



Australian Government

BSBADV509 Create mass print media advertisements

Release: 1

BSBADV509 Create mass print media advertisements

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to create mass print media advertisements that communicate key features of a product, service or idea to consumers.

It applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation who are primarily responsible for development of mass print advertisements. Individuals undertaking this unit may develop mass print media advertisements themselves or coordinate a team to produce the advertisement.

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

Unit Sector

Business Development – Advertising

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Interpret creative brief	1.1 Confirm central idea or creative concept, technique/s for expressing the idea/concept and mass print media to be used 1.2 Identify and check advertising content and supporting information for accuracy and completeness 1.3 Confirm time, schedule and budget requirements for creating the advertisement/s 1.4 Identify legal and ethical constraints
2 Create mass print media advertisement	2.1 Determine and produce elements of a print advertisement to communicate required image, features and benefits of product or

ELEMENT	PERFORMANCE CRITERIA
	service 2.2 Size and position each element of print advertisement to achieve balance and focus for the advertisement 2.3 Ensure typeface selections suit the product and central idea of the advertisement, and layout balances white space and margins 2.4 Ensure layout of advertisement unifies elements, attracts the reader to the focal point and guides reading sequence 2.5 Ensure advertisement meets requirements of advertising brief and legal and ethical requirements

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	1.1-1.4, 2.5	Interprets a range of textual information to ensure creative brief and legal and ethical requirements are met
Writing	1.1, 1.3, 2.1	Records explicit information and develops effective messages for a variety of audiences and purposes
Oral Communication	1.1, 1.3	Uses listening and questioning to elicit key information and clearly communicates requirements
Numeracy	1.3	Interprets budgetary and scheduling information
Navigate the world of work	1.4, 2.5	Takes full responsibility for adherence to legislative and ethical requirements
Interact with others	1.1, 1.3	Uses collaborative techniques to engage clients in consultation and negotiation
Get the work done	1.1, 1.3, 2.1-2.5	- Works independently and collectively to make range of aesthetic and technical decisions meeting creative, legislative and ethical requirements - Understands purposes, specific functions and key features of common digital systems and tools, and operates them effectively to produce print media

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV509 Create mass print media advertisements	BSBADV509A Create mass print media advertisements	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBADV509 Create mass print media advertisements

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Performance Evidence

Evidence of the ability to:

- create THREE print advertisements incorporating design principles and clearly communicating concept, for:
 - a newspaper
 - a magazine
 - an outdoor forum
- confirm accuracy of creative brief
- incorporate time, schedule and budget requirements
- ensure legal and ethical constraints are followed.

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 key features of industry, services, products and organisation
- explain principles and purposes of advertising
- outline principles of consumer behaviour and describe influences on buyer behaviour
- identify principles and elements of design used in print advertisements
- outline range of available advertising approaches for different markets
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- identify ethical principles relevant to advertising industry
- identify requirements for advertising timelines, budget, central idea and resources as specified in the advertising brief.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – advertising field of work and include access to:

- industry design software
- relevant legislation and codes of practice
- organisational policies and procedures
- office equipment
- business technology
- advertising copy and creative briefs.

Assessors must satisfy NVR/AQTF assessor requirements.

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