



**Australian Government**

# **BSBADV510 Create mass electronic media advertisements**

**Release: 1**

## BSBADV510 Create mass electronic 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 advertisements that communicate key features of a product, service or idea to a consumer, using mass electronic media.

It applies to individuals working in a supervisory or management role in an advertising team or media organisation, who are primarily responsible for development of mass electronic advertisements. Individuals undertaking this unit may develop mass electronic 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 electronic media to be used<br>1.2 Identify and check advertising content and supporting information for accuracy and completeness<br>1.3 Confirm time, schedule and budget requirements for creating the advertisement/s<br>1.4 Identify legal and ethical constraints |
| 2 Create radio                                   | 2.1 Determine length, pace and format for radio advertisement in                                                                                                                                                                                                                                                                                                           |

| ELEMENT                                         | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| advertisement                                   | <p>accordance with the creative brief and allocated budget</p> <p>2.2 Determine content of opening, middle and close of radio advertisement to create impact, introduce central idea, provide support for key product benefits, and provide information to facilitate consumer action</p> <p>2.3 Prepare scripts to meet requirements of producer and performer/s and the allotted time</p> <p>2.4 Ensure radio advertisement meets requirements of the advertising brief and that it meets legal and ethical requirements</p>                                                                                                                                                                              |
| 3 Create television or cinema advertisement     | <p>3.1 Determine length, pace and format for advertisement in accordance with the creative brief and allocated budget</p> <p>3.2 Prepare scripts and storyboards to record visual plan and identify creative elements that meet requirements of the creative brief</p> <p>3.3 Ensure advertisement attracts attention and sustains interest through coordination of action and motion visual effects, with audio to support visual image/s</p> <p>3.4 Ensure advertisement meets requirements of the advertising brief and legal and ethical requirements</p>                                                                                                                                               |
| 4 Create internet, web or podcast advertisement | <p>4.1 Determine and produce copy and design elements to communicate required image, features and benefits of product or service</p> <p>4.2 Size and position each element of advertisement to achieve balance and focus for the advertisement</p> <p>4.3 Ensure typeface selections suit the product and central idea of the advertisement, and layout balances white space and margins</p> <p>4.4 Design site map, navigation buttons, frames and multiple pages for ease of use</p> <p>4.5 Ensure sound, animation and graphics do not distract from the content of the advertisement</p> <p>4.6 Ensure advertisement meets requirements of the advertising brief and legal and ethical requirements</p> |

## 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                    | 1.2, 1.4, 2.1, 2.4, 3.4, 4.6         | <ul style="list-style-type: none"> <li>Interprets range of textual information to ensure requirements are met</li> <li>Evaluates information and products from a variety of sources to ensure appropriateness for client needs</li> </ul>                                                                                                                                                                                                    |
| Writing                    | 1.1, 1.3, 2.2, 2.3                   | <ul style="list-style-type: none"> <li>Creates documents to ensure clarity of meaning, accuracy and consistency of information using specific and detailed language to convey explicit information, requirements and recommendations</li> </ul>                                                                                                                                                                                              |
| Oral Communication         | 1.1, 1.3                             | <ul style="list-style-type: none"> <li>Uses listening and questioning to elicit key information and clear and direct language to confirm requirements</li> </ul>                                                                                                                                                                                                                                                                             |
| Numeracy                   | 1.3, 2.1, 2.3, 3.1                   | <ul style="list-style-type: none"> <li>Extracts and evaluates meaning from data and interprets numerical information to apply within context of requirements</li> </ul>                                                                                                                                                                                                                                                                      |
| Navigate the world of work | 1.4, 2.4, 3.4, 4.6                   | <ul style="list-style-type: none"> <li>Takes full responsibility for providing quality electronic media advertisements that comply with legislative and ethical requirements</li> </ul>                                                                                                                                                                                                                                                      |
| Interact with others       | 1.1, 1.3                             | <ul style="list-style-type: none"> <li>Uses collaborative techniques to engage colleagues and external stakeholders in consultation and negotiation</li> </ul>                                                                                                                                                                                                                                                                               |
| Get the work done          | 1.1, 1.3, 2.1, 2.2, 3.1-3.4, 4.1-4.5 | <ul style="list-style-type: none"> <li>Develops new and innovative ideas through exploration, analysis and critical thinking</li> <li>Monitors progress of plans and schedules, and reviews and changes them to meet new demands and priorities</li> <li>Meets budgetary, creative, legislative and ethical requirements</li> <li>Uses main features and functions of digital tools to complete work tasks and access information</li> </ul> |

## Unit Mapping Information

| Code and title current version                        | Code and title previous version                        | Comments                                        | Equivalence status |
|-------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------|--------------------|
| BSBADV510 Create mass electronic media advertisements | BSBADV510A Create mass electronic 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 BSBADV510 Create mass electronic media advertisements

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### Performance Evidence

Evidence of the ability to:

- produce at least THREE mass electronic advertisements in accordance with an advertising and creative brief, including for:
  - radio
  - television or cinema
  - web or podcast
- confirm accuracy of creative brief
- incorporate time, schedule and budget requirements
- ensure adherence to appropriate legal and ethical constraints.

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 and explain principles of consumer behaviour and influences on buyer behaviour
- identify principles and elements of design in electronic advertisements
- list a 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
- explain key ethical principles relevant to the 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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