



**Australian Government**

# **Assessment Requirements for CUAWRT301 Write content for a range of media**

**Release: 1**

# Assessment Requirements for CUAWRT301 Write content for a range of media

## Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

## Performance Evidence

Evidence of the ability to:

- write media content that engages target user / audience and meets production deadlines
- apply principles of writing and communication in developing content for a range of purposes
- structure content and apply presentation techniques to enhance readability and navigation.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline a range of writing styles and their purpose
- describe techniques for effective writing
- describe how layout and presentation techniques may affect ways readers read and scan written content in various media
- identify media laws and codes of practice relevant to copyright, defamation, privacy, court reporting and vilification
- outline types of data that may provide information on users and audience
- outline health and safety requirements as they relate to working for periods of time on screens and keyboards.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- relevant software

- legislation and codes of practice relevant to media
- variety of information sources

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>