

CUA - Creative Arts and Culture Training Package

CUA31020
Certificate III in
Screen and Media

Unit

CUAWRT301

Write content for a range of media

SAMPLE

Student/Trainee Manual



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STUDENT/TRAINEE DETAILS

Student/Trainee Name

Student/Trainee Email

Teacher / Trainer Name

School / Institution / Training Organisation / Employer

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INTRODUCTION

This manual was developed to provide training content that addresses the specific 'Unit of Competency' as outlined in the following pages.

We encourage you the student / trainee to take your time when reviewing this content and seek any assistance from your teacher/trainer should you have difficulty in understanding the information.

LEARNING ACTIVITIES

Also included in this Student / Trainee manual are a series of Learning Activities.

The learning activities in the student and/or trainee manuals are 'Form Enabled' so that if the resources are delivered online, the activities can be entered in using the computer keyboard.

Each learning activity is identified with the following icon.

**Learning
Activity**

Learning activities come in the following forms.

- ☆ Questions
- ☆ Research
- ☆ Tasks
- ☆ Interviews

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INTRODUCTION—CONT'D

Questions

Questions generally relate to the information presented on previous pages. Questions will also include multiple choice questions, 'Yes' and 'No' questions and/or 'True' and 'False' questions.

Research

This type of learning activity requires you to locate information by using research methods. The research methods could include:

- ☆ Internet searches
- ☆ Reading textbooks and other reference sources
- ☆ Location visits

Tasks

This learning activity type requires you to actually do something and some examples of tasks may include:

- ☆ Creating reports
- ☆ Visiting locations such as workplaces
- ☆ Performing an activity in a workplace

Interviews

This learning activity type would require you to interview person(s) in an actual workplace environment or a person(s) who are experienced in the industry sector which you currently are undergoing training.

You will be made aware of the type of learning activity by noting the learning activity type displayed under the learning activity icon.

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INTRODUCTION—CONT'D

USING THE FORM ENABLED FEATURE

If you are using this manual online, you can fill in some of the answers using your computer keyboard.

Your teacher or trainer will provide you with the information and instructions on how to use the 'Form Enabled' feature in this manual.

SELF ASSESSMENT

At the end of each manual is a series of questions that you should review and answer either Yes or No.

The term 'Self Assessment' means you will ask yourself these questions and therefore is no need to provide the answers to the self assessment questions to your teacher or trainer, unless they require you to do so.

This self assessment is to ensure you have reviewed and understood the information that was presented in this manual.

If you answered 'No' to any of these questions or are unsure of your understanding in any of the topics reviewed, you are encouraged to go back and review the information again and/or seek the assistance of your teacher or trainer.

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UNIT OF COMPETENCY OVERVIEW

The following pages are extracts from Training.gov.au website and outlines this specific 'Unit of Competency' including the 'Elements' and the 'Performance Criteria'. The content within this manual has been developed to address this unit.

CUAWRT301 WRITE CONTENT FOR A RANGE OF MEDIA

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to write content	<ul style="list-style-type: none"> 1.1 Identify production requirements for content with relevant personnel 1.2 Identify purpose of content and publishing medium that may affect the way content will be written 1.3 Identify text-based content that may be incorporated and referenced, and organise copyright clearances as required 1.4 Cross-check with additional sources to find information where there are perceived gaps in text-based content 1.5 Analyse available data to identify needs and perspectives of target users and audience 1.6 Generate a range of ideas relevant to content purpose and target audience 1.7 Evaluate and select most appropriate content ideas and writing styles in consultation with relevant personnel
2. Draft content	<ul style="list-style-type: none"> 2.1 Classify, structure and sequence content so it is easy to read or navigate 2.2 Draft content using writing and communication principles 2.3 Draft content using writing techniques appropriate to content purpose 2.4 Refine and redraft content to meet creative requirements 2.5 Check content complies with laws and codes of practice relevant to broadcasting and publication 2.6 Provide captions or descriptions for media assets as required 2.7 Apply presentation techniques to enhance readability 2.8 Proofread content and conduct readability tests if appropriate 2.9 Submit final draft to relevant personnel for consideration and review, where appropriate 2.10 Adopt safe ergonomic practices when using screens and keyboards for long periods of time

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ELEMENT	PERFORMANCE CRITERIA
3. Finalise content	<ul style="list-style-type: none">3.1 Incorporate feedback from relevant personnel into final content, where appropriate3.2 Submit content by agreed deadline according to organisational procedures3.3 Save and archive content according to enterprise procedures3.4 Seek feedback from relevant personnel on content and writing process and note areas for improvement, where appropriate
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Section One

Prepare to Write Content

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PLEASE NOTE

The training units in this qualification require all students or trainees to demonstrate their ability to perform certain tasks and activities related to this unit of training by successfully completing a number of assessment tasks, or activities.

Generally, this unit of training should be undertaken in a creative environment such as an organisation that offers website management, social media management or an organisation that has an internal team that requires a person to write text content for websites, social media and even broadcast media.

The organisation you work in will need to provide a person who will assist you as you go through this unit of training.

This person could be your employer, supervisor or an experienced person who has the writing skills for the abovementioned types of media.

Your employer, supervisor or experienced writer working with you will be provided instructions and assessment forms which they would follow, fill in, sign and return this paperwork to your teacher or trainer.

If you are not part of an organisation as described above at the time of undertaking this unit of training, then your teacher or trainer will provide you a 'simulated' production environment and they will be your observers as you perform those assessment tasks and activities.

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WRITE CONTENT FOR A RANGE OF MEDIA

SECTION ONE—PREPARE TO WRITE CONTENT

INTRODUCTION

Preparation for the writing of content is a crucially important stage in the writing process.

The writer has to be certain of a number of things relating to the content and its delivery.

Central to this is the purpose of the content and the audience to which it is targeted as this will determine a number of aspects of your writing such as style, tone and vocabulary.

If you are using other authors' text-based content as part of your piece, it must be properly referenced and copyright clearance obtained if appropriate.

Preparation also involves generating ideas to cover all aspects of your finished written piece.

SECTION LEARNING OBJECTIVES

At the completion of this section you will learn information relating to:

- ☆ Identifying production requirements for content with relevant personnel
- ☆ Identifying purpose of content and publishing medium that may affect the way content will be written
- ☆ Identifying text-based content that may be incorporated and referenced and organising copyright clearances as required
- ☆ Cross-checking with additional sources to find information where there are perceived gaps in text-based content
- ☆ Analysing available data to identify needs and perspectives of target users and audience
- ☆ Generating a range of ideas relevant to content purpose and target audience
- ☆ Evaluating and selecting most appropriate content ideas and writing styles in consultation with relevant personnel

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IDENTIFY PRODUCTION REQUIREMENTS FOR CONTENT WITH RELEVANT PERSONNEL

When you're writing content for different media, a number of different considerations will shape how you write that content.

Two questions that should be foremost in your mind before you start is 'for what purpose am I writing and what are the production requirements'?

The two questions are related and we'll look more at identifying purpose of written content shortly, but production requirements can be critically important in determining what and how you write.

You need to understand the media you are writing for and how that will impact the style, tone and length of content.

For example, a script for a screen production will employ a very different style and tone and will be considerably longer than a post on a social media page, a community service announcement or advertising copy for radio or television.

A media release to be sent to print and online media outlets will be of a very different nature again, as will the copy for a company website.

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Production requirements govern the length of what you write and the text formatting you use.

They can also impose different protocols such as how to name and save text files.

Sometimes you'll be provided with a template specifically designed for use during the entire production process – for example those used for scripts for drama and screen, which may be used by the writer, script editor, producer, director, online editor, audio engineer, director of photography, lighting technician and so on.

Other templates are designed solely to enable an easy and seamless conversion of what you write to the finished output.

Production processes vary across and within different types of media.

It is important to understand how and where the writing process fits in.

If other writers or editors are involved, all will be required to do their work within the same parameters.

Regardless of which media you are writing for, it is critical to know what the production requirements are and they should be established in conjunction with relevant personnel.

Once production requirements are known, it is imperative to ensure you have all the information relevant to what you are writing and that you have checked it all with relevant people within your organisation and if appropriate, external to it – before you write anything.

In the creative industries most creative projects are communicated by way of a 'project brief'.

We refer to this term on a number of occasions in this training manual.

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**Learning
Activity****Task****LEARNING ACTIVITY ONE**

As we mentioned in the beginning of this training manual, it is ideal to have you undergo this unit of training within an organisation where you will be provided a project brief that requires you to write content for a specific type of media as outlined in the brief.

It is important that you have the organisation you work for nominate a person to assist you with this unit of training, such as your supervisor or an experienced writer familiar with the media you will be writing content for.

There will be a number of assessment requirements that involve tasks or activities in which those assisting you will be involved with observing you do those tasks or review the activities you have completed.

They will need to report back to your teacher or trainer using assessment forms which they will need to fill in, sign and send back to your teacher or trainer.

In this activity we want you to inform your teacher or trainer who will be assisting you with this unit of training and they will provide this person instructions and the necessary documentation and assessment forms.

From here on in we will refer to this person as 'Nominated Observer'.

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IDENTIFY PURPOSE OF CONTENT AND PUBLISHING MEDIUM THAT MAY AFFECT THE WAY CONTENT WILL BE WRITTEN

As a writer you can be required to create original material, or re-purposed material – that is, taking material already written (by you or another author) and re-purposing it, which could include rewriting it for a different audience or medium, updating it or changing its focus.

Regardless of what you are writing, it is critical to be clear about the purpose of any written content before you start writing.

The publishing medium will determine the length of what you write and how it is presented.

The audience – those who engage with the publishing medium – determines how you write it.

The basic questions to ask yourself here include:

- ☆ For whom is this content intended and what is its purpose?
- ☆ What needs to be conveyed and how does it need to be written (what style, tone and vocabulary is appropriate)?

Consider two examples taken from writing briefs that we have outlined on the next page.

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EXAMPLE 1

- ☆ **The task** - A daily social media post focusing on promoting the company's range of casual teen street wear in a fun way using stories of customers' everyday interaction with our products to accompany a range of still and video imagery.
- ☆ **Length** - 100 words per post

EXAMPLE 2

- ☆ **The task** - A summary of the main events in the academic and social calendar of the college over the past two years, to go on our website.

Use the principal's monthly newsletter columns for reference, as well as any other information that staff can provide.

- ☆ **Length** - 400 words

In **Example 1**, the content will be original, drawing on the customer anecdotes.

Its primary purpose is promotional.

The required length is 100 words – social media posts are typically brief and a good deal of the content in this case would be carried via imagery.

The audience is teenage, so the language, style and tone of writing used must engage that demographic.

In **Example 2**, the content will be re-purposed. Its primary purpose is to highlight major events in a college over the past two-year period.

The required length is 400 words – this information will be placed on a website, which means more publishing space is available compared with some social media platforms.

Visitors to the college's website would expect to find more substantial text-based information.

The audience ranges across demographics – from parents and prospective parents of students, as well as students themselves.

Its language, style and tone would be of a more formal nature and suitably professional in tone.

**Learning
Activity****Research****LEARNING ACTIVITY TWO**

Find an example of published written content designed for either a mass audience, or an audience with a common interest (for example, sports fans, climate change advocates, people who love to travel, etc.).

It can be content that is delivered online, or via another medium (as long as you can get a copy of it).

Identify and describe:

- ☆ The delivery medium
- ☆ Its purpose
- ☆ Its target audience
- ☆ The writing style used
- ☆ The number of words
- ☆ The presentation
- ☆ What hook has been used to draw the reader in

Comment on how the purpose of the content and the delivery medium used, have each had an impact on the writing of the finished piece.

Put your summary in a report style format, include a copy of the written content and present it to your teacher or trainer for review and discussion.

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**Learning
Activity****Task****LEARNING ACTIVITY THREE**

There are a number of assessment activities in this training manual that relate directly to the 'assessment requirements' of this unit of training.

The main assessment requirement is that you write some content for a specific media channel.

The assessment requirements do not define the type of media channel and could include written content for a website, for a social media channel, announcement for a broadcast and so on.

This means that you need to be given a 'creative project brief' that requires outlines, what written content is required and what media channel it is for.

In this activity you are to organise this 'brief' with your employer, supervisor and/or 'nominated observer'.

Although the assessment requirements do not suggest a 'creative project brief' is required, we believe this is the best method to use to outline the requirements and specifications for the written content you need to write for assessment purposes.

Once this has been organised, then send the details of the 'project brief' to your teacher or trainer for review and approval.

Once approved your teacher or trainer will provide your 'nominated observer', with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this project.

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(citation)

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IDENTIFY TEXT-BASED CONTENT THAT MAY BE INCORPORATED AND REFERENCED, AND ORGANISE COPYRIGHT CLEARANCES AS REQUIRED

Writing for media involves handling a lot of copy, including your own and that written by others. It is very common to incorporate existing text-based material into newly written content, both original and re-purposed – and it is vital that any such material is appropriately referenced, and if necessary, copyright clearances organised.

Failing to document, or clearly indicate when work is borrowed, through correct referencing is both unethical and illegal.

If you don't document work by other writers, intentionally otherwise, you run the risk of plagiarising.

The ways in which other people's work can be appropriately attributed include citation and referencing.

A citation is where a specific source is used and followed up immediately with a reference.

For example, quotes from existing works are often used as citations – like this:

The Parliamentary working committee said “the prevalence of gambling advertising on television has the potential to normalise gambling as part of any sport, particularly to young viewers.” (Report Into Media Advertising; Australian Government; 2018).

This is an example of direct citation – that is a direct quote has been taken from the work in question.

It is important also to reference work that involves indirect citation – that is, where you alter the original work by paraphrasing or summarising.

An example of an indirect citation is:

According to the Report into Media Advertising 2018, the amount of gambling advertising on television could have the effect of normalising gambling on sport for younger viewers in particular.

When a piece of work is referenced, usually the author, title, publisher, location of the publisher and year of publication are provided.

It guides the reader to the source(s) used in writing your piece, and does not necessarily give specific chapter, section or page references.



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When using online references, provide a link to the relevant web pages and the date you accessed the information.

Most text and images are covered by copyright.

Copyright is an international system that enables the protection of the rights of content creators – such as those producing written, audio-visual and software material, including books, journal and newspaper articles, plays and other performances, apps and computer programs and audio recordings.

When incorporating text-based material into your own work, it is important to carefully check copyright requirements.

Using quoted material from other writers – even small amounts – may require copyright clearance as well as citation and/or referencing.

Copyright clearance is generally obtained from the publisher of content or directly from the author or organisation responsible for writing it.

The Copyright Council of Australia and Copyright Agency are also able to assist with advice on various aspects of copyright, protection of copyright, permissions and licences and further information is available from either of those organisation's websites.

Content creators can use Creative Commons material, which carries a licence that authorises them to use other people's content copyright-free, although conditions may apply in some cases.

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**Learning
Activity****Task****LEARNING ACTIVITY FOUR****SAMPLE**

Choose the correct answer:

1 - Existing text-based content can be incorporated into:

- a) Any written piece for delivery through any media
- b) Re-purposed written pieces only
- c) Other text-based material, but not multimedia content
- d) Original written pieces only

☐**2 - Non-original work should be attributed through citation or referencing:**

- a) Only when the source of the non-original work is known
- b) Whenever the publisher or copyright owner of the non-original work requests it
- c) At all times in any written piece
- d) Only when the author of the non-original work is alive

☐**3 - Quoting and attributing what someone said or wrote is an example of:**

- a) Copyright clearance
- b) Indirect citation
- c) Plagiarism
- d) Direct citation

☐

4 - When another person's published work is referenced in a written piece, which of the following does NOT necessarily have to be stated:

- a) The chapter and page of the publication
- b) The author
- c) The date of publication
- d) The publisher

☐

5 - Copyright clearance can be required:

- a) Only when more than 200 words of another author's work is used
- b) Any time non-original content is used in a piece of writing
- c) If the publisher of another author's work requests it
- d) Any time non-original content is used in a piece of writing
- e) Only if the work originated in Australia

☐

SAMPLE

**Learning
Activity****Task**

SAMPLE

LEARNING ACTIVITY FIVE

This activity is what we call an ‘observable’ assessment activity which means your ‘nominated observer’ will be watching you doing this activity and then reporting back to your teacher or trainer.

In Activity Three of this Section you were provided a ‘project brief’ that required you to write some written content for a specific type of media.

In this activity your ‘nominated observer’ is to observe you meeting with all those who are participating in the creative project brief known in this unit of training as ‘relevant personnel’ .

Your ‘nominated observer’ will be observing you clarifying the following:

- ☆ Identifying and understanding production requirements
- ☆ Identifying purpose of the content
- ☆ Identifying the ‘publishing’ medium and learning how this may affect the way the content is written

During these discussions, you will be required to take notes.

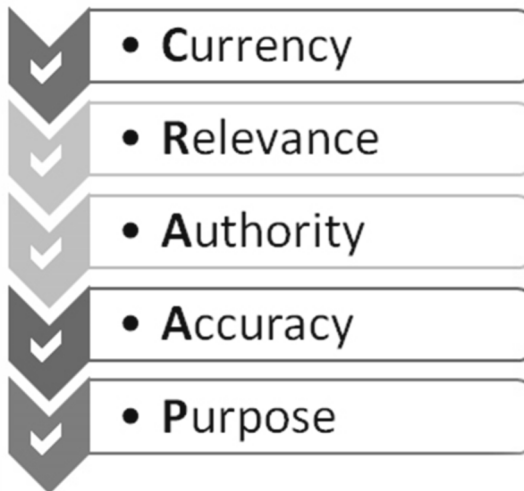
Once this briefing session is finalised, you are to compile your meeting notes and present them to your ‘nominated observer’.

He or she will likely have some suggestions or additions to your notes.

Make those changes and resubmit them for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

Once you have completed this assessment activity, your teacher or trainer will provide your ‘nominated observer’, with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this activity including a report on their involvement in your briefing meeting notes.



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CROSS-CHECK WITH ADDITIONAL SOURCES TO FIND INFORMATION WHERE THERE ARE PERCEIVED GAPS IN TEXT-BASED CONTENT

When you're writing for different media, every aspect of what is in your brief must be covered, but there will often be content gaps.

One of the most important skills of writing content is being able to source the required information effectively.

Sometimes it is a case of simply finding out a date or another small but important detail related to a topic; other times a substantial amount of information might be required and a number of additional sources needed over and above any you have already used.

If you obtain content from additional sources, verify that information by cross-checking it with other sources.

If there are discrepancies between two or more sources, keep cross-checking to satisfy yourself that you have accurate, current and verifiable information.

When collecting information from different sources, the key thing is the credibility of the sources used.

So much information is available online but not all online sources are reliable.

It is important to establish the credibility of the writer and/or organisation from which material is sourced and it is just as important to differentiate between what is fact and what is opinion.

There is a concept called the 'Craap' test. It basically suggests that for every piece of information you have gathered you ask yourself:

- ☆ Is it **C**urrent
- ☆ Is it **r**elavant
- ☆ Is it written by someone who is an **a**uthority on the subject matter
- ☆ Is it **a**ccurate information
- ☆ Why was it written (its **p**urpose)

**Learning
Activity****Task**

SAMPLE

LEARNING ACTIVITY SIX

Complete the following using the words from the word bank below. Use each word only once.

The ability to find all the _____ needed when writing for media is critical.

Any information _____ need to be identified and filled by finding _____ sources. Sources should always be thoroughly cross-checked to _____ content until you are satisfied you have _____ information.

A vast amount of information is accessible particularly online and assessing the credibility and _____ of sources of that information is also critical – if a source is _____ to you, it is vital to check the credentials of the _____ and/or organisations involved.

Word Bank

additional, people, accurate, information, reliability, gaps, unknown, verify

**Learning
Activity****Task****LEARNING ACTIVITY SEVEN**

This activity relates to your assessment project you received in Activity Three of this Section and the same project you discussed with the 'relevant personnel'.

At this point you should have researched and reviewed suitable text-based content for your project.

This would generally result in you identifying any information gaps you still have.

In this activity we want you to outline first what content you have researched and selected as being suitable.

Then we want you to outline what information gaps still exist.

You are then to find additional sources of information to fill those gaps and then outline which sources you have accessed and then how each one is able to supplement your information requirements.

These 'outlines' should be written in a Word type document.

Once completed, present the outlines to your 'nominated observer' for review and discussion.

He or she may have suggestions and possible additions to your outlines.

Make those changes and resubmit the document for review and approval.

Once approved send a copy to your teacher or trainer for their records.

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ANALYSE AVAILABLE DATA TO IDENTIFY NEEDS AND PERSPECTIVES OF TARGET USERS AND AUDIENCE

Before you write anything – from a comprehensive business report to a shopping list – think about who will read it.

It might be one person or one million people but make sure you know who the audience is.

That's step one when you're writing anything, because what you're writing needs to convey your message(s) in a way that engages the audience, makes sense to them and gets the desired response.

Identifying your audience is usually not difficult and will be included on any writing brief.

But knowing more about your audience – their needs and perspectives – often requires research.

Understanding the general characteristics of any particular demographic in terms of age, socio-economic background, country of birth or any other criteria you apply is critical in effectively engaging and communicating with your audience.

You also need to have a firm grip on what it is about your audience you want to know – and this comes back to the purpose of your writing.

A writer of general website copy is writing for a different audience from the writer of a series of radio announcement.

The content is different and in either case, should reflect and align with the perceived needs and perspectives of the audience at which it is targeted.

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So where do you find the data you need to better understand your audience?

The Australian Bureau of Statistics is a good place to start.

The ABS analyses huge volumes of data collected from the national census every five years, and from other sources.

Vast quantities of data are also contained in studies and surveys undertaken by federal, state and local government departments and authorities, many not-for-profits, think-tanks, peak bodies, professional organisations, trade unions and private corporations and businesses.

Much of it is readily accessible online.

The process is:

- ☆ Identify your audience
- ☆ Identify what you want to know about your audience to better target your writing
- ☆ Find and use relevant sources to collect the information you need

**Learning
Activity****Task****LEARNING ACTIVITY EIGHT**

In this activity, you are required to hone in further on the target audience you have identified for your project.

- ☆ Make notes about the specific information you would like to know about your audience that would assist you in writing your piece.
- ☆ Then suggest sources where you could find this information.

Include human resources as well as text or multimedia resources here.

- ☆ Use the sources you've identified in the previous step to gather as much information as you can about your audience and include this information in your notes.

These notes should be written in a Word type document.

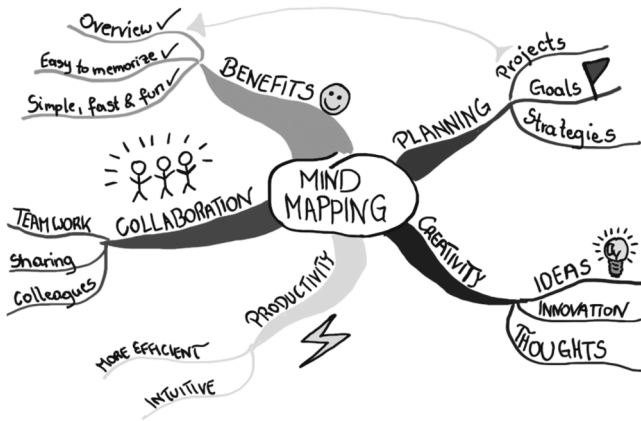
Once completed, present the notes to your 'nominated observer' for review and discussion.

He or she may have suggestions and possible additions to your notes.

Make those changes and resubmit the document for review and approval.

Once approved send a copy to your teacher or trainer for their records.

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GENERATE A RANGE OF IDEAS RELEVANT TO CONTENT PURPOSE AND TARGET AUDIENCE

Planning effective written communication is vital.

As we've seen, the process starts with identifying its purpose and the audience to which it is directed.

But very few people are able to then just sit down and write.

Any written communication in business, community or government should be engaging and easy to comprehend by the targeted audience.

Once you've researched and gathered the information you need to fill out the required content, start getting ideas down.

They don't have to come in a logical order – selecting the good ones and sorting them out can come later.

But they do have to be aligned to the purpose of your written communication and resonate with the target audience.

These are the two key guiding points as you draw all your information together and plan your piece.

Depending on the nature of what you are writing, there are different ways to collect your ideas.

One is to make a list of headings and sub-headings that provide a framework enabling you to arrange your points sequentially and thoroughly cover all content.

Some writers find mind maps effective, which provide a more visual framework of main content points and ideas associated with them.

Mind maps are useful for documenting brainstorming sessions.

Collaboration with colleagues and others enhances the range of useful ideas to select from and provides other angles and perspectives you may not have thought about, but might consider worthwhile for inclusion in what you are writing.

**Learning
Activity****Task****LEARNING ACTIVITY NINE**

Time to brainstorm!

You've collected information from various sources for your project, you've established the purpose of your written piece, taken a closer examination of your target audience and gathered a range of information – now it is a case of getting down as many ideas as you can about your written piece.

Central to this is knowing the purpose of your content and your audience – any ideas that don't align with the purpose or audience should be thrown out.

At this stage, your ideas do not have to be sequential or follow in a logical order, that comes next – your aim is to develop a pool of ideas from which you can pick and choose.

Develop some ideas based on your project and present them to your "nominated observer" for review and discussion.

He or she may have suggestions and possible additions to your ideas.

Make those changes and resubmit the ideas for review and approval.

Once approved send a copy of your ideas to your teacher or trainer for their records.

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EVALUATE AND SELECT MOST APPROPRIATE CONTENT IDEAS AND WRITING STYLES IN CONSULTATION WITH RELEVANT PERSONNEL

When you are writing for media on behalf of an organisation, it is important to understand the organisation's requirements in relation to how written communication is presented and who is able to authorise its release and distribution.

So once you've got an outline for your written piece that brings together information and ideas from a range of sources, it is time to run it by one or more people within your organisation who are responsible for approving the finished document.

There needs to be agreement on which content ideas are selected for inclusion and which messages are delivered.

There also needs to be agreement on how the content is written.

This is about writing style and the tone used.

You need to be familiar with any organisational style guides covering written content, including its formatting and layout.

Businesses and other organisations are generally sensitive about how they are perceived by their customers, their industry and the public at large.

Often this extends to having firm guidelines about certain terminology or phraseology that must or must not be used in external written communication.

We'll look more at tone in the next section, but it is something that varies considerably across different forms of written communication for media – from upbeat, lively and funny to professional, direct, personal, sombre and serious.

Choosing the right tone comes back again to the purpose of your written piece and the audience who'll be reading it.

What tone will best convey to them what you want them to understand?

**Learning
Activity****Task****LEARNING ACTIVITY TEN**

This activity is an extension of Activity Nine where you brainstormed and collected a range of ideas for the writing of your project.

Now, it is time to evaluate and select the most appropriate content ideas for your needs and to think about the writing style you will use.

In point form, indicate which ideas you intend to include in your draft and make notes about the writing style you think will be most appropriate for the purpose of the content and its target audience.

Present the above to your 'nominated observer' for review and discussion.

He or she may have suggestions and possible additions to your bullet points.

Make those changes and resubmit the points for review and approval.

Once approved send a copy of those bullet points to your teacher or trainer for their records.

SAMPLE

**Learning
Activity****Task**

SAMPLE

LEARNING ACTIVITY ELEVEN

This activity is what we call another ‘observable’ assessment activity which means your ‘nominated observer’ will be watching you doing this activity and then reporting back to your teacher or trainer.

In Activity Ten of this Section you selected the most appropriate content ideas for your needs and thought about the writing style you will use.

In this activity your ‘nominated observer’ is to observe you meeting with all those who are participating in the creative project brief known in this unit of training as ‘relevant personnel’ .

Your ‘nominated observer’ will be observing you doing the following:

- ☆ Evaluating and presenting the most appropriate content ideas in consultation with relevant personnel
- ☆ Discussing the writing style to suit the medium and the target audience

During these discussions, you will be required to take notes.

Once this briefing session is finalised, you are to compile your meeting notes and present them to your ‘nominated observer’.

He or she will likely have some suggestions or additions to your notes.

Make those changes and resubmit them for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

Once you have completed this assessment activity, your teacher or trainer will provide your ‘nominated observer’, with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this activity including a report on their involvement in your briefing meeting notes.

Section Two

Draft Content

SAMPLE

WRITE CONTENT FOR A RANGE OF MEDIA

SECTION TWO—DRAFT CONTENT

SAMPLE

INTRODUCTION

When you draft a written piece, it must be structured in such a way that anyone reading it can follow the content and readily understand it.

Ideas or points should be grouped together using paragraphs with topic sentences and organised in a sequential way so the flow is logical and easy to follow for the audience.

You need to also carefully check written work to ensure it complies with relevant laws, practices and ethics.

Once written, it should be proofed to identify any errors or typos and to ensure it reads as you want it to.

It is also important to include captions and other information about media assets that will accompany your written piece, such as still or moving imagery.

An important health and safety consideration is to ensure your working space is ergonomically safe to avoid risks associated with extended use of keyboards and screens.

SECTION LEARNING OBJECTIVES

At the completion of this section you will learn information relating to:

- ☆ Classifying, structuring and sequencing content so it is easy to read or navigate
- ☆ Drafting content using writing and communication principles
- ☆ Drafting content using writing techniques appropriate to content purpose
- ☆ Refining and redrafting content to meet creative requirements
- ☆ Checking content complies with laws and codes of practice relevant to broadcasting and publication
- ☆ Providing captions or descriptions for media assets as required
- ☆ Applying presentation techniques to enhance readability
- ☆ Proofreading content and conducting readability tests if appropriate
- ☆ Submitting final draft to relevant personnel for consideration and review, where appropriate
- ☆ Adopting safe ergonomic practices when using screens and keyboards for long periods of time



CLASSIFY, STRUCTURE AND SEQUENCE CONTENT SO IT IS EASY TO READ OR NAVIGATE

When you're sure of the content that will go into what you are writing, it is time to think about how to classify it, or group relevant areas together, structure and sequence it to make reading and comprehension and navigation through the content, straightforward for the reader.

There are many instances where readers make their own choices about the sequence in which they navigate the totality of the information you are presenting.

This is particularly so on websites, but can also be the case in longer hard copy and electronic documents that have many sections and appendices.

The key to making both reading and navigation easy is to classify and categorise it – that is put related topics and ideas together; structure it, or sort each topic or idea's points in order so they flow well; and sequence it – arrange it in a logical, easy-to-follow order.

People lose interest quickly when they try to read material they don't follow, so any content has to be written in such a way that there is no uncertainty on the part of the reader as to the logical order of your written piece.

Later in this section we will look at the use of paragraphs, which are used to keep ideas together and give them a natural flow within your written content.

Be careful to keep your ideas and points sequential so the reader easily understands the flow of your content.

SAMPLE

**Learning
Activity****Task****LEARNING ACTIVITY ONE**

You're ready to begin drafting the written piece for your project.

This activity involves planning the draft. In the last section you gathered, reviewed and selected content from relevant pre-existing text-based material and generated other ideas, to determine what you will include.

Now, it's a case of taking those ideas and devising a sequence and structure that will make your written piece flow logically and make it easy for readers to comprehend, and navigate their way through.

How you represent and record the structure is up to you – whether it's done electronically on a spreadsheet or word document, making hard copy notes, using bits of paper on a magnetic board – or any other way that works for you – you need to compose a framework that clearly sets out the structure and order of your content ideas.

Present your structure to your 'nominated observer' review and discussion.

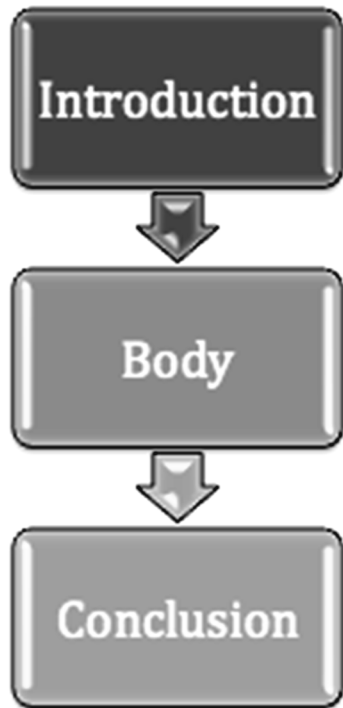
He or she will likely have some suggestions or additions to your structure.

Make those changes and resubmit them for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

SAMPLE

SAMPLE



DRAFT CONTENT USING WRITING AND COMMUNICATION PRINCIPLES

AND

DRAFT CONTENT USING WRITING TECHNIQUES APPROPRIATE TO CONTENT PURPOSE

AND

REFINE AND REDRAFT CONTENT TO MEET CREATIVE REQUIREMENTS

(Over the next few pages we cover three 'Performance Criteria' points at the same time to avoid repetition)

Different forms of written communication for media require a variety of lengths, formats and writing styles.

A 'tweet' will look very different from a product description on an advertisement and an online music review will look different again.

Any written piece should reflect some basic writing principles and all should reflect an understanding of the principles of communication.

Breaking points and ideas up into paragraphs, (or otherwise sectioning them, for example using a list of bullet points), is pivotal to the reader's ability to digest the information.

Each paragraph contains one idea and begins with a topic sentence, or a sentence that clearly makes the point of the paragraph clear.

It is followed with supporting sentences that further elaborate on aspects of the main idea.

All but the briefest forms of written communication and sometimes even very short ones, should be structured to contain an introduction, main body and conclusion.

When you're drafting content also keep in mind the basic principles of communication – know your audience and purpose of communicating with them, understand what you want them to know and how best to engage them, while ensuring you always keep the message clear.

We keep coming back to it, but your content must be appropriately written to achieve its purpose – that is, to effectively communicate what you want to say to your target audience.



Communicating exactly what you want to say comes from selecting the right content ideas.

Effectively communicating it – engaging the reader so they absorb the message – is about writing technique – including style, tone and vocabulary.

At school you might have learned about four styles of writing:

- ☆ **Expository or explanatory** – serving the purpose of explaining or informing; facts not opinions
- ☆ **Persuasive** – attempting to convince an audience about a certain view; could include opinions, biases, justifications, beliefs and arguments
- ☆ **Descriptive** – painting a picture of people, things or places; might use similes and metaphors; doesn't try to persuade, just describe
- ☆ **Narrative** – communicating a story rather than straightforward information; could include characters and settings

All four styles are used when writing for a range of media.

SAMPLE



SAMPLE

Writing style in the context of business, media and communications is also about sentence and paragraph structure – in a good deal of business communication for example, the style is direct and succinct with minimal wastage of words.

Style is also about adhering to organisational requirements about length, vocabulary and terminology.

Sometimes it is also about formatting text.

Tone gives writing a feel and mood.

Feel is reflective of the attitude of the writer towards the reader and what is being written; mood refers to the emotion and response invoked in the reader.

There are many ways to describe tone.

You can write in a personal tone, or impersonal; formal, informal; sympathetic; courteous; contemptuous; objective; sarcastic; gracious; witty....and so the list goes on.

The vocabulary you choose is crucial.

It helps you:

- ☆ Address the content
- ☆ Achieve the tone you want
- ☆ Engage the target audience
- ☆ Keep your writing succinct and stick to the point

When planning to meet deadlines for written material, ensure you create enough time for you to review and refine your written piece.

Even the most experienced writers go through (sometimes multiple) drafting and redrafting processes with their content.

**Learning
Activity****Task****LEARNING ACTIVITY TWO**

This is a two part activity.

Part One

Prepare the first draft of your written piece, ensuring you:

- ☆ Use paragraphs to break up your ideas, with one main idea contained in each paragraph
- ☆ Use topic sentences to introduce your paragraphs
- ☆ Have a clear introduction, body and conclusion
- ☆ Write with the purpose of the content and the audience in mind
- ☆ Make an effort to engage your audience and deliver your message(s) clearly
- ☆ Use an appropriate writing style
- ☆ Choose vocabulary that conveys the appropriate tone for your piece

Present your draft to one or two other persons outside of the organisation where you work and if possible persons that could be considered your target audience.

Make notations on the draft piece of what each of those persons came back with.

Then re-do the draft after reviewing the other comments as well as your own evaluation of the draft.

SAMPLE

Part Two

Present your refined, redrafted piece to your 'nominated observer' for review and discussion.

Include your original draft marked up with notations from other person's feedback as well as your own evaluation notes.

He or she will likely have some suggestions or additions to your redrafted piece.

Make those changes and resubmit the redrafted 'redraft' for review and approval.

Once approved, send a copy including the previous drafts to your teacher or trainer for their records.



SAMPLE

CHECK CONTENT COMPLIES WITH LAWS AND CODES OF PRACTICE RELEVANT TO BROADCASTING AND PUBLICATION

A number of legal and ethical considerations need to be made when writing for different media.

In the previous unit we mentioned copyright and the importance of ensuring it is not breached.

Copyright is automatic in Australia and applies to written (and other) material as soon as it is created.

If you are unsure about copyright that might apply to non-original material you've used in creating a written piece, find out whether you need to obtain clearance or not – and if you can't find out, don't take the risk.

As mentioned in the previous section, content creators can use Creative Commons material, which carries a licence that authorises them to use other people's content copyright-free, although conditions may apply in some cases.

Defamation law protects individuals from having their reputation damaged by false statements made to third parties.

Anyone who considers they have been defamed by published or broadcast material can sue a writer, publisher or broadcaster.

There are two categories of defamation:

- ☆ Libel refers to defamatory material in written or other permanent form, such as a video or audio recording.
- ☆ Slander refers to verbal defamation

The risk of writing anything defamatory is generally avoided by simply asking yourself is the content I'm writing true and can it be proved?

If not, don't write it.

Under the law, individuals also have a right to privacy, which protects them from the unauthorised commercial use of their name or likeness.

Anyone has the right to seek an injunction to prevent the publication or broadcast of their confidential information.



There are also industry codes of practice and ethics that apply to written material.

These include:

- ☆ The Australian Press Council's two statements of general principles and specific standards relating to print and online publishing
- ☆ The Media Entertainment and Arts Alliance (MEAA) - Journalist Code of Ethics
- ☆ The Australian Communications and Media Authority Codes of Practice

A suitable checklist to apply to all written material is:

- ☆ Are there any copyright clearance issues?
- ☆ Is all non-original work correctly referenced?
- ☆ Are all conditions of relevant Creative Commons licences met?
- ☆ Is everything true and can it be proved?
- ☆ Does it contain anything defamatory?
- ☆ Does it breach anyone's right to privacy?
- ☆ Does it comply with industry codes of practice and ethics?

SAMPLE

**Learning
Activity****Task****LEARNING ACTIVITY THREE**

Apply the following checklist to the final draft of your written project piece:

- ☆ Are there any copyright clearance issues?
- ☆ Is all non-original work correctly referenced?
- ☆ Are all conditions of relevant Creative Commons licences met?
- ☆ Is everything true and can it be proved?
- ☆ Does it contain anything defamatory?
- ☆ Does it breach anyone's right to privacy?
- ☆ Does it comply with industry codes of practice and ethics?

You are to sit down with your 'nominated observer' as you go through the above checklist.

Once you are satisfied that there are no copyright clearance issues, no breaches of defamation or privacy laws and that you have researched, prepared and written your piece in an ethical manner, you're just about there!

Your 'nominated observer', will fill in, sign and return to your teacher or trainer assessment forms for this activity including a report on their involvement in your checking your final draft piece of written content.

SAMPLE



**PROVIDE CAPTIONS OR DESCRIPTIONS FOR MEDIA ASSETS AS REQUIRED
AND
APPLY PRESENTATION TECHNIQUES TO ENHANCE READABILITY
AND
PROOFREAD CONTENT AND CONDUCT READABILITY TESTS IF APPROPRIATE
AND
SUBMIT FINAL DRAFT TO RELEVANT PERSONNEL FOR CONSIDERATION AND REVIEW, WHERE
APPROPRIATE**

(Over the next few pages we cover four 'Performance Criteria' points at the same time to avoid repetition)

As you approach completion of a final draft of a written piece, there are some important finishing details to attend to.

They are:

☆ **Proofreading content** – a critical stage.

Proofreading should not only be carried out immediately after a piece is written, but also after some time away from it.

It is also helpful to have a 'fresh pair of eyes' go over your work – often someone else will pick something up that you missed.

Feedback from others on the readability of your work is another check that can be extremely helpful and instructive.

☆ **Providing captions** and other information (known as metadata) about media assets that might be included with your written piece, such as captions and reference information.

If you have obtained copyright clearance or a licence to use material – be it contained within your written work or relating to assets associated with it, this should also be noted

SAMPLE

- ☆ ***Applying presentation techniques*** to enhance readability.

With text this could include formatting (font style, size, bold, italic, etc.), use of headings, sub-headings and bullet points, borders, colour, shading and highlighting.

- ☆ ***Submitting your final draft*** for review to those people within your organisation who need to approve it before it is sent.

Given you have already sought their feedback during the preparation stages and ensured that what you wrote aligns with the purpose of the content and its audience, much of the time their feedback is likely to require few or no minor changes.



READABILITY

SAMPLE

**Learning
Activity****Task**

SAMPLE

LEARNING ACTIVITY FOUR

This is another two part assessment activity.

If your written content included other media assets then they would need to be 'captioned' with the media asset details such as copyright attribution (if required), details of the asset creator such as the photographer (if a photo), animator (if an animation), artist (if an illustration) and so on.

You are to provide those captions in this first part of this activity.

The second part of this activity is another 'observable' assessment activity.

In this activity your 'nominated observer' is to observe you meeting with 'relevant personnel' and submit to them the final draft of your written content.

During these discussions, you will be required to take notes.

Once this briefing session is finalised, you are to compile your meeting notes and present them to your 'nominated observer'.

He or she will likely have some suggestions or additions to your notes.

Make those changes and resubmit them for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

Once you have completed this assessment activity, your teacher or trainer will provide your 'nominated observer', with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this activity including a report on your 'captioning' and their involvement in your meeting notes.



ADOPT SAFE ERGONOMIC PRACTICES WHEN USING SCREENS AND KEYBOARDS FOR LONG PERIODS OF TIME

Those working on computers for long periods of time need to be aware of the health risks associated with such type of work.

We start this section off with some information on using safe ergonomic procedures while working at a computer workstation.

The term 'ergonomics' refers to the design of a work area where the worker can perform their duties more efficiently and without risk of injury.

An ideally designed work station would include:

- ☆ An ergonomically adjustable chair
- ☆ An appropriate sized monitor
- ☆ Peripherals close to workstation
- ☆ An ergonomic mouse
- ☆ A keyboard placed at the edge of the desk
- ☆ Desk that is high enough to enable your upper arms to be at right angles to the keyboard

SAMPLE

Ergonomics can also address where a work station is located.

This includes the air quality and circulation.

The workplace environment should not be too hot or too cold and the air humidity maintained at recommended levels.

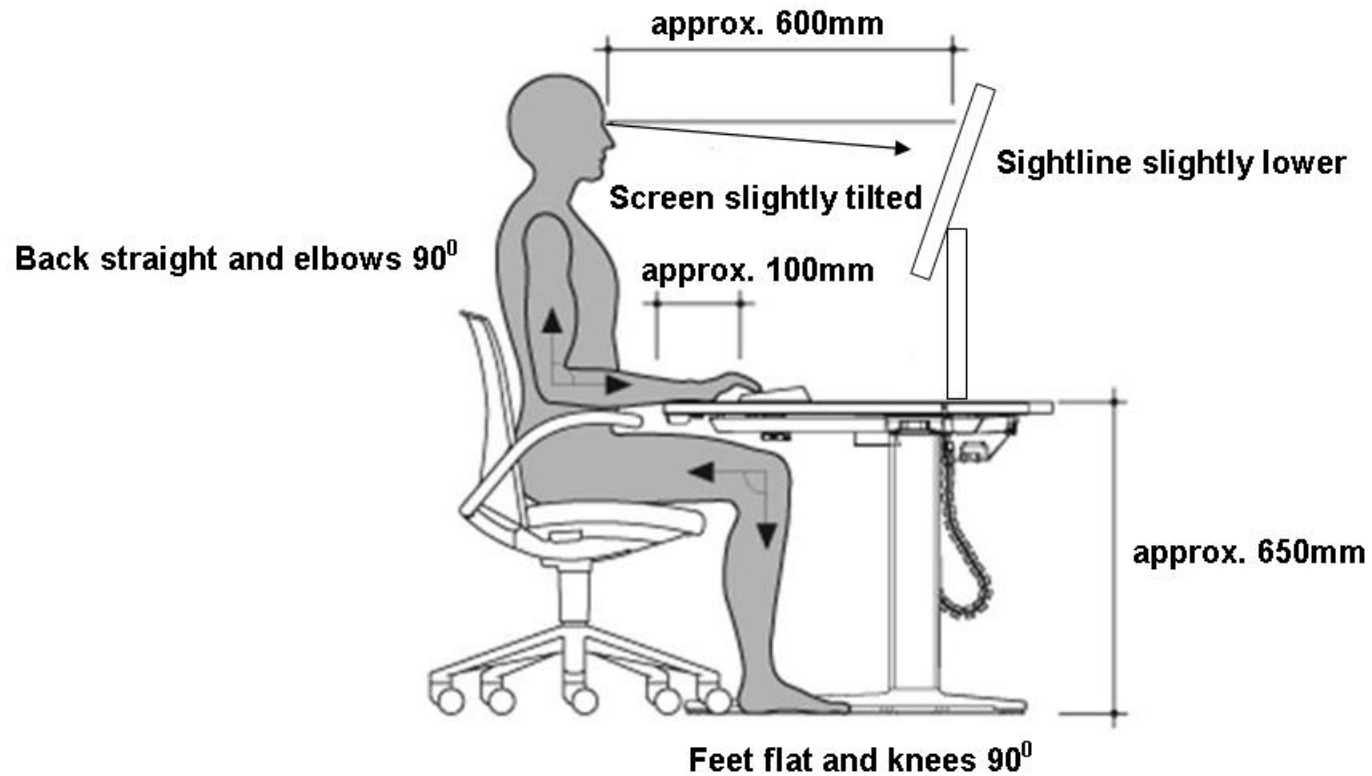
A work station needs to be away from storage areas or equipment that may give off fumes.

The work station should be away from noisy equipment. Noise can be distracting and can cause stress if it is too loud and persistent.

Lighting is also important.

The desk should have suitable light, preferably natural light, but away from sources of light that could cause glare and improper lighting can cause eye strain and headaches.

Below is the common recommended placement of the body at the workstation.



SAMPLE



REST PERIODS

There is an injury that is often experienced by persons working at a desk for long periods called “Repetitive Strain Injury”, or RSI.

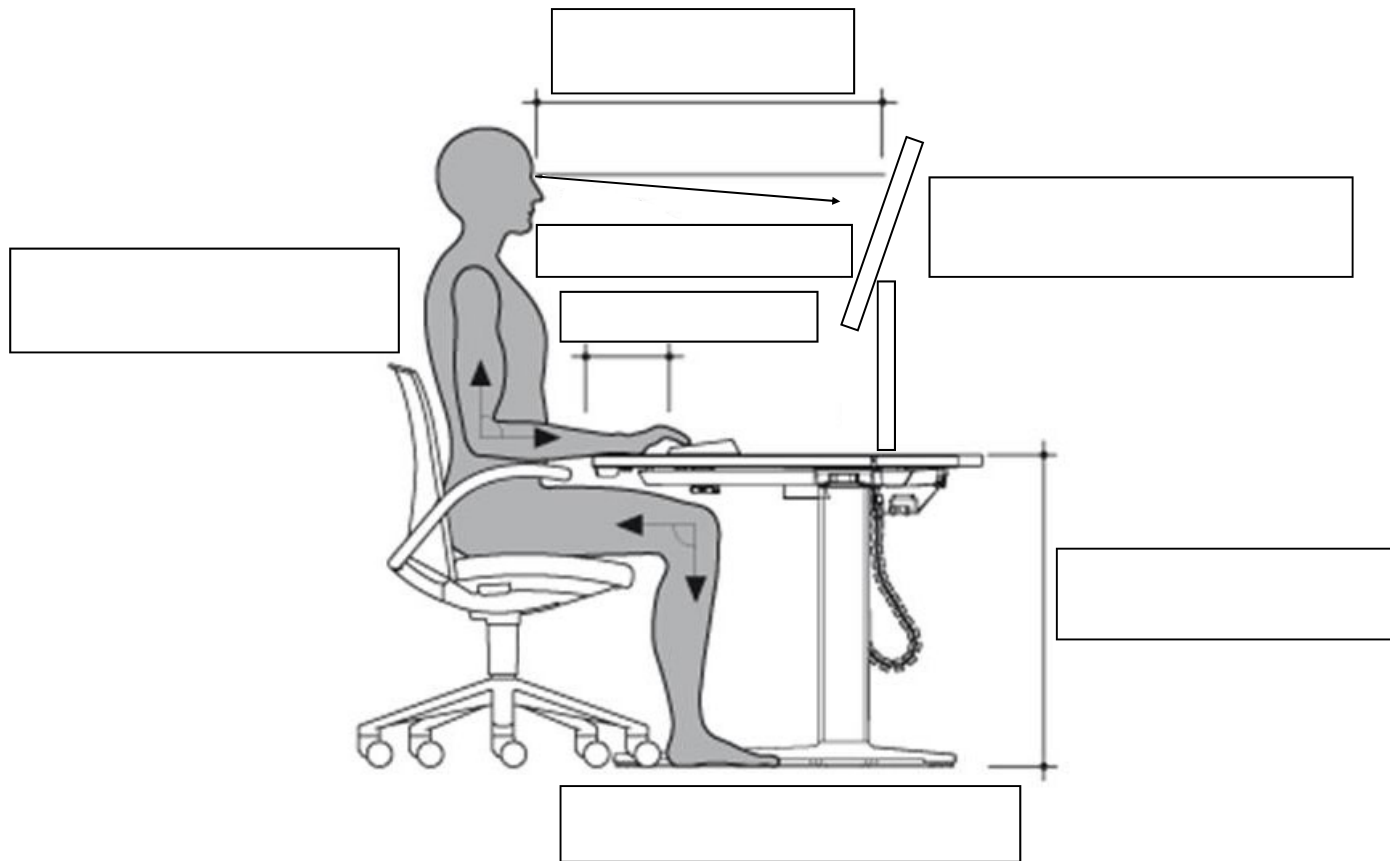
The main cause of this as an example could be an employee who is using a mouse to do computer work then begins to feel pain in the wrist, shoulders and neck.

To avoid this, employees should be allowed regular breaks away from the computer and in some cases be assigned a different task for a period of time.

SAMPLE

**Learning
Activity****Task****LEARNING ACTIVITY FIVE**

In this activity fill in the details on the ergonomic workstation diagram as a review.



**Learning
Activity****Question****LEARNING ACTIVITY SIX**

In this Section we learned about 'RSI'. What does 'RSI' mean and how does it affect a person working at a desk?

Section Three

Finalise Content

SAMPLE

WRITE CONTENT FOR A RANGE OF MEDIA

SECTION THREE—FINALISE CONTENT

INTRODUCTION

Once you've prepared a final draft, there are some critical stages involved in finishing off the writing process.

Any further feedback from relevant people on the content you've written should be incorporated, if necessary. After you have submitted your written piece by the required deadline, it is also important to file and archive it so it can be readily accessed if necessary.

When it's all done, it is also instructive to undertake an evaluation and seek feedback from others on not only your written work, but the process you followed, to identify any areas that could be improved in the future.

SECTION LEARNING OBJECTIVES

At the completion of this section you will learn information relating to:

- ☆ Incorporating feedback from relevant personnel into final content, where appropriate
- ☆ Submitting content by agreed deadline according to organisational procedures
- ☆ Saving and archiving content according to enterprise procedures
- ☆ Seeking feedback from relevant personnel on content and writing process and noting areas for improvement, where appropriate

SAMPLE



**INCORPORATE FEEDBACK FROM RELEVANT PERSONNEL INTO FINAL CONTENT, WHERE APPROPRIATE
AND
SUBMIT CONTENT BY AGREED DEADLINE ACCORDING TO ORGANISATIONAL PROCEDURES
AND
SAVE AND ARCHIVE CONTENT ACCORDING TO ENTERPRISE PROCEDURES
AND
SEEK FEEDBACK FROM RELEVANT PERSONNEL ON CONTENT AND WRITING PROCESS AND NOTE AREAS FOR IMPROVEMENT, WHERE APPROPRIATE**

(Over the next few pages we cover four 'Performance Criteria' points at the same time to avoid repetition)

Your final draft has been reviewed by the relevant people in your organisation, and either ready for distribution, or close to it.

The first step is to incorporate feedback from those who have reviewed your written piece.

If you have been thorough in your preparation and drafting stages, this will more than likely be an uncomplicated process – ranging from fixing up typos or word omissions and the simple rearranging of sentences or sentence order, to the addition of further points or explanatory notes.

There may be times when discussion is required with those who have made annotations, additions and corrections to what you have written – you need to be clear about what changes they require and why.

Be aware also that writers sometimes have to be 'thick-skinned'.

A critical appraisal of your work can lead to disappointment that a reader has not interpreted your writing as you intended, but this is something that always leads to improvement in your written work – not just in relation to any one piece you've written but to your writing in a broader sense.

The more feedback you receive from people about different things you write, the better.

It helps you build a general picture of how your audience responds to your work.

SAMPLE



When your written piece is ready to submit, ensure it meets the deadline and is submitted according to organisational procedures.

Copy in all relevant personnel and save files to appropriate server drives and/or other network/archive locations.

As we noted, feedback on a final draft is crucial in achieving an improved result on any written piece.

But as a writer, you should also work on continuous improvement – take every opportunity to reflect on the writing process, how you go about researching, collecting and referencing information, and composing what you write.



Seek feedback from relevant personnel not only on individual written pieces but the process as a whole – is your analysis of the audience sound; have you fulfilled the purpose of the written piece in all aspects; does your choice of vocabulary and tone reflect a thorough understanding of your audience?

Also, ask other writers how they go about their work – in what ways do they ensure their content aligns with its purpose and the target audience?

It is a smart idea to read as much as you can too – both work-related material and other material – and always be on the lookout for new ideas and techniques that could be incorporated into your writing.

SAMPLE

**Learning
Activity****Task****LEARNING ACTIVITY ONE**

In activity Four of Section Two, you met and presented your final draft to the 'relevant personnel'.

During this meeting you were to take notes and those notes would have likely had feedback from the 'relevant personnel' where you had to make changes or additions to your final draft.

Those notes were also reviewed by your 'nominated observer' and your teacher or trainer would have been provided a copy of those notes.

In this activity you are to make those changes to the final draft based on the feedback notes and then present the redrafted final draft to your 'nominated observer' for review and discussion.

He or she will likely have some suggestions or additions to your redrafted final draft.

Make those changes and resubmit the updated final draft for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

Once you have completed this assessment activity, your teacher or trainer will provide your 'nominated observer', with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this activity including a report on their involvement in your redrafting the written content.

SAMPLE

**Learning
Activity****Task****LEARNING ACTIVITY TWO**

This is the final ‘observable’ assessment activity where your ‘nominated observer’ will be observing seeking feedback from relevant personnel on your writing style and your writing process.

During these discussions, you will be required to take notes.

Once this feedback session is finalised, you are to compile your feedback notes and then identify where you see room for improvement for the next content writing project.

Once this has been done, present the feedback information and your thoughts on improvement areas to your ‘nominated observer’.

He or she will likely have some suggestions or additions to your information.

Make those changes and resubmit for review and approval.

Once approved, send a copy to your teacher or trainer for their records.

Once you have completed this assessment activity, your teacher or trainer will provide your ‘nominated observer’, with the required assessment forms which they will need to fill in, sign and send back to your teacher or trainer for this activity including a report on their involvement in your feedback information.

SAMPLE

SELF ASSESSMENT

Self assessment is where you ask yourself certain questions to ensure you have understood what you have learned while reading this manual and completing the learning activities.

This unit requires you the student or trainee at the completion of your training to have a certain level of 'Required Knowledge' in which you would need to have acquired and in which you will be assessed on. This self assessment section reviews this required knowledge by way of questions and if you are able to say YES to all of them you can be confident your assessment will be satisfactory.

- ☆ This training unit had three sections each focussing on areas relating content writing for a range of media. After reviewing the information in Section One, are you confident that you understand and could:
 - 1) Identify production requirements for content with relevant personnel
 - 2) Identify purpose of content and publishing medium that may affect the way content will be written
 - 3) Identify text-based content that may be incorporated and referenced, and organise copyright clearances as required
 - 4) Cross-check with additional sources to find information where there are perceived gaps in text-based content
 - 5) Analyse available data to identify needs and perspectives of target users and audience
 - 6) Generate a range of ideas relevant to content purpose and target audience
 - 7) Evaluate and select most appropriate content ideas and writing styles in consultation with relevant personnel
- ☆ After reviewing the information in Section Two, are you confident that you understand and could:
 - 1) Classify, structure and sequence content so it is easy to read or navigate
 - 2) Draft content using writing and communication principles
 - 3) Draft content using writing techniques appropriate to content purpose
 - 4) Refine and redraft content to meet creative requirements
 - 5) Check content complies with laws and codes of practice relevant to broadcasting and publication
 - 6) Provide captions or descriptions for media assets as required
 - 7) Apply presentation techniques to enhance readability
 - 8) Proofread content and conduct readability tests if appropriate
 - 9) Submit final draft to relevant personnel for consideration and review, where appropriate
 - 10) Adopt safe ergonomic practices when using screens and keyboards for long periods of time

SAMPLE

☆ After reviewing the information in Section Three, are you confident that you understand and could:

- 1) Incorporate feedback from relevant personnel into final content, where appropriate
- 2) Submit content by agreed deadline according to organisational procedures
- 3) Save and archive content according to enterprise procedures
- 4) Seek feedback from relevant personnel on content and writing process and note areas for improvement, where appropriate

If there were any questions that you were unable to confidently say YES to, we encourage you to review the information again in this manual and if needed seek the assistance of your teacher or trainer.

SAMPLE

NOTES

SAMPLE