VETASSESS

Information sheet

Multimedia Designer

ANZSCO: 232413 **Group B**

About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Occupations considered suitable under this ANZSCO code:

- Digital Media Designer
- Interactive Media Designer
- Instructional Designer

Occupations not considered under this ANZSCO code:

- Web Designer
- Graphic Designer
- Illustrator
- Multimedia Specialist
- Visual Arts and Crafts Professionals NEC
- Film and Video Editor
- Video Producer

These occupations are classified elsewhere in ANZSCO or are not at the required skill level.

Job description

A Multimedia Designer plans, designs and develops the production of digitally delivered information, promotional content, instructional material and entertainment through online and recorded digital media using static and animated information, text, pictures, video and sound to produce information and entertainment tailored to an intended audience and purpose.

Multimedia Designer is a VETASSESS Group B occupation

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher

Applicants can fulfil the assessment criteria for this occupation in four different ways.

*If employment is prior to the completion of the qualification at the required level, an applicant must have at least one year of highly relevant employment at an appropriate skill level within the last five years. The remaining five years of pre-qualifying period may be within the last ten years.

A positive assessment of both qualification level and employment duration is required for a positive Skills Assessment outcome.

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	AQF Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
	Pre-qualification methodology can apply to Group B occupations			
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum Within last 5 years +	N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitable Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

* This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

Highly relevant major fields of study include:

- Multimedia Design
- Digital Design/Media
- Interactive and Mobile Media
- Graphic Design/Visual Communication/ Communication Design
- Animation
- Digital Learning/Learning Design
- Games Design
- Screen and Media

Employment

Highly relevant tasks include, but are not limited to:

- Determining the objectives and constraints of the design brief by consulting with clients and stakeholders.
- Undertaking research and analysing functional communication requirements.
- Formulating design concepts for the subject to be communicated.
- Preparing sketches, diagrams, illustrations and layouts to communicate design concepts.
- Negotiating design solutions with clients, management, sales and production staff.
- Selecting, specifying or recommending functional and aesthetic materials and media for publication, delivery or display.
- Detailing and documenting the selected design for production.
- Supervising or carrying out production in the chosen media.
- May archive information for future client use.

Employment information

Multimedia design entails the use of multiple mediums/ visual effects (the use of computers to create animations or graphics) that explain a concept, entertain an audience or excite a consumer target market.

Multimedia designers develop and manipulate graphic images, animations, sound, text and video into consolidated and seamless multimedia applications. They create animation, special effects and interactive media for movies, video games, educational products, websites, videos, mobile technologies and commercials.

Multimedia Designers may work in the following businesses/organisations:

- Design agencies
- Advertising/Marketing agencies
- Public Relations Firms
- Film/TV/Post-production/Visual effects studios
- Computer games and entertainment companies
- Digital Production Companies
- Government departments
- Sole proprietors
- Contract freelancers
- NGOs
- Businesses that require a dedicated in-house multimedia designer (e.g. tech companies and educational consulting, retail and publishing firms).

Supporting material for assessment

When applying for a Skills Assessment, please ensure you submit sufficient evidence supporting your proof of identity, qualification and employment claims. A full list of the documents required can be found on the VETASSESS website under Eligibility Criteria.

If you are nominating this occupation, you must also submit a portfolio. Please provide a link to your portfolio or upload samples of your design work of no more than 5MB per sample.