



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV403B Monitor advertising production

Revision Number: 1

BSBADV403B Monitor advertising production

Modification History

Not applicable.

Unit Descriptor

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| Unit descriptor | This unit describes the performance outcomes, skills and knowledge required to monitor and report on pre production, production and post production work for advertisements. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. |
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Application of the Unit

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| Application of the unit | This unit applies to individuals in an entry level position in the media planning, media buying, account or advertising management roles within an advertising team or media organisation, who monitor the advertising production process. |
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

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| Prerequisite units | | |
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Employability Skills Information

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| Employability skills | This unit contains employability skills. |
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Elements and Performance Criteria Pre-Content

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| Elements describe the essential outcomes of a unit of competency. | Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide. |
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Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
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| 1. Oversee pre production work | <p>1.1. Confirm <i>printing, print production, electronic production specifications</i>, schedule, budget, supplier/s and resource requirements for <i>pre-production activities</i></p> <p>1.2. Monitor <i>pre-production activities</i> against scheduling and budgetary requirements and report likely overruns for action and approval in accordance with organisational policies and procedures</p> <p>1.3. Estimate the effect of a delay in pre-production and make recommendations to re-schedule activities to meet the pre-production schedule in accordance with organisational policies and procedures</p> |
| 2. Oversee production processes | <p>2.1. Confirm specifications, <i>production schedule</i>, budget, supplier/s and resource requirements</p> <p>2.2. Monitor progress against <i>production schedule</i> and identify likely variations in accordance with organisational policies and procedures</p> <p>2.3. Gain approvals from relevant persons for schedule variations to production budget allocations in accordance with organisational policies and procedures if required</p> |
| 3. Monitor post production processes | <p>3.1. Confirm specifications, schedule, budget, supplier/s and resource requirements for <i>post-production activities</i></p> <p>3.2. Monitor <i>post-production activities</i> against scheduling and budgetary requirements and report likely variations for action and approval in accordance with organisational policies and procedures</p> |
| 4. Produce monitoring reports | <p>4.1. Produce monitoring reports which contain details of progress for <i>pre-production</i>, production and <i>post-production activities</i></p> <p>4.2. Produce monitoring reports which meet organisational requirements in terms of language, format, content, and level of detail</p> <p>4.3. Provide monitoring reports within the required timeframe</p> |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to question, clarify and report while conducting monitoring activities
- literacy skills to read schedules and to write reports
- numeracy skills to read budgets and compare actual versus budgeted expenditure
- teamwork skills to work with colleagues to achieve production objectives
- technology skills to use a wide range of software and equipment to monitor the production of advertisements.

Required knowledge

- legal and ethical requirements for the advertising industry
- principles of advertising as it relates to the marketing mix
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
 - codes of practice such as those issued by bodies such as the Advertising Federation of Australia, Australian Communications and Media Authority, Australian Competition and Consumer Commission, Australian Performing Right Association, Commercial Radio Australia and Free TV Australia
- role/s of production personnel
- techniques and production processes for radio, television and cinema, print and websites.

Evidence Guide

| EVIDENCE GUIDE | |
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| <p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p> | |
| Overview of assessment | |
| Critical aspects for assessment and evidence required to demonstrate competency in this unit | <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • confirmation of specifications for production activities • monitoring of the pre-, during and post-production activities for creation for at least one advertisement • producing reports on pre-production, production and post-production monitoring activities for at least one advertisement • formulation of recommendations to re-schedule activities in the event of production delays. |
| Context of and specific resources for assessment | <p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to an actual or simulated environment • access to office equipment and resources • access to a production team. |
| Method of assessment | <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • analysis of responses to case studies and scenarios • assessment of written reports and/or examples of pre-production, production and post-production activities • demonstration of production monitoring techniques • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • oral or written questioning to assess knowledge of the principles of advertising as it relates to the marketing mix • review of monitoring reports. |
| Guidance information for assessment | <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBADV404B Schedule advertisements. |

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

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| <p><i>Printing specifications</i> may include:</p> | <ul style="list-style-type: none"> • art reproduction, including: <ul style="list-style-type: none"> • halftones • line art • photography • screens • binding/finishing • colour reproduction, including: <ul style="list-style-type: none"> • colour register/s • colour separation • digital colour reproduction • PMS code • process colour • spot colour • composition • typesetting |
| <p><i>Print production specifications</i> may include:</p> | <ul style="list-style-type: none"> • computer software programs • desktop publishing • flexography • inkjet printing • letterpress • offset lithography • pre-print production processes • rotogravure • silk screen |
| <p><i>Electronic production specifications</i> may include:</p> | <ul style="list-style-type: none"> • film • live recording • sound recording • video • website involving sound, graphics, animation |
| <p><i>Pre-production activities</i> may include:</p> | <ul style="list-style-type: none"> • artwork • graphics |

| RANGE STATEMENT | |
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| | <ul style="list-style-type: none"> • imposition • music • receipt and review of advertising copy • receipt of visual elements and layout • rehearsals • scripts • set construction • storyboards |
| <i>Production schedule</i> may include: | <ul style="list-style-type: none"> • film or video shooting • pre-production, production and post-production work • print • sound recording • website development |
| <i>Post-production activities</i> may include: | <ul style="list-style-type: none"> • assembling scenes • dialogue synchronisation • editing • Foley • sound mixing • special effects |

Unit Sector(s)

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| Unit sector | |
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Competency field

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| Competency field | Business Development - Advertising |
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Co-requisite units

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| Co-requisite units | |
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| Co-requisite units | | |
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