Assessment Requirements for SITXMPR001 Coordinate production of brochures and marketing materials

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- produce at least three of the marketing materials listed in the knowledge evidence, coordinating all aspects of the development process within specified deadlines
- produce each of the above marketing materials to:
  - meet stated objectives
  - provide current and accurate information
- proofread each of the above to ensure they are free of errors.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key features of marketing materials:
  - advertising material
  - conference program or registration form
  - destination guide
  - direct mail piece
  - display material
  - event prospectus
  - invitation
  - product brochure
  - product support manual
  - promotional flyer or leaflet
  - venue maps
- objectives of marketing materials and the markets for which material is required
- physical and virtual media marketing opportunities
- factors that impact production of materials in both physical and virtual contexts:
  - accessibility for those with disabilities
  - availability of information
  - design issues:
    - style

- size
- legal requirements
- marketing considerations:
  - distribution considerations
  - market for review of competitive materials
  - objectives
- resource constraints:
  - budget
  - in-house capability
- technology:
  - digital media opportunities
- objectives of the material
- sustainability considerations
- time parameters
- current digital print production technologies, processes and terminology
- printing and industry conventions in relation to placement of information, page numbering and copyright information
- specification inclusions:
  - conditions of contract
  - delivery platform
  - interactivity requirements
  - layout and style of text
  - number of colours
  - number of photographs
  - production and delivery deadlines
  - size
  - total number required
  - type of paper (for print-based materials)
- quality indicators in marketing material production:
  - readability
  - photographic quality
  - effective use of colour
  - spacing requirements
- creative writing techniques used for the content of brochures and other marketing materials
- procedures and requirements for preparation and proofing of material
- copyright laws and restrictions that apply to the inclusion of certain content in brochures and other marketing materials
- procedures for copyright clearance of restricted materials
- trade practices requirements around the need for accuracy of information in marketing materials.

Assessment Conditions

Skills must be demonstrated in an operational business environment for which brochures and marketing materials can be developed. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current information and communications technology for the development of content
- suppliers of graphic design services, print production organisations and copywriters with whom the individual can interact; these can be:
    - those in an industry workplace who are assisted by the individual during the assessment process; or
    - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694