

CUFWRT05A Write content and/or copy

This unit describes the skills and knowledge required to write content and/or copy for use in such items as advertisements, station and other promotions, sponsorship announcements, community service announcements and any other form of industrial writing for any production within the cultural industries.

Element	Performance criteria
1 Plan and prepare to write the content and/or copy	1.1 Establish production and deadline requirements of the content with relevant personnel, according to organisational procedures
	1.2 Determine the purpose and function of the content and explore a range of ways of achieving this purpose
	1.3 Gather information from various sources as required to generate and record a range of ideas to develop the content
	1.4 Consider and develop those ideas that have the most relevance to the purpose and function of the work
	1.5 Evaluate and select the most appropriate ideas relevant to the purpose and function of the work
2 Write content/copy	2.1 Write the content ensuring that it is easy to read and uses accepted elements of language
	2.2 Ensure that the content meets all necessary timing requirements of the production
	2.3 Ensure that the content contains all the necessary components for the production requirements
	2.4 Refine and redraft the content until it meets creative, technical and production requirements
	2.5 Ensure that the content is written within the deadlines required
	2.6 Submit the content to relevant personnel for consideration and review when it is considered to be at final draft stage
	2.7 Document and implement any required changes to the content, when necessary, and confirm that the content meets all requirements and is ready for production

Range of variables

Variable	Scope
Types of production may include:	<ul style="list-style-type: none">• advertisements• commercials• promotions• sponsorships• community announcements• talkback• educational materials• industrial materials• interview programs• lifestyle programs• live programs• multimedia
Relevant sources may include:	<ul style="list-style-type: none">• inspiration• imagination• life experience• actual events• existing dramatic material• newspapers
Production requirements may include:	<ul style="list-style-type: none">• duration• style• content• budget• deadlines• location• audience• purpose• contractual• confidentiality• intellectual property• copyright• schedule• product/service• sales market
Appropriate personnel may include:	<ul style="list-style-type: none">• producers• directors• script writers• script editors• program managers• broadcasters• clients/customers• sales representatives• performers• other technical staff• other specialist staff

- Language elements may include:
- spelling
 - punctuation
 - grammar
 - spacing
 - avoid using cliches

Evidence guide

Underpinning skills and knowledge	<p>Assessment must include evidence of essential knowledge of, and skills in, the following areas:</p> <ul style="list-style-type: none">• ability to write content and/or copy for commercial and other uses• ability to demonstrate originality and innovative approaches in the creative writing process• ability to use a variety of styles relevant to the type of production• reading and interpreting documentation• knowledge of effective communication techniques including effective listening, questioning and non-verbal communication• knowledge of relevant organisational and/or legislative occupational health and safety requirements
Linkages to other units	<p>This unit has linkages to the following units and combined training delivery and/or assessment is recommended:</p> <ul style="list-style-type: none">• CUSRAD01A Collect and organise information• CUFGEN01A Develop and apply industry knowledge
Critical aspects of evidence	<p>The following evidence is critical to the judgement of competence in this unit:</p> <ul style="list-style-type: none">• the ability to write content and/or copy for industrial use• knowledge of occupational health and safety issues• knowledge of effective communication techniques
Method and context of assessment	<p>Assessment may take place on the job, off the job or a mix of both of these. Off the job assessment must be undertaken in a closely simulated workplace environment.</p> <p>Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:</p> <ul style="list-style-type: none">• role play• case studies• work samples or simulated workplace activities• oral questioning/interview aimed at evaluating the processes used in developing and realising the creative concept• projects/reports/logbooks

- third party reports and authenticated prior achievements
- portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements

Assessment requires access to the resources listed in the range of variables statement, currently used by the cultural industries.

Key competencies**Level**

Collecting, organising and analysing information	3
Communicating ideas and information	3
Planning and organising activities	3
Working with others and in teams	3
Solving problems	3
Using mathematical ideas and techniques	1
Using technology	2