principles
20. Integrate Audience Considerations into Site Design
21. Integrate Design Concepts
22. Integrate Scripting Codes
23. Integrate Web Site into Traditional Advertising Organization
24. Interaction Flow
25. Lay out Components of Web Page
26. Layout Colour and Typeface
27. Load Site on Server
28. Make Site Entertaining
29. Manage FTP
30. Manage Time
31. Optimize Graphics for the Web
32. Organize Files and Prepare for Translation
33. Plan Site for Display compatibility
34. Prepare Storyboard
35. Quantify What the Client Wants in a Web Presence
36. Register site with search engines
37. Select and Use Appropriate Media
38. Select and Use Appropriate Media
39. Layout Colour and Typeface
40. Establish standards for content design and user interface
41. Troubleshoot Programming
42. Use Graphics Package for 2D Imagery
43. Use Graphics Package for Photo Enhancement
44. Write HTML

Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site:

<http://sipgroup.org/resources/docs.html>

Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>

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