



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV509A Create mass print media advertisements

Revision Number: 1

BSBADV509A Create mass print media advertisements

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to create mass print media advertisements that communicate the key features of a product, service or idea to the consumer.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation who are primarily responsible for the development of mass print advertisements.</p> <p>Individuals undertaking this unit may develop mass print media advertisements themselves or coordinate a team to produce the advertisement.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

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

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
1. Interpret a creative brief	<ul style="list-style-type: none">1.1. Confirm the <i>central idea</i> or creative concept, technique/s for expressing the idea/concept and <i>mass print media</i> to be used1.2. Identify and check the <i>advertising content</i> and <i>supporting information</i> for accuracy and completeness1.3. Confirm the time, schedule and budget requirements for creating the advertisement/s1.4. Identify <i>legal and ethical constraints</i>
2. Create a mass print media advertisement	<ul style="list-style-type: none">2.1. Determine and produce the <i>elements of a print advertisement</i> to communicate the required image, features and benefits of the product or service2.2. Size and position each element of the print advertisement to achieve balance and focus for the advertisement2.3. Ensure the typeface selections suit the product and the central idea of the advertisement, and the layout balances white space and margins2.4. Ensure the layout of the advertisement unifies the elements, attracts the reader to the focal point and guides the reading sequence2.5. Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- creativity and innovation skills to write engaging scripts, and to use visual and design techniques to communicate advertising messages efficiently and effectively
- literacy skills to interpret requirements and to write for a variety of audiences and purposes.

Required knowledge

- industry, services, products and organisation
- legal and ethical requirements relating to the advertising industry
- principles and purposes of advertising
- principles of consumer behaviour and influences on buyer behaviour
- principles of creative elements in print advertisements
- range of available advertising approaches for different markets
- 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
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

Evidence Guide

EVIDENCE GUIDE

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.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- the production of at least three mass print advertisements in accordance with an advertising and creative brief including:
 - a newspaper advertisement
 - a magazine advertisement
 - an outdoor advertisement.

Context of and specific resources for assessment

Assessment must ensure:

- access to advertising copy to be used in the advertisement
- access to an actual workplace or simulated environment
- access to office equipment and resources
- access to advertising and creative briefs.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- assessment of written reports/examples of mass print advertisements
- demonstration of techniques used to create mass print advertisements
- 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 principles and purposes of advertising
- review of legal and ethical constraints identified.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBWRT501A Write persuasive copy.

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.

Central idea may include a verbal (text or headline) or visual (illustration) device used to present the content to the reader, listener or viewer of the advertisement, such as:

- analogy and association
- case histories
- celebrities
- continuing characters
- demonstrations
- exaggerated situations
- fantasy
- photographic tricks or special effects
- product uses
- recipes
- slice-of-life situations
- testimonials

Mass print media may include:

- magazines
- newspapers
- outdoor advertising

Advertising content may include information to be communicated to the audience such as:

- brand or image factors
- competitive advantages
- features of the product/service
- product/service colour
- product/service price
- where the product/service may be obtained

Supporting information may include:

- evidence to support the claimed benefit
- purchasing information
- reassurances for existing users
- requirement to specify the target audience

Legal and ethical constraints may include:

- codes of practice such as those issued by:
 - Advertising Federation of Australia
 - Australian Communications and Media Authority
 - Australian Competition and Consumer Commission
 - Australian Performing Right Association

RANGE STATEMENT	
	<ul style="list-style-type: none"> • Commercial Radio Australia • Free TV Australia • cultural expectations and influences • ethical principles • legislation, including occupational health and safety legislation • policies and guidelines • regulations • social responsibilities such as protection of children, environmental issues • societal expectations
<i>Elements of a print advertisement</i> may include:	<ul style="list-style-type: none"> • borders • boxes • captions • colour • copy • coupons • headlines • logos • mandatory product or service information • shading • signatures • slogans • visuals

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Advertising
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Co-requisite units

Co-requisite units		