



Australian Government

BSBADV510 Create mass electronic media advertisements

Release: 1

BSBADV510 Create mass electronic media advertisements

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to create advertisements that communicate key features of a product, service or idea to a consumer, using mass electronic media.

It applies to individuals working in a supervisory or management role in an advertising team or media organisation, who are primarily responsible for development of mass electronic advertisements. Individuals undertaking this unit may develop mass electronic media advertisements themselves or coordinate a team to produce the advertisement.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Advertising

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Interpret creative brief	1.1 Confirm central idea or creative concept, technique/s for expressing the idea/concept and mass electronic media to be used 1.2 Identify and check advertising content and supporting information for accuracy and completeness 1.3 Confirm time, schedule and budget requirements for creating the advertisement/s 1.4 Identify legal and ethical constraints
2 Create radio	2.1 Determine length, pace and format for radio advertisement in

ELEMENT	PERFORMANCE CRITERIA
advertisement	<p>accordance with the creative brief and allocated budget</p> <p>2.2 Determine content of opening, middle and close of radio advertisement to create impact, introduce central idea, provide support for key product benefits, and provide information to facilitate consumer action</p> <p>2.3 Prepare scripts to meet requirements of producer and performer/s and the allotted time</p> <p>2.4 Ensure radio advertisement meets requirements of the advertising brief and that it meets legal and ethical requirements</p>
3 Create television or cinema advertisement	<p>3.1 Determine length, pace and format for advertisement in accordance with the creative brief and allocated budget</p> <p>3.2 Prepare scripts and storyboards to record visual plan and identify creative elements that meet requirements of the creative brief</p> <p>3.3 Ensure advertisement attracts attention and sustains interest through coordination of action and motion visual effects, with audio to support visual image/s</p> <p>3.4 Ensure advertisement meets requirements of the advertising brief and legal and ethical requirements</p>
4 Create internet, web or podcast advertisement	<p>4.1 Determine and produce copy and design elements to communicate required image, features and benefits of product or service</p> <p>4.2 Size and position each element of advertisement to achieve balance and focus for the advertisement</p> <p>4.3 Ensure typeface selections suit the product and central idea of the advertisement, and layout balances white space and margins</p> <p>4.4 Design site map, navigation buttons, frames and multiple pages for ease of use</p> <p>4.5 Ensure sound, animation and graphics do not distract from the content of the advertisement</p> <p>4.6 Ensure advertisement meets requirements of the advertising brief and legal and ethical requirements</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.2, 1.4, 2.1, 2.4, 3.4, 4.6	<ul style="list-style-type: none"> Interprets range of textual information to ensure requirements are met Evaluates information and products from a variety of sources to ensure appropriateness for client needs
Writing	1.1, 1.3, 2.2, 2.3	<ul style="list-style-type: none"> Creates documents to ensure clarity of meaning, accuracy and consistency of information using specific and detailed language to convey explicit information, requirements and recommendations
Oral Communication	1.1, 1.3	<ul style="list-style-type: none"> Uses listening and questioning to elicit key information and clear and direct language to confirm requirements
Numeracy	1.3, 2.1, 2.3, 3.1	<ul style="list-style-type: none"> Extracts and evaluates meaning from data and interprets numerical information to apply within context of requirements
Navigate the world of work	1.4, 2.4, 3.4, 4.6	<ul style="list-style-type: none"> Takes full responsibility for providing quality electronic media advertisements that comply with legislative and ethical requirements
Interact with others	1.1, 1.3	<ul style="list-style-type: none"> Uses collaborative techniques to engage colleagues and external stakeholders in consultation and negotiation
Get the work done	1.1, 1.3, 2.1, 2.2, 3.1-3.4, 4.1-4.5	<ul style="list-style-type: none"> Develops new and innovative ideas through exploration, analysis and critical thinking Monitors progress of plans and schedules, and reviews and changes them to meet new demands and priorities Meets budgetary, creative, legislative and ethical requirements Uses main features and functions of digital tools to complete work tasks and access information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV510 Create mass electronic media advertisements	BSBADV510A Create mass electronic media advertisements	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>