VETASSESS

Information sheet

Web Designer

ANZSCO: 232414

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.

Job description

A Web Designer plans, designs, develops and prepares information for Internet publication with particular emphasis on the user interface, ease of navigation and location of information using text, pictures, animation, sound, colours, layout and data sources to deliver information tailored to an intended audience and purpose.

Occupations considered suitable under this ANZSCO code:

- UI/UX Designer

Occupations not considered under this ANZSCO code:

- Web Developer
- Graphic Designer
- Illustrator
- Multimedia Designer
- Multimedia Specialist

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

Web 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 +	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

AQF Bachelor degree or higher degree*

Highly relevant major fields of study include:

- Digital Design/Media
- Media studies
- Interactive and Mobile Media

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

Studies in web design involve learning the skill of creating presentations of content that are delivered to an end-user through the world wide web, by way of a web browser or other web-enabled software, such as internet television clients, micro-blogging clients and RSS readers. Relevant studies cover the user experience aspects of website design, rather than software development.

A qualification with a major in IT (e.g. Computer Systems and Networks, Software Design, Database and Information Systems), without core design subjects, will not be assessed as highly relevant.

Core Subjects:

- Web Design and Interactive Design
- Internet/Web Page Design and Development
- UI/UX Design/Information Design
- Digital Application
- Responsive Web Apps (understanding Web Infrastructure, Design and Development)
- Design Skills and Technologies
- Multimedia and visualisation
- App and mobile design
- Digital Environment and production design

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

Web designers plan, create and code web pages, using both technical and non-technical skills to produce websites that fit the end users' requirements. Being involved in the technical and graphical aspects of pages, web designers determine not only the look of the website, but also how it works.

Web Designers may work in many different industries where there is significant digital requirement. Some examples include:

- Tech/E-commerce business
- Web Design agencies
- Advertising agencies
- Government departments
- Sole proprietors
- Contract freelancers
- Businesses that require a dedicated in-house web designer (e.g. financial services, retail).

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.