



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV603B Manage advertising production

Revision Number: 1

BSBADV603B Manage advertising production

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to plan, direct, monitor and evaluate the production of electronic and print advertising. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals working in a senior advertising management, advertising production or account management role within an advertising or media organisation.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan the production process for advertisements	1.1. Confirm the timing and budgetary requirements for creative and production work 1.2. Assess the creative brief and identify factors that influence the production process 1.3. Investigate and determine production processes to suit the advertising brief, creative work and the advertising medium 1.4. Determine the specifications to suit both the advertisement and production process 1.5. Schedule pre-production work to meet production and post-production requirements 1.6. Plan a production schedule to meet the requirements of the advertising brief and media plan
2. Evaluate and select suppliers	2.1. Identify suppliers for each element in the production process 2.2. Assess suppliers in terms of their expertise and capacity to meet production, budget and schedule requirements 2.3. Base choice of suppliers on merit and value for money and their capacity to meet legal and ethical requirements 2.4. Brief and gain agreement from suppliers on the production, schedule and process requirements
3. Direct the advertising production process	3.1. Integrate the management of all aspects of the production process to meet the requirements of the advertising brief and schedule 3.2. Involve creative specialists in the production process to solve creative problems and to advise on creative changes to ensure the resulting advertisement is consistent with the objectives and positioning for the product or service 3.3. Ensure the outputs from the production process meet the requirements of the production schedule, creative brief and media plan and meet legal and ethical requirements
4. Evaluate advertising production	4.1. Evaluate the quality and cost-effectiveness of the production processes and report against the requirements of the creative brief 4.2. Ensure evaluation processes are valid and measure quality against the standards established in the

ELEMENT	PERFORMANCE CRITERIA
	creative brief 4.3. Evaluate the final advertisement in relation to the requirements of the creative brief

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to question, clarify and report when managing advertising production
- literacy skills to interpret production requirements and supplier profiles
- numeracy skills to develop budgets and schedules
- organisational and time management skills to prepare a production plan
- project management skills to direct and monitor suppliers
- technology skills to operate office and production equipment used in development of advertisements.

Required knowledge

- organisational budget, product and/or services
- contents of the advertising and creative briefs, and media plans
- printing, television, film and video production process
- legal and ethical requirements of the advertising industry
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- how to use software and operate equipment used in advertising production processes.

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: - planning, directing, monitoring and evaluating the production of at least two advertisements, including: - one electronic advertisement - one print advertisement.
Context of and specific resources for assessment	Assessment must ensure: - access to an actual workplace or simulated environment - access to office equipment and resources - access to production facilities - access to advertising and creative briefs, and media plans.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: - analysis of responses to case studies and scenarios - assessment of reports detailing production activities - demonstration of production techniques to develop a print and electronic advertisement - direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate - observation of presentations of advertisements produced - oral or written questioning to assess knowledge of advertising and creative briefs, and media plans - review of evaluation of final advertisement in relation to the requirements of the creative brief.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: other advertising units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Factors that influence the production process may include:

- budget
- central idea
- creative concept
- image factors
- timeframe

Production processes may include:

- print production processes such as:
 - computer software programs
 - desktop publishing
 - flexography
 - inkjet printing
 - letterpress
 - offset lithography
 - pre-print production processes
 - rotogravure
 - silk screen
- electronic production processes such as:
 - film
 - live recording
 - podcasting
 - sound recording
 - streaming
 - video
 - websites

Specifications may include:

- art reproduction
- aspect ratio
- colour register/s
- colour reproduction:
- colour separation
- composition
- computerised colour reproduction
- film

RANGE STATEMENT	
	• halftones • line art • photography • process colour • screens • spot colour • typesetting • video
Media may include:	• cinema • internet • out of home • radio • television
Pre-production work may include:	• receipt and review of advertising copy • receipt of visual elements and layout • rehearsals • scripts • set construction • storyboards
Production schedule may include:	• film or video shooting • pre-production work • production work • post-production work • sound recording
Legal and ethical requirements may include:	• codes of practice such as those issued by: • Advertising Federation of Australia • Australian Communications and Media Authority • Australian Competition and Consumer Commission • Australian Performing Right Association • Commercial Radio Australia • Free TV Australia • cultural expectations and influences • ethical principles • legislation • policies and guidelines • regulations • social responsibilities such as protection of

RANGE STATEMENT

	children, environmental issues
	• societal expectations

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Advertising
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Co-requisite units

Co-requisite units		