CUAWRT301 Write content for a range of media

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to write content for a range of purposes and platforms.

It applies to individuals who could be expected to write both original and re-purposed non-narrative content for websites, social media or for announcements on radio and television.

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

Unit Sector

Communication – Writing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Prepare to write content	1.1 Identify production requirements for content with relevant personnel
	1.2 Identify purpose of content and publishing medium that may affect the way content will be written
	1.3 Identify text-based content that may be incorporated and referenced, and organise copyright clearances as required
	1.4 Cross-check with additional sources to find information where there are perceived gaps in text-based content
	1.5 Analyse available data to identify needs and perspectives of target users and audience
	1.6 Generate a range of ideas relevant to content purpose and target

ELEMENT	PERFORMANCE CRITERIA
	audience
	1.7 Evaluate and select most appropriate content ideas and writing styles in consultation with relevant personnel
2. Draft content	2.1 Classify, structure and sequence content so it is easy to read or navigate
	2.2 Draft content using writing and communication principles
	2.3 Draft content using writing techniques appropriate to content purpose
	2.4 Refine and redraft content to meet creative requirements
	2.5 Check content complies with laws and codes of practice relevant to broadcasting and publication
	2.6 Provide captions or descriptions for media assets as required
	2.7 Apply presentation techniques to enhance readability
	2.8 Proofread content and conduct readability tests if appropriate
	2.9 Submit final draft to relevant personnel for consideration and review, where appropriate
	2.10 Adopt safe ergonomic practices when using screens and keyboards for long periods of time
3. Finalise content	3.1 Incorporate feedback from relevant personnel into final content, where appropriate
	3.2 Submit content by agreed deadline according to organisational procedures
	3.3 Save and archive content according to enterprise procedures
	3.4 Seek feedback from relevant personnel on content and writing process and note areas for improvement, where appropriate

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	1.1-1.5, 1.7, 2.1, 2.2, 2.4, 2.5, 2.7, 2.8, 3.1	• Organises and evaluates ideas and information from a range of complex texts

		• Analyses text based content
Writing	1.5-1.7, 2.1-2.4, 2.6-2.8, 3.1, 3.3, 3.4	• Documents complex relationships between ideas and information using writing and communication principles • Writes routine correspondence using appropriate writing styles
Oral Communication	1.1, 1.5, 1.7, 2.9, 3.1, 3.4	• Seeks views and opinions of others • Obtains information by listening and questioning • Discusses ideas and solutions • Uses clear language to contribute information and express requirements
Navigate the world of work	1.3, 2.5, 2.10	• Follows copyright legislations as required • Complies with broadcasting and publication laws and codes • Complies with work health and safety (WHS) as required
Interact with others	1.1, 1.5, 1.7, 2.9, 3.1, 3.4	• Consults with relevant personnel to select most appropriate content ideas and utilises feedback to finalise content • Presents information in a way easily understood by others
Get the work done	1.1-1.7, 2.1-2.4, 3.2, 3.3	• Adopts a logical and methodical approach to the process of clarifying content, drafting and proofreading to meet creative requirements • Adopts a consistent approach to the process of researching, identifying, writing and editing text-based material and meets all deadlines as required • Sources information and reference material in a timely fashion • Generates a range of text-based content ideas relevant to purpose • Uses digital tools to draft and edit content.

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAWRT301 Write content for a range of media	CUFWRT301A Write content for a range of media	Updated to meet Standards for Training Packages. Minor edits to	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
		performance criteria.	

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5

PwC's Skills for Australia