



Australian Government

Assessment Requirements for CUAWRT407 Develop content for publication

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 4.0.

Performance Evidence

Evidence of the ability to complete at least two different content development pieces of work (e.g. one blog and one infographic) of different lengths (with at least one of 2500-4000 words) and for each:

- identify requirements for writing for different platforms, including social media
- develop the content concept and seek feedback for refinement
- plan and organise resources to develop the content within timelines
- develop work that meets the purpose and the needs of the intended audience and where appropriate, make use of content development software
- apply basic editing techniques to refine work
- ensure timelines and other requirements for the work are met
- follow relevant health and safety practices for writing tasks
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Knowledge Evidence

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit:

- forms and examples of content including, but not limited to:
 - blogs
 - webpages
 - infographics
 - eBooks
 - journal articles
 - news articles
 - opinion pieces
 - videography and photography

- web-based content
- content development techniques and their application
- basic editing techniques used to refine content
- typical constraints that impact the development of content
- copyright and intellectual property requirements that relate to content development
- common content development software and their application
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Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a creative arts working environment or commercial writing environment. This includes access to:

- interaction with relevant people
- resources and reference materials relevant to the content development process.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volumes are available from VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>