



Australian Government

CUAWRT407 Develop content for publication

Release: 1

CUAWRT407 Develop content for publication

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 4.0.

Application

This unit describes the skills and knowledge required to research and produce content for a range of media suitable for electronic or hardcopy publications such as blogs, webpages, and journal articles.

It applies to writers who seek to refine their content development techniques and approaches. This would usually be carried out independently, with some guidance from editors, agents or other relevant people.

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

Unit Sector

Communication – Writing

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. Determine requirements of content development task	1.1 Identify purpose and audience for the task 1.2 Select language and writing style appropriate for the purpose and audience
2. Develop and refine concept for content	2.1 Use safe work practices including addressing ergonomic requirements when undertaking work tasks 2.2 Develop concept based on the purpose and intended audience 2.3 Document concept and seek feedback from relevant parties 2.4 Refine writing concept as required

ELEMENT	PERFORMANCE CRITERIA
3. Research and determine appropriate writing techniques for content	3.1 Research content development techniques and approaches 3.2 Identify how content development techniques achieve different technical effects and audience impact 3.3 Identify how the use of photography and videography can supplement content 3.4 Adapt and apply content development techniques for the concept 3.5 Seek feedback from relevant parties about the effectiveness and suitability of the applied techniques
4. Determine resources required to develop content	4.1 Identify resources and software required to develop the content 4.2 Identify constraints that may impact on the content development 4.3 Consider constraints and the availability of resources and revise the concept accordingly
5. Plan content development	5.1 Gather resources required to develop content 5.2 Organise tasks and develop a timeline to complete the content 5.3 Agree on a timeline for completion of content with relevant parties
6. Complete content	6.1 Refine concept and develop content using content development software and relevant techniques. 6.2 Evaluate language, structure and style of the content, taking into account the intended audience and purpose 6.3 Assess content to identify any potential copyright and intellectual property requirements 6.4 Refine content using basic editing techniques

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	- Analyses and interprets textual information from various sources - Compares material from multiple information sources - Applies appropriate strategies to check texts for accuracy

Writing	- Generates complex written texts, demonstrating a broad range of writing styles and techniques - Selects vocabulary, grammatical structures and conventions appropriate to the text and audience - Creates documents using language, format and style appropriate to the context and audience
Oral communication	Uses clear language to articulate ideas and opinions
Numeracy	Estimates time required for production tasks, creates timeframes and calculates resource requirements
Navigate the world of work	Identifies and complies with legislative responsibilities associated with writing tasks
Interact with others	- Collaborates with others to achieve writing goals - Selects and uses communication practices and protocols appropriate to audience
Get the work done	- Adopts a logical and methodical approach in planning, organising and completing requirements within timelines - Develops new and innovative ideas through exploration and analysis

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAWRT407 Develop content for publication	N/A	New Unit of Competency	N/A

Links

Companion Volumes are available from VETNet -

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

Assessment Requirements for CUAWRT407 Develop content for publication

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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.

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